



Santa Clara Family Health Plan Relocates and Launches New Logo

Brand refresh aligns with mission to provide access to affordable, quality health care

Campbell, CA – August 6, 2018 – Santa Clara Family Health Plan (SCFHP), a local, not-for-profit health plan serving Santa Clara County, announced its move to a new address and the accompanying launch of its new logo.

“Our commitment to improving community health is at the center of this transition,” said CEO Christine M. Tomcala. “SCFHP’s move to a new office building in South San Jose will accommodate our growing team and help us better serve our members, providers, and the community.”

Since its founding in 1997, SCFHP has grown from primarily serving mothers and children to being the preferred option for Santa Clara County residents of all ages who are eligible for government-sponsored health coverage (Medi-Cal, Cal MediConnect, Healthy Kids). The launch of SCFHP’s new logo embraces this identity.

“Each detail of the new logo was chosen for the symbolism it draws from SCFHP’s mission and vision for the community,” said Laura Watkins, Director of Marketing, Outreach & Enrollment. “We believe access to quality, affordable health care is the cornerstone of a healthy community, working in partnership with providers, social services, and community organizations to care for the whole person.”

The logo is a mosaic pattern in the shape of a sun, which conveys vitality, warmth, trust, safety, and inspiration. The colors of the icon evoke the sun’s energy, while a closer look at the icon reveals individuals holding hands and coming together to form a healthy, positive community.

The new logo was selected after a careful review process where SCFHP members, staff, and Governing Board provided feedback on design options.

Effective August 13, SCFHP’s office address will be:

**Santa Clara Family Health Plan
6201 San Ignacio Ave
San Jose, CA 95119**

About Santa Clara Family Health Plan

SCFHP is a local, public, not-for-profit health plan that provides high-quality health coverage to residents of Santa Clara County. Through a dedicated partnership with an expansive network of doctors and other professionals, SCFHP acts as a bridge between the health care system and those who do not have access to or cannot afford health care. SCFHP is the local plan for Medi-Cal, Cal MediConnect and Healthy Kids HMO in Santa Clara County. SCFHP began offering coverage in 1997 and is now proud to provide services to over 258,000 residents of Santa Clara County. Through devotion to outstanding service and care for the community, SCFHP is committed to providing quality, affordable health insurance to the underserved in Santa Clara County's diverse population. For more information, visit www.scfhp.com.

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