



**Louisiana Department of Health and Hospitals**  
**Health Plan Advisory 16-11**  
**May 6, 2016**

**Healthy Louisiana Rebranding**

Effective May 2, 2016, Bayou Health is being rebranded Healthy Louisiana. All Managed Care Organizations (MCOs) and their subcontractors are expected to transition brands as follows:

- MCOs are authorized to continue use of currently printed Bayou Health branded materials until the supply is exhausted. Printed materials include both member education and marketing materials such as welcome packets, handbooks and print advertising.
- No new materials in print or digital format are to be ordered using the Bayou Health brand. Branded materials should be updated to the Healthy Louisiana brand when stocks are replenished and when digital content is revised.
- Digital materials maintained by the MCOs are to be transitioned to the Healthy Louisiana brand as soon as is feasible using existing administrative funds and resources. Digital materials include, but are not limited to, e-mail communications, social media campaigns, member and provider web sites and web advertising.
- Provider and member call centers, including nurse hotlines, are to begin using the Healthy Louisiana brand as soon as is feasible. All call scripts and staff training should be revised as well.

The Department does not require resubmission of any already approved materials that only require a change of logo, phone number or website resulting from the rebranding.

**Rebranding Education for Members and Providers**

The MCOs are responsible for educating their members and providers regarding the rebranding through their websites and other online resources, member and provider calls in the course of current business, and when replenishing stocks of printed materials. No new mail outs educating members or providers on the rebranding are required. In accordance with the current process for DHH approval of changes to member and provider materials, the MCOs shall create new information to members and providers explaining:

- The reason for the rebranding (key points will be provided by DHH);
- There will be no reduction in Medicaid benefits or services for current recipients;
- There will be no change in provider reimbursement or contracting; and
- New Medicaid contact information as follows:
  - For directing people to apply, or otherwise determine if they may be eligible:  
1-888-342-6207 (Hours of operation Monday – Friday 7 a.m. to 5 p.m.)  
[www.healthy.la.gov](http://www.healthy.la.gov)
  - In materials directing an individual to choose a Health Plan:  
1-855-229-6848 (Hours of operation: automated 24/7; Representatives available Monday – Friday 8 a.m. to 5 p.m.) – Do not use 1-855-BAYOU-4U  
[www.healthy.la.gov](http://www.healthy.la.gov)