

## Money Follows the Person Initiative Named HOME Choice



The communications strategy for the Money Follows the Person initiative begins with a logo. The initiative will benefit from a specific identification separate from MFP, which has no consistent recognition. Certainly, it is not widely identified with transitioning persons from long-term care into the community. The initiative name must accurately reflect the intent behind “balancing the system” by expanding choice.

For that reason, the brand name, HOME Choice - Helping Ohioans Move, Expanding Choice was selected.

A HOME Choice logo was developed that features those words and a house with an open, welcoming door. The logo connotes:

- An open door
- Movement toward that door
- More freedom
- More choice