

Medicaid and CHIP Enrollment Unwinding Messaging Tool Kit (Adapted from the Idaho Primary Care Association)

PHASE 1

Overview from CMS: In March 2020, the Centers for Medicare & Medicaid Services (CMS) temporarily waived certain Medicaid and Children’s Health Insurance Program (CHIP) requirements and conditions. The easing of these rules helped prevent people with Medicaid and CHIP—in all 50 states from losing their health coverage during the pandemic. However, states will soon be required to restart Medicaid and CHIP eligibility reviews. According to some estimates, when states resume these reviews, up to 15 million people could lose their current Medicaid or CHIP coverage through a process called “unwinding.” It is unclear at this point how many Idahoans will be impacted.

States are required to restart Medicaid and CHIP eligibility reviews as these coverage protections will expire March 31st, 2023. This leaves many Idaho families at risk of losing health insurance and experiencing gaps in coverage.

States are allowed to begin the renewal process 60 days (two months) in advance of April 1st, 2023. DHW has identified approximately 150,000 Medicaid participants that will need to complete a renewal process. To mitigate call volumes and to ensure a manageable workload, DHW announced they will send out renewal notices in batches, aiming to send out renewal notices to 30,000 participants per month. DHW will mail renewal notices to the first group of Medicaid enrollees starting February 1st, 2023 and expect to complete these renewals by September. Households will receive a pink notice; this indicates that household needs to complete a renewal and will have 60 days to complete their renewal process to prove eligibility, or they could lose coverage April 1st, 2023.

This communications tool-kit serves to help health care providers in Idaho provide messaging to their patients during this process.

There are two phases providers need to prepare for:

- **Phase 1:** Prepare for the renewal process and educate Medicaid and CHIP enrollees about the upcoming changes.
 - Timeframe: Now until the end of the PHE announcement
 - This media kit-focuses on this step.
- **Phase 2:** When CMS gives Medicaid the notice of the PHE ending, providers will need to message to Medicaid and CHIP beneficiaries of the necessary steps to renew coverage, and transition to other coverage if they’re no longer eligible for Medicaid or CHIP.
 - A media kit will be sent for messaging on this step after we receive more information from the Division of Medicaid.

Key messaging patients need to know - PHASE 1:

1. Important changes are coming to your Medicaid or CHIP eligibility – If you or a family member has health coverage through Idaho Medicaid or the Children’s Health Insurance Plan there is important steps you will soon need to take. During the Covid-19 pandemic federal rules were put into place that ensured no one would be disenrolled from Medicaid or CHIP. Once the Biden Administration announces the end of the pandemic states will review eligibility for program participants.

2. **What does this mean for me?** This means that once the White House announces that the Public Health Emergency is over, you or a family member may be disenrolled from Medicaid or CHIP if you don't complete a redetermination. DHW will contact you if a redetermination is needed. However, if you no longer are eligible to receive Medicaid, you could qualify for health plans through Your Health Idaho which would help pay for the cost.
3. **What should I do next?** When the announcement is made, Idaho's Department of Health and Welfare (DHW) will send out notices with instructions to all families who need to complete a redetermination. Sometimes DHW can make a benefit determination without talking to you. It is important to double check that DHW made the correct redetermination process for you. If you believe you are still eligible for benefits, please contact DHW. ***Please don't misplace this letter.*** Local providers can help you or your family understand this process and walk you through the redetermination steps at no cost.
 - **Update your contact information** – Make sure <https://idalink.idaho.gov/> has your current mailing address, phone number, email, or other contact information. This way, they'll be able to contact you about your Medicaid or CHIP coverage.
 - a. This will help minimize any confusion before the official process starts.
 - b. Your local provider can help you make sure your information is up to date.
4. **This process will not take place until the Biden Administration announces the end of the Public Health Emergency.** This is different than Idaho announcing the end of the STATE public health emergency. The rules tied to Medicaid coverage during the pandemic are from the federal government, so only an announcement from the White House will start this redetermination process. Your local provider will keep you updated on next steps to take as they hear from the federal government.

Patient Email/Letter Sample Text – PHASE 1

Subject Line: A very important Medicaid renewal letter is coming. Let's make sure your information up to date so you receive it.

Preview Text: The ending of the federal Covid public health emergency could require action from you to keep your Medicaid coverage. Steps need to be taken now to minimize disruptions to your health coverage.

Primary Link: <https://idalink.idaho.gov/>

As a valued patient of (Clinic Name) we want to make sure you are aware that you may need to take action to keep health insurance coverage. Please know that we have enrollment assisters (or appropriate clinic staff) to help you if needed.

What is happening? Medicaid renewals are coming back. Many were paused due to the COVID-19 federal public health emergency. To get ready, make sure Idaho Medicaid knows where to send your renewal letter -- if you moved, make sure Idaho Division of Medicaid has your current address, email, and phone number.

What action do I need to take? We don't know when this announcement will be made by the federal government, but we anticipate it could happen soon. There are steps that can take now to help minimize any interruption to your coverage.

Step 1. Be on the lookout for a renewal letter in the mail from Idaho's Division of Medicaid.

This renewal letter will tell you one of three things:

- Idaho is renewing your Medicaid or CHIP coverage, or
- Idaho is ending your Medicaid or CHIP coverage, or

- Idaho needs more information to determine if you or your family member still qualify for Medicaid or CHIP. If so, a renewal notice will be sent to you.

Please note: If Idaho Medicaid determines you are no longer eligible for Medicaid coverage, you may be eligible for free or low-cost health insurance coverage through [Your Health Idaho](#).

When this letter is sent, **(Clinic Name)** can help guide you through this process but having this letter in hand will be critical.

Step 2. To ensure you receive this important piece of mail, make sure your address, email, and phone number are up to date with Idaho's Medicaid office. Here is the link to complete this step <https://idalink.idaho.gov/>. If you need assistance contact **(YOUR CLINIC NAME)**.

CLINIC CONTACT INFO