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ALAMEDA ALLIANCE FOR HEALTH UNVEILS NEW VISUAL IDENTITY

The Alliance's updated logo is a visual representation of the diversity and vibrancy of the Alameda County community it is proud to serve.

Alameda, CA – Alameda Alliance for Health (Alliance), the local health plan that provides comprehensive health care coverage to over 400,000 Alameda County residents is unveiling a new visual identity and logo this month. The refreshed logo coincides with the Alliance's 30th anniversary to reaffirm its ongoing commitment to achieving optimal health and well-being at every stage of life for the Alameda County community.

Following input from focus groups that included Alliance members and community representatives, the new visual identity and logo reflect the diversity and vibrancy of the community that the Alliance serves. The integrated geometric shapes and bold colors represent inclusivity, collaboration, and unity – all vital aspects that contribute to the Alliance's ability to serve its members.

For three decades, in collaboration with provider and community partners, the Alliance has been working to improve the health and well-being of its members to deliver high quality and accessible services. The new visual identity and logo are an opportunity to reacquaint members, staff, health care leaders and other partners about its commitment to the vital work that the Alliance does every day to serve the Alameda County community.

"As we step into our 30th year of providing health care to Alameda County residents, I am thrilled with our new logo which is rooted in service and dedication to our community," said Matt Woodruff, Alliance CEO. "Our branding team worked tirelessly to execute a look that is both connected to our mission and consistent with our commitment to improving the health and well-being of our members."

Starting this month, the Alliance will introduce its new logo and brand across collateral and communications, which also aligns with the launch of Alliance Wellness, its new Dual Eligible

Special Needs Plan (D-SNP) that will begin serving Alameda County residents that are dually eligible for Medicare and Medi-Cal.

To learn more about the Alliance, visit us at **www.alamedaalliance.org**.

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About Alameda Alliance for Health

Alameda Alliance for Health (Alliance) is a local, public, not-for-profit managed care health plan committed to making high-quality health care services accessible and affordable to Alameda County residents. Established in 1996, the Alliance was created by and for Alameda County residents. The Alliance Board of Governors, leadership staff, and provider network reflect the county's cultural and linguistic diversity. The Alliance provides health care coverage to over 400,000 children and adults with limited resources through our National Committee for Quality Assurance (NCQA) accredited Alliance Group Care and Alliance Medi-Cal programs.