



Getting Ready for the 'Unwinding'

Best Practices and Lessons Learned for Medicaid Redetermination

Association of Clinicians for the Underserved

March 22, 2023

MEDICAID UNWINDING

- Introduction to Albany Area Primary Health Care, Inc.
- Strategies for capturing patient information
- Partnerships
- Strategies for patient engagement



Medicaid Unwinding



Agenda



About NOAH



Best Practices

About NOAH





Best Practices

Know the landscape & demographics of your state and those impacted- tailor messaging accordingly

In Arizona they fall into two groups:

- Have not responded
- No longer eligible



Best Practices

Confirming Contact Info



**Partner with
Health Plans**



**Compare health plan
info with Electronic
Health Record**



**Leverage social
media & emails**



Best Practices



Create Outreach Plans for
3 Different Audiences

Patients

Community

Internal NOAH Team



Best Practices



Don't Lose Coverage!
Changes to AHCCCS and KidsCare Renewals

1 in 4 people currently enrolled in AHCCCS or KidsCare will lose coverage as early as **April 1**

We can help!
602-560-4922

What is Happening?
At the beginning of the COVID-19 pandemic, the federal government required state Medicaid programs like AHCCCS and KidsCare to automatically renew, even if a member's eligibility changed. Beginning in April, eligibility will no longer automatically renew as it used to.

Who Does This Affect?
More than 600,000 members will lose coverage because they are no longer eligible (due to income or other requirements) or have not responded to AHCCCS requests for information.

How Do I Get Healthcare Coverage if I am No Longer Eligible for Medicaid?
Members who are no longer eligible for Medicaid will be referred to the Healthcare Marketplace for coverage options. Losing Medicaid coverage is considered a qualifying event and the Healthcare Marketplace will accept new enrollments through July 2024.

What Do I Need to Do?

1. Update your contact information. If AHCCCS can't reach you, you may be dropped even if you are still eligible.
2. Check your mailbox for renewal information.
3. Respond within 30 days to any requests from AHCCCS.
4. Schedule an appointment with NOAH Community Resources for help.

Scan for more information.



This publication was supported by the centers for Medicare and Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,040,455 with 100 percent funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government.

480.882.4545 | noahhelps.org | @noahhelps



NEIGHBORHOOD OUTREACH ACCESS TO HEALTH

NOAH NEWS

Looking for ways to improve your health and quality of life? NOAH has you covered. Here are the latest recipes, news and updates, and health tips.

March 2023

Your Local Farmer's Market
Discover why shopping at your local farmer's market comes with some pretty great benefits.
[Read More](#)

Time to Re-Enroll!
1 in 4 people currently enrolled in AHCCCS or KidsCare will lose coverage as early as April 1. We can help!
[Read More](#)

Fiber Keeps You Regular
Explore the health benefits of a fiber-rich diet plus dietitian recommended recipes to help get things moving in the right direction.
[Read More](#)

Patients

- Messaging in monthly email newsletter to database
- Flyers in the clinics
- Email to patients on Medicaid plans
- Phone calls to patients on Health Plan rosters and NOAH database



Best Practices



NOAH-Neighborhood Outreach Access to Health

3h · 🌐

Beginning in April, @AHCCCS will begin disenrolling members who are determined to be no longer eligible for #Medicaid and #KidsCare.

For eligibility help, 📞 602-562-3448 or schedule an appointment with NOAH Community Resources 📍 <https://bit.ly/39ZHxOR>.

Don't Lose Coverage!

What Do I Need to Do?

1. Update your contact information. If AHCCCS can't reach you, you may be dropped even if you are still eligible.
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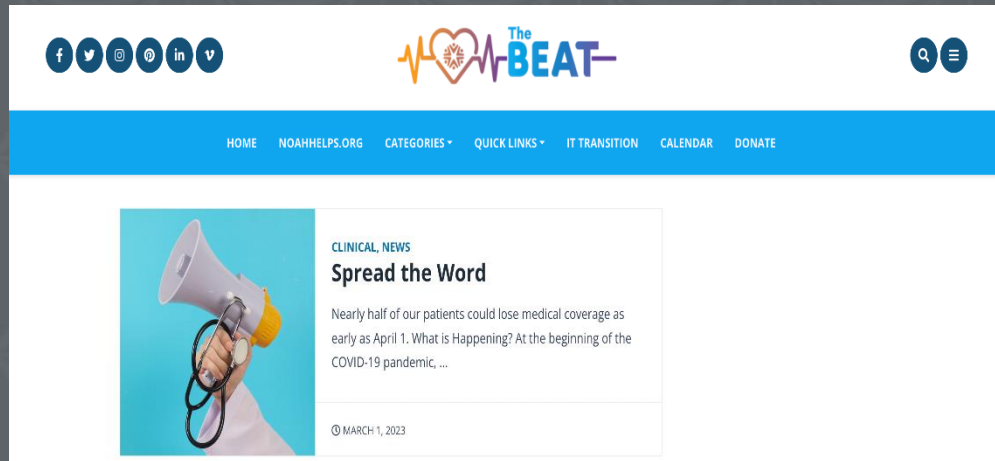
We can help!
602-560-4922

Community

- ~23 outreach events for Q1 2023
- Education at schools and community-based organizations
- Social media

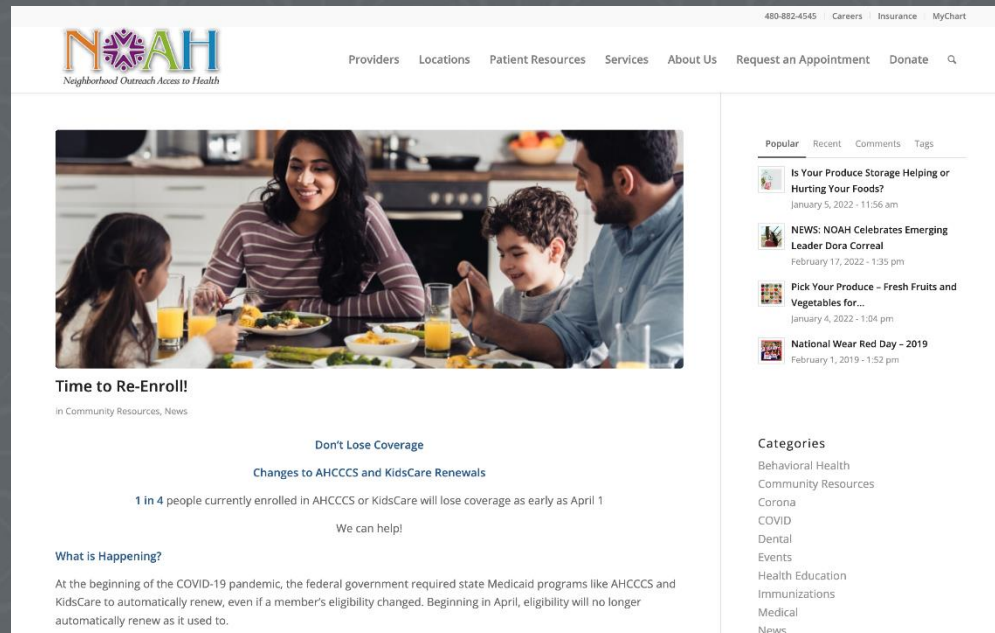


Best Practices



Internal NOAH Team

- Weekly employee newsletter
- Interdepartmental education



THANK YOU!

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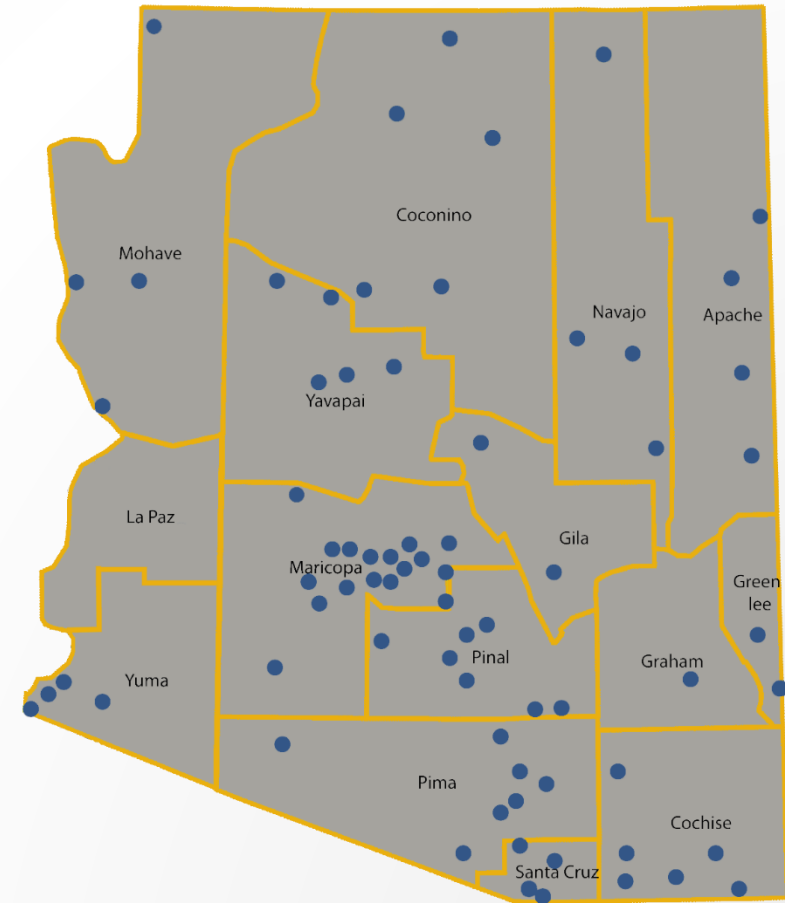
Neighborhood Outreach Access to Health

Outreach & Messaging

3/22/23

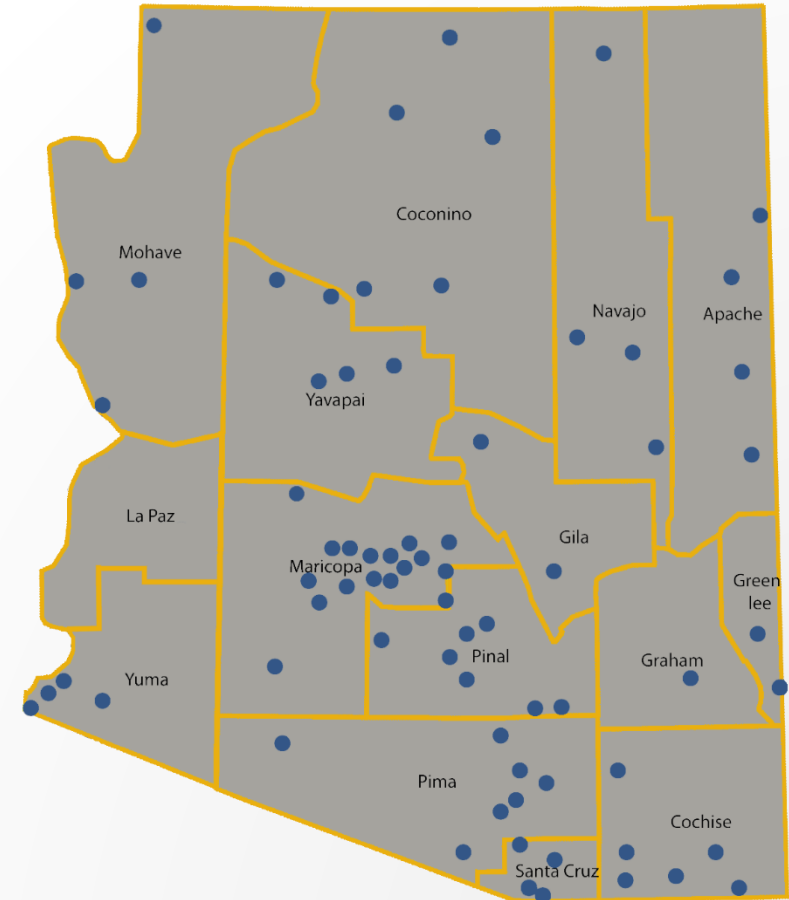
AACHC

- Primary Care Association (PCA) in Arizona since 1985
- **23** Health Center Grantee and 1 Look-Alike
- **175+ sites** in rural and urban communities across Arizona



Arizona at a Glance

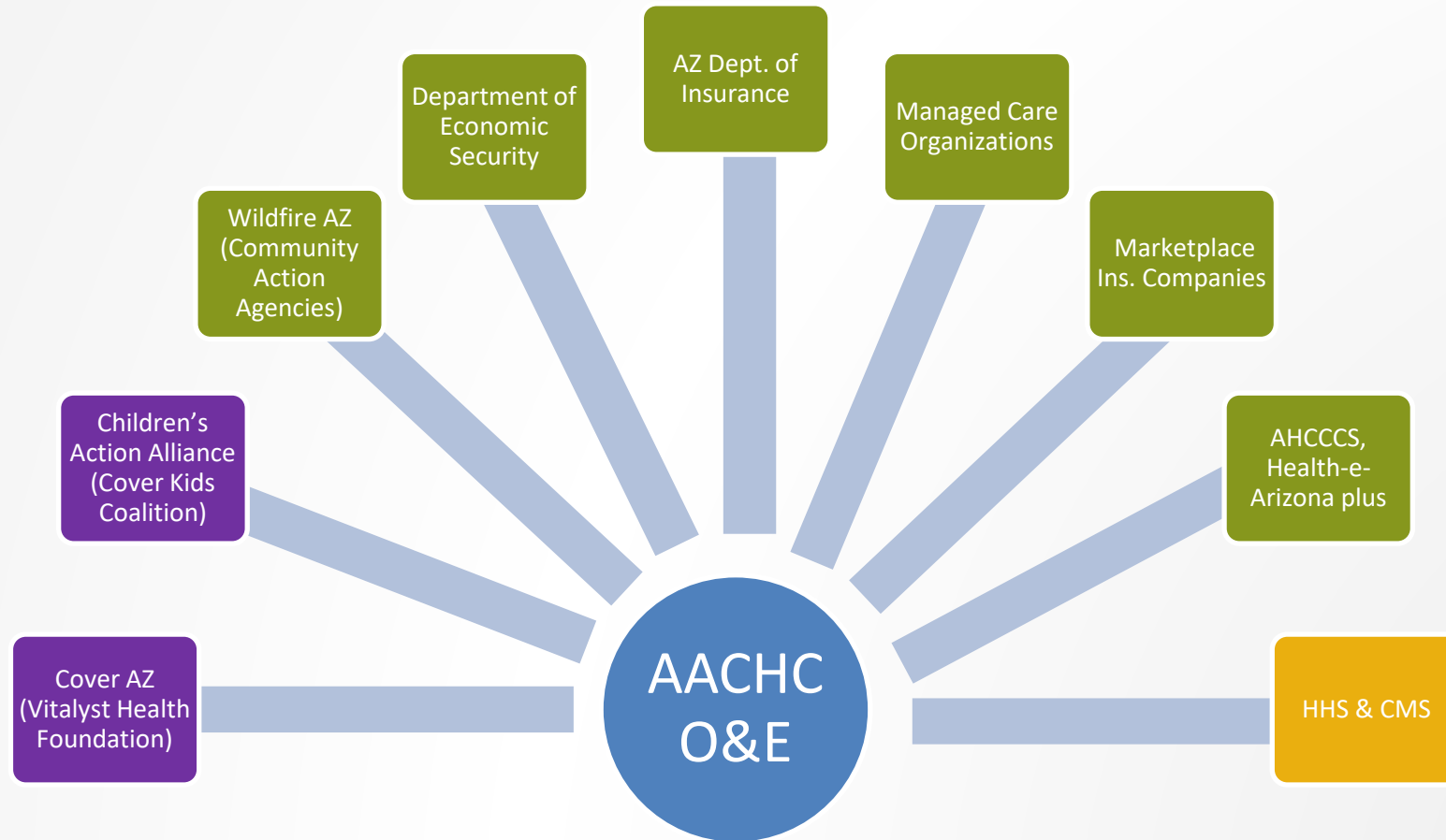
- Federally Facilitated Marketplace (FFM)
- Medicaid/CHIP programs work through Managed Care Organizations (MCO)
- Over 2.4 million people on Medicaid
- Over 32% of the population is Hispanic/Latino
- 12.9% of the population is without health insurance under the age of 65
- Over 600,000 Arizonans will be affected by the end of continuous enrollment



Coordinating with stakeholders



Coordinating Stakeholders



Community Engagement



Community Engagement: Messaging

- Engaging with community starts by understanding the dynamics of the people who live around your community
- Your approach and messaging will vary among the different groups represented in your community.
 - Language
 - Age
 - Images
 - Literacy levels



Thank you!

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Medicaid Renewal

How will it affect our community?

March 2023

Carol West

Associate Director of Health Equity
Illinois Primary Health Care Association

IPHCA.ORG





Tools

For Outreach and In-reach



Every Door Direct Mail EDDM

Prices - USPS Marketing Mail Flats up to 3.3 oz

- EDDM flyers, postcards, and other flats are considered USPS Marketing Mail® products.
- EDDM Retail® USPS Marketing Flats currently \$0.189 per piece
- EDDM BMEU USPS Marketing Mail Flats currently as low as \$0.188 per piece
- Send at least 200 and up to 5,000 pieces per day per ZIP Code
- The length must be between 3.5" and 15". The height must be between 3.5" and 12"


<https://www.usps.com/business/every-door-direct-mail.htm>







DON'T RISK A GAP IN YOUR MEDICAID COVERAGE

UPDATE YOUR INFORMATION NOW!

 Update your contact information – Make sure Medicaid has your current mailing address, phone number and email.

 Check your mail – Medicaid will mail you a letter about your coverage.

 Complete your renewal form – If you receive a form in the mail, fill it out and return to Medicaid right away.



Call 1-877-805-5312 and select Option 8 to report an address change OR scan the code above to update your information.

If you no longer qualify for Medicaid, you may be able to get health coverage through the Health Insurance Marketplace.[®]

4 OUT OF 5
ENROLLEES CAN FIND
PLANS THAT COST
LESS THAN \$10
A MONTH

MARKETPLACE PLANS
ARE AFFORDABLE

GO TO: [GETCOVEREDILLINOIS.GOV](https://getcoveredillinois.gov) 

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

LOCAL POSTAL
CUSTOMER

EDDM

- 3 short action steps
- QR Code leads to the address change website
- Connection to local assistance
- Introduce the Marketplace



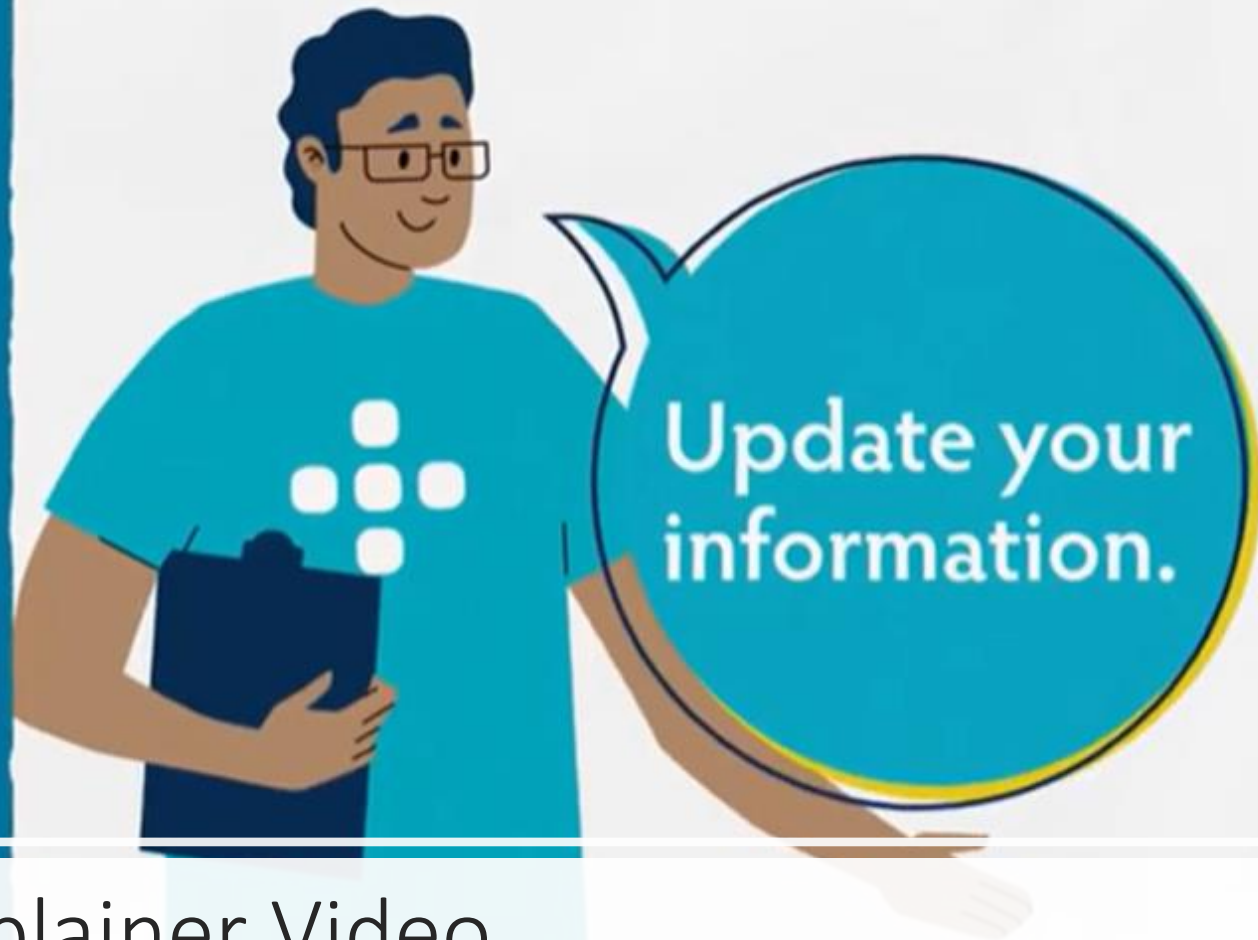
Tablets

Health Centers use of tablets

- Patient Engagement
- Outreach Tool
- Watch the video
- Address Changes
- Help create Manage My Case

The tablet screen shows the 'OHFS Partner Portal' interface. The main heading is 'Report Medicaid Change of Address'. Below this, there is a dropdown menu for 'Select language' and a 'Print form' link. A paragraph of text informs Medicaid members that they must report their current address to keep their health insurance. It provides instructions on how to report a change: either by completing the change-of-address form or by calling the Bureau of All Care at 1-877-605-5102 and selecting Option 8. Below the text, a section titled 'Please provide your old and new information' contains two columns of input fields. The left column is for 'OLD ADDRESS' and the right column is for 'NEW ADDRESS'. Each column has fields for 'Address', 'City', 'State', 'Zip', and 'County'. Below these fields is a 'Notification Options' section with two columns. The left column has fields for 'Email address' and 'Phone number'. The right column has a field for 'Email address' and a checkbox for 'I am a provider or provider representative and I am reporting a change of address for my organization'. At the bottom of the form is a blue 'Submit' button. Small text at the bottom of the screen states: 'By registering my email, I agree to receive email messages from the Bureau of All Care and its partners. I understand that my email address may be used for marketing purposes and I agree to the terms and conditions of the Bureau of All Care. I understand that my email address may be used for marketing purposes.' The tablet is a silver-colored device with a black bezel.

Step One



Explainer Video



Stakeholder Outreach Tool

Designed to brand and update with local information. Effective with Boards, Elected Officials, Community Stakeholders.



Level Set

The Public Health Emergency and Medicaid

- Consolidated Appropriations Act, 2023 effective as of December 29, 2022
- Separates Medicaid unwinding from PHE
- Additional extensions of PHE **do not** apply to Medicaid unwinding process

Medicaid Renewal is Resuming!

“Under the CAA, 2023, expiration of the continuous enrollment condition and receipt of the temporary FMAP increase will no longer be linked to the end of the PHE.”

Source: [Key Dates Related to the Medicaid Continuous Enrollment Condition Provisions in the Consolidated Appropriations Act, 2023](#)



Level Set

Open Enrollment

- The Health Insurance Marketplace Federal
- November 1 – January 15
- Special Enrollment Periods for life events

2023 Plan Year = 332,460

Medicaid

- Abe, Illinois Medicaid State
- All year long
- Hasn't had to redetermine (update information) since the PHE began



Illinois Data

Medicaid Recipients



Impact

Medicaid Enrollment by Program

Comprehensive Benefits	FY2022
Children	1,499,514
Adults with Disabilities	246,842
ACA Newly Eligible Adults	868,108
Other Adults	741,991
Seniors	288,600
Total Comprehensive	3,645,055

Local Information

Zip Code

<https://www2.illinois.gov/hfs/SiteCollectionDocuments/FY22EnrollmentByZipCode.pdf>

County Data

<https://www2.illinois.gov/hfs/info/factsfigures/Program%20Enrollment/Pages/default.aspx>



HFS Timeline

Renewal Process



HFS Communication Strategy

Four phases of communication:

- **Phase 1:** Update your information
- **Phase 2:** Prepare for Renewal
- **Phase 3:** Time to re-enroll (Call to action messaging and explanation of how to accomplish this)
- **Phase 4:** Transition those ineligible to ACA

Illinois is currently in Phase:

One: Update your
Medicaid information

Phase Two begins
May 2023

Redeterminations: Form A and Form B

Form A

- IES currently renews 30-40% of medical customers each month.
 - This is done through electronic verification of income and other factors.
 - This process does not require customer action.
 - *Process is known as **Ex Parte or Form A process**.*
- SNAP beneficiaries receiving medical benefits are also renewed when they go through the SNAP redetermination process.

Form B

- All Medicaid customers whose eligibility information cannot be electronically verified.
- Customers that cannot be redetermined through the receipt of another program like SNAP, enter the Form B process.

Redetermination Process by Month

End of Certification Period	Rede Due Date Printed on Notice	Case Closure Date: Form B not received	First day of Coverage Loss	Last day to return rede: potential reinstatement
06/30/2023	06/01/2023	06/15/2023	07/01/2023	09/30/2023
07/31/2023	07/01/2023	07/17/2023	08/01/2023	10/31/2023
08/31/2023	08/01/2023	08/15/2023	09/01/2023	11/30/2023



Response



Preventing Lapses in Coverage

ENROLLEE AWARENESS

- Problem: Medicaid enrollees are unaware that renewal is resuming in May
- Unchecked Result: Enrollees are unprepared and struggle to act

ENROLLEE ACTION

- Medicaid enrollees need to make sure contact information is current to receive notices
- Unchecked Result: Preventable loss of coverage because of missed notices

Action: Outreach!



Maintaining Coverage through the Marketplace

SPECIAL ENROLLMENT PERIOD (SEP) for the HEALTH INSURANCE MARKETPLACE (60 days)

- Change in Household
- Change in Residence
- Loss of Coverage
 - **Loss of Medicaid** through the renewal process.
This SEP provides additional protections.



Messaging Tools-HFS

Social

📢 Medicaid members! Don't risk losing your health insurance 🚚 ❤️ 📍. Update your mailing address with Illinois Medicaid 📧! Free at 877-805-5312 from 7:45am–4:30pm or visit [medicaid.illinois.gov](https://www.medicaid.illinois.gov)

[HFS Tool Kit](#)



MEDICAID MEMBER!
Updating your address is easy, fast and free

 **CALL 877.805.5312 OR TTY: 877.204.1012**
MON-FRI 7:45AM - 4:30PM

 **MEDICAID.ILLINOIS.GOV**

DON'T RISK LOSING YOUR HEALTH INSURANCE

HFS ILLINOIS DEPARTMENT OF
Healthcare and
Family Services



Messaging Tools-CMS



Website language:

Now that things are getting back to normal, your #Medicaid renewal will be too. Ensure your state knows where to send your letter. Update your address today: [medicaid.illinois.gov](https://www.medicaid.gov/illinois)

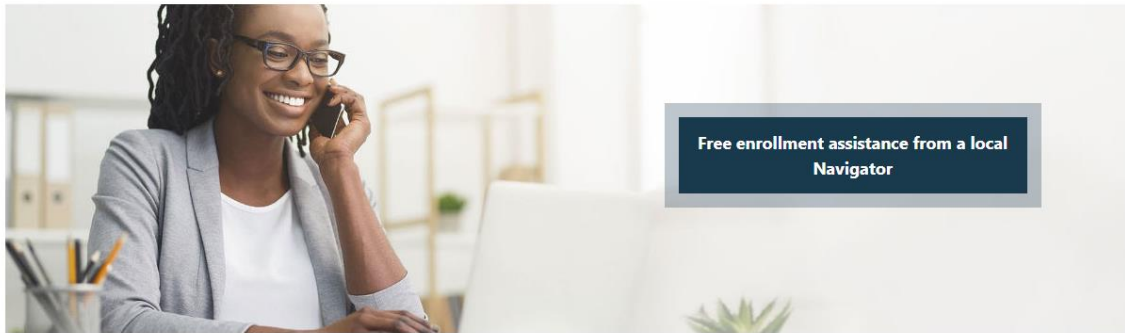
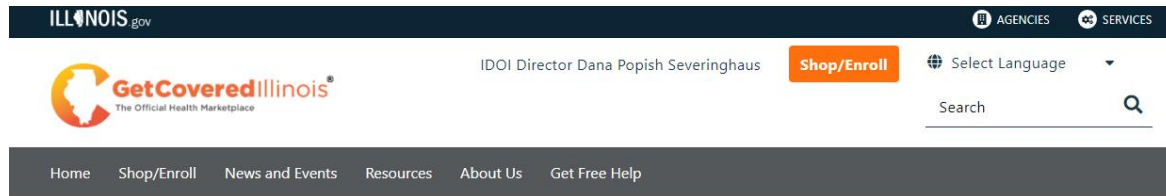


Have #Medicaid coverage? If so, listen up! Renewals may have been on pause due to #COVID19, but they're making a comeback. Be sure your state knows your current address so you receive your renewal letter: [medicaid.illinois.gov](https://www.medicaid.gov/illinois)

<https://www.medicaid.gov/resources-for-states/downloads/unwinding-comms-toolkit.pdf>

Where to find local help

- Crusader Community Health
- Aunt Martha's Rockford Community Health Center



**YOUR HEALTH
COVERAGE
STARTS HERE**



Coverage is as easy as 1, 2, 3

Get Covered Illinois is here to help you navigate the sometimes confusing world of health insurance.

Follow these steps to learn the basics to get the coverage you need.



FIND LOCAL HELP

Need help with your health insurance application? Enter your ZIP code below to find appointments with local application assisters.

Enter your ZIP code

25 miles away Any Language

Show locations that offer: ☒ In Person ☒ Telephone ☒ Zoom

SEARCH FOR HELP

www.getcoveredillinois.gov

IPHCA

Thank you!

Contact us:

Paula Campbell pcampbell@iphca.org

Carol West cwest@iphca.org

IPHCA.ORG



HELPFUL RESOURCES

- [Medicaid Redetermination FAQs for Community Health Centers](#)
- [Medicaid Redetermination Talking Points for Community Health Centers](#)
- [Medicaid Redetermination FAQs for Medicaid Beneficiaries](#)
- [2023 FY Spending Bill and the Medicaid Unwinding: Implications for the Supportive Housing Community](#)

Thank you!

Contact information

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