

FOR IMMEDIATE RELEASE

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DMHC ANNOUNCES LOGO CHANGES

(Sacramento) – Cindy Ehnes, Director of the Department of Managed Health Care (DMHC) has announced the adoption of new logos and a revised name for the DMHC’s Help Center (previously the HMO Help Center), in an effort to create a united "brand" in the mind of the public.

“We're doing this to let the public know that our consumer Help Center is a free service of the State of California to assist them in solving problems with their health plans,” said Ehnes. “The combined logos also more effectively represent the broad scope of all DMHC functions - direct consumer assistance, licensure, regulation, enforcement, financial oversight and more - all with the purpose of fulfilling the comprehensive health care protections provided by state law through the Knox-Keene Act.”

The DMHC will be retaining the Web address of www.dmhc.ca.gov , but the new Help Center address will be www.healthhelp.ca.gov . However, the original address of www.hmohelp.ca.gov will remain active and will still direct consumers to the DMHC and Help Center Web sites. Health plans should continue to use the URL of www.hmohelpcenter.ca.gov in enrollee communications, as that Web address is specifically required by the Knox-Keene Act.

The new DMHC and Help Center logos are visible below:



The California Department of Managed Health Care is the only stand-alone HMO watchdog agency in the nation, touching the lives of more than 21 million enrollees. The DMHC has assisted

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Department of Managed Health Care

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more than 800,000 Californians resolve their HMO problems through its 24-hour Help Center, educates consumers on health care rights and responsibilities, and works closely with HMO plans to ensure a solvent and stable managed health care system.

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