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

NOAH
Neighborhood Outreach Access to Health
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

- 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

What is Happening?
As of the beginning of the COVID-19 pandemic, the federal government rejoined the 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 if it changed.

Who Does This Affect?
Most AHCCCS members will lose coverage because they are no longer eligible due to income or other changes, whereas those not impacted by the COVID-19 pandemic will not lose their coverage.

How Do I Get Healthcare Coverage If I Am No Longer Eligible for Medicaid?
Members who are no longer eligible for Medicaid will be offered enrollment in other Medicaid programs for coverage options. Losing Medicaid coverage is considered a qualifying event, and the health care marketplace will accept new applications through July 2021.

We can help!
602-560-4922

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.

NOAH NEWS

Your Local Farmer’s Market
Time to Re-Enroll
Fiber Keeps You Regular

Looking for ways to improve your health and quality of life? NOAH has you covered.

More扭曲

March 2021

Your Local Farmer’s Market
Discover why shopping at your local farmer’s market offers you some pretty sweet benefits.

Read More

Time to Re-Enroll
I am eligible to enroll in AHCCCS or KidsCare and have coverage as early as April 1. Visit our Help Center for more information on how to enroll.

Read More

Fiber Keeps You Regular
Eating the right kind of fiber may deliver other benefits, such as improving heart health, reducing blood pressure, and maintaining a healthy weight.

Read More

Neighborhood Outreach Access to Health

NOAH

Neighbors, Overcoming Adversity, Health

Neighbors, Overcoming Adversity, Health

Neighbors, Overcoming Adversity, Health

Neighbors, Overcoming Adversity, Health

Neighbors, Overcoming Adversity, Health
Community

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

• Weekly employee newsletter
• Interdepartmental education
THANK YOU!

Dora Correal
Director of Community Equity
dcorreal@noahhelps.org
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

- Children’s Action Alliance (Cover Kids Coalition)
- Cover AZ (Vitalyst Health Foundation)
- Wildfire AZ (Community Action Agencies)
- Department of Economic Security
- AZ Dept. of Insurance
- Managed Care Organizations
- Marketplace Ins. Companies
- AHCCCS, Health-e-Arizona plus
- HHS & CMS

AACHC O&E
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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Meryl Deles, Information Manager Outreach & Enrollment: meryld@aachc.org
Mayra Gomez, Program Manager Outreach & Enrollment: mayrag@aachc.org
Medicaid Renewal
How will it affect our community?

March 2023
Carol West
Associate Director of Health Equity
Illinois Primary Health Care Association
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 QR 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. 3 out of 5 enrollees can find plans that cost less than $10 a month.

Marketplace Plans are Affordable

GO TO: GETCOVEREDILLINOIS.GOV

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
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

<table>
<thead>
<tr>
<th>Comprehensive Benefits</th>
<th>FY2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>1,499,514</td>
</tr>
<tr>
<td>Adults with Disabilities</td>
<td>246,842</td>
</tr>
<tr>
<td>ACA Newly Eligible Adults</td>
<td>868,108</td>
</tr>
<tr>
<td>Other Adults</td>
<td>741,991</td>
</tr>
<tr>
<td>Seniors</td>
<td>288,600</td>
</tr>
<tr>
<td>Total Comprehensive</td>
<td>3,645,055</td>
</tr>
</tbody>
</table>

Local Information

Zip Code

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

County Data

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

<table>
<thead>
<tr>
<th>Form A</th>
<th>Form B</th>
</tr>
</thead>
<tbody>
<tr>
<td>• IES currently renews 30-40% of medical customers each month.</td>
<td>• All Medicaid customers whose eligibility information cannot be electronically verified.</td>
</tr>
<tr>
<td>• This is done through electronic verification of income and other factors.</td>
<td></td>
</tr>
<tr>
<td>• This process does not require customer action.</td>
<td></td>
</tr>
<tr>
<td>• <em>Process is known as Ex Parte or Form A process.</em></td>
<td></td>
</tr>
<tr>
<td>• SNAP beneficiaries receiving medical benefits are also renewed when they go through the</td>
<td>• Customers that cannot be redetermined through the receipt of another program like SNAP, enter the Form B process.</td>
</tr>
<tr>
<td>SNAP readetermination process.</td>
<td></td>
</tr>
</tbody>
</table>

*Ex Parte or Form A process* refers to the process where the eligibility is rechecked without the involvement of the customer.
# Redetermination Process by Month

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

メディケアメンバーや！健康保険を失うリスクを避けなさい❤️💊。
住所情報をイリノイ州メディケアに更新してください💌。
無料で877-805-5312から7:45am–4:30pmまでまたはmedicaid.illinois.govにアクセスしてください。

メディケアツールキット

メディケイド・メンバーや！住所更新はeasy, fast, and freeです。

MEDICAID MEMBER!

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

DON'T RISK LOSING YOUR HEALTH INSURANCE

MEDICAID.ILLINOIS.GOV
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

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

Where to find local help

• Crusader Community Health
• Aunt Martha’s Rockford Community Health Center

www.getcoveredillinois.gov
Thank you!

Contact us:
Paula Campbell pcampbell@iphca.org
Carol West cwest@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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