

COVID-19 Public Health Emergency Unwind Planning County & Eligibility Partners *April 27, 2023*

Lisa Pera | Eligibility Division Deputy Director, HCPF
Marivel Klueckman | Eligibility Division Director, HCPF
Tammy Costello | Eligibility Division Systems Manager, HCPF
Alison Ledden | PHE Communication Specialist, HCPF
Nina Schwartz | Connect for Health Colorado



About this webinar

Will this presentation be shared?

Yes. A recording of this meeting and the slide deck will both be posted on the HCPF website on the *COVID Resources for County & Eligibility Partners* webpage in a few days.

Will all of your questions be answered?

We will have time for a few questions after each section. We have a team of staff answering questions put into the chat, but we may not get to all of them. Frequently asked questions will be added to the FAQs on the *Training Topics, Reference Documents & Guides* webpage.

<https://hcpf.colorado.gov/training-topics-reference-documents-and-guides>

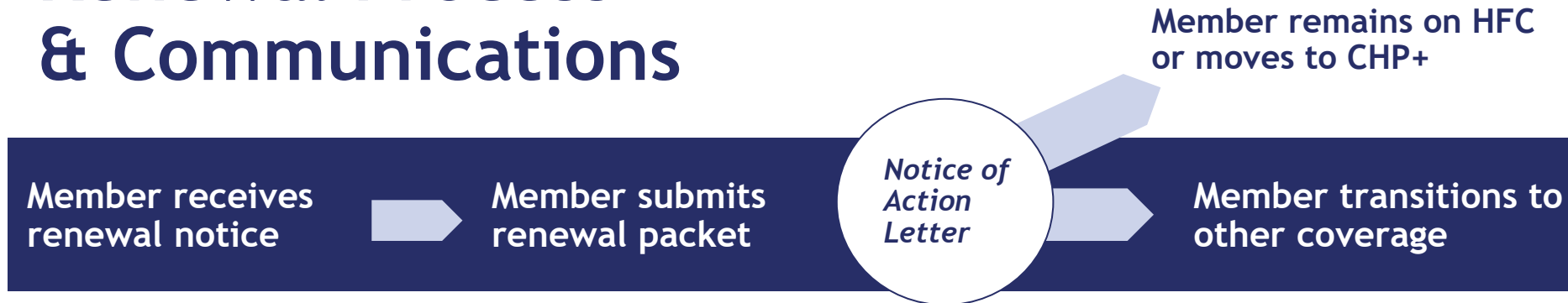
Today's Agenda

1. Unwind Communications To Support Renewals - What's New?
 - i. Toolkits, Keep CO Covered, Scam Alert
 - ii. FAQs for Members & Stakeholders
 - iii. Member Outreach Efforts (Direct & General Awareness)
2. Connect For Health Colorado Marketplace Updates
3. Eligibility Unwinding
 - a. Timeline & Reporting
 - b. Eligibility COVID Projects
 - c. Renewal Review & Reminders

Unwind Communications

Direct Member Outreach & General Awareness

Renewal Process & Communications



Initial Renewal Comms:

HCPF sends renewal packet, email, text, push notification via Health First Colorado app to members

Reminders:

HCPF (via Enrollment Broker) sends letter to those who have NOT taken action

RAEs/CHP+ plans outreach to all members, especially their high risk and/or focus populations, who have not taken action (email, text, phone, letter)

Transition Outreach:

HCPF sends letter directing to Connect for Health (C4H) exchange plan options where appropriate

C4H does direct outreach

Ongoing broad outreach: HFC website, traditional & social media, HFC app, PEAK, member newsletters, call centers, partner & provider messaging, posters/flyer materials in libraries, homeless shelters, clinics, PSA campaign.

April 2023 - What's New

- **Public Service Announcement Campaign**
- **Toolkit transcreation**
- **Partner FAQs**
- **RAE videos**
- **Member Resources**
 - **HFC app, PEAK, Contact Center**

Public Service Announcement TV & Radio Campaign

- Update Your Address and Communications Preferences So We Can Reach You
- Renewals are Starting - Complete, Sign & Return your Renewal Packet
- Transitions in Coverage - What if you no longer qualify?



April - September 2023

- Three 30 second TV Spots
- Two 30 second Radio Spots
- Two 60 second Radio Spots

**Broadcast on 281 radio & TV
stations across Colorado*

In English and Spanish

Partner + Member FAQs

COVID-19 Public Health Emergency FAQs

Public Health Emergency Planning



Frequently Asked Questions

Jump to FAQ Categories:

General	Renewals	Eligibility	Unhoused	Medicare/Medicaid	Buy-In Programs
Long Term Services & Supports (LTSS)	Former Foster Care	Maternity and Family Planning	Provider		
	Transitions in Coverage	Appeals			

General

How does the public health emergency continuous coverage requirement impact members??

<https://hcpf.colorado.gov/covid-19-public-health-emergency-faqs>

Answers to the most frequently asked questions are posted on our webpages and updated regularly

Renewals: What you need to know



Health First
COLORADO™

Colorado's Medicaid Program

<https://www.healthfirstcolorado.com/renewals/>



COLORADO
Department of Health Care
Policy & Financing

Transcreation of Materials

Coming soon...

Materials in the following campaigns will be transcreated into the top 11 languages spoken by members

- [Take Action on Your Renewal](#)
- [Keep CO Covered](#)
- Scam Alert

Amharic, Arabic, Burmese, Chinese, Dari, Pashto, Russian, Somali, Swahili, Ukrainian, and Vietnamese

Scam Prevention

Please Share!

- Mini partner toolkit
- News release (coming)
- PEAK & HFC site banner
- Other languages coming
- **Partner resources:**
hcpf.colorado.gov/alert

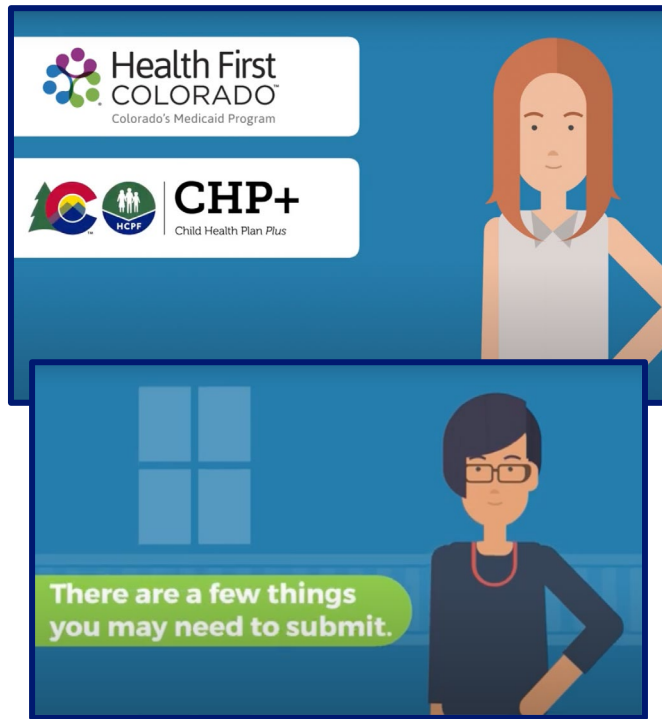
Members: hfcgo.com/alert



Partner Spotlight: CO Access Videos

- Topics include:
 - How will I know when my renewal is due?
 - Quick tips for completing your renewal
 - How do I complete the renewal process?
 - How can I get help with my renewal?

<https://www.youtube.com/@coloradoaccess/videos>



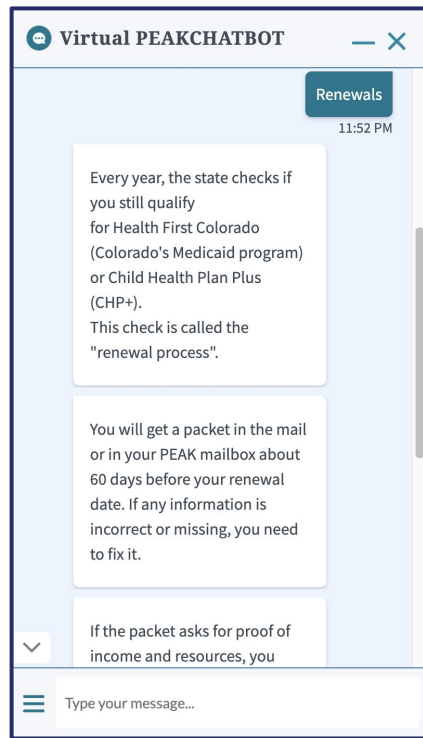
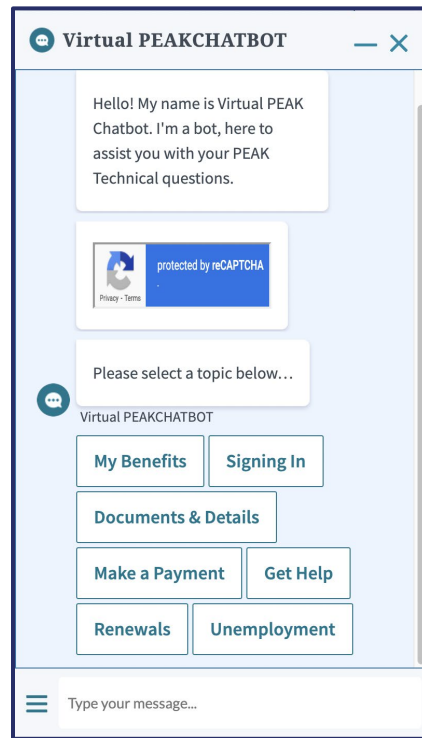
More Member Resources

PEAK & HFC App

New “Renewals” button,
answers, & FAQs

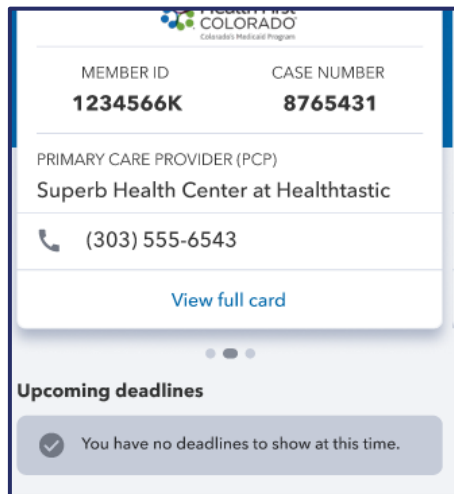
Member Contact Center

MCC staff reminding members
to take action on their renewal
who call in during their
renewal period - **977 reminded**
(as of 4/24)

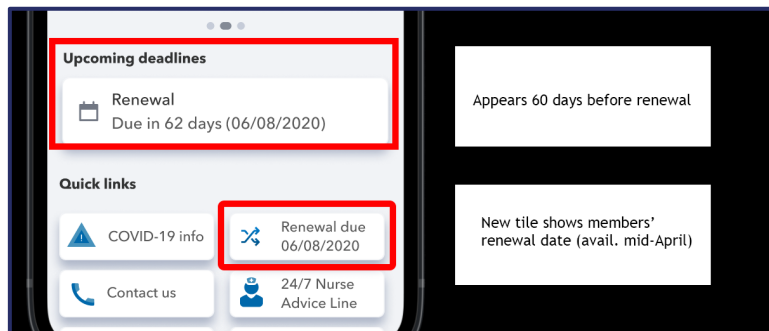


Health First Colorado Mobile App

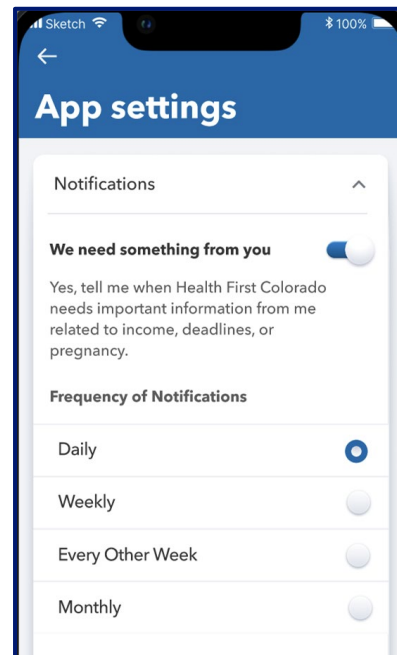
No upcoming deadlines



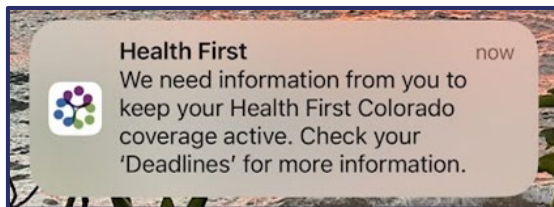
60 days before renewal +
new tile showing renewal date



Improved push
notification preferences



Push Notification:



PHE Planning Resource Center

Links to toolkits, campaigns, FAQs and more!

Public Health Emergency Planning



Background

In January 2020, the U.S. Department of Health and Human Services (HHS) declared a public health emergency (PHE) in response to the outbreak of COVID-19. Congress passed legislation that ensured anyone enrolled in Health First Colorado (Colorado's Medicaid program) was guaranteed to keep their health coverage during the PHE. This is known as the "continuous coverage requirement" and also applies to kids and pregnant people covered by Child Health Plan *Plus* (CHP+). Congress has recently passed a bill that ends the continuous coverage requirement in spring 2023. This will allow states to begin normal renewal processes. Colorado will take 12 months (14 months including noticing) to renew members based on their annual renewal date.

It will be critical for members to complete renewal packets when their renewal is due.

Public Health Emergency Status:

Extended

HHS Secretary Xavier Becerra [formally extended the PHE on Jan 11, 2023.](#)

The PHE can be extended for up to 90 days at a time. HHS has confirmed that they will provide 60 days advance notice before an end to the PHE. If the PHE will end on April 11, 2023, we expect to receive 60 days advance notice by Feb. 10, 2023.

<https://hcpf.colorado.gov/covid-19-phe-planning>

Questions?



Transitions in Coverage Connect for Health

Customer Journey: Transition to Connect for Health Colorado

Member receives their letter telling them that **they are no longer eligible for Health First Colorado/CHP+** and encouraging them to apply with **ConnectforHealthCO.com**

During their Special Enrollment Period, **member applies with Connect for Health Colorado on their own or with a Broker or Assister.**

Member selects a health insurance plan. Their **coverage begins on the first day of the month following plan selection.**

Member is covered for 2023!

How long is the Special Enrollment Period?

- Customers who qualify have up to 60 days before they lose Medicaid/CHP+ to enroll.
- Coverage will start first of the following month after they select a Marketplace plan.
- Under new Division of Insurance (DOI) regulation, customers who lose Medicaid/CHP+ will have from April 1, 2023, to July 31, 2024, to enroll.

High-Level Customer Journey Timeline

High-Level Milestone	Target Start Date
HCPF renewal packets go to customers	3/15/23
First day eligible people can enroll for June 1 st coverage	4/01/23
C4 Reporting and Outreach	4/01/23
Expected Packet returns	4/20/23 - 5/5/23
First customer terminations / renewals (last day of coverage)	5/31/23
Scheduled end of Medicaid Unwind SEP	7/31/24

Process repeated monthly through July '24

Enrollment Estimates

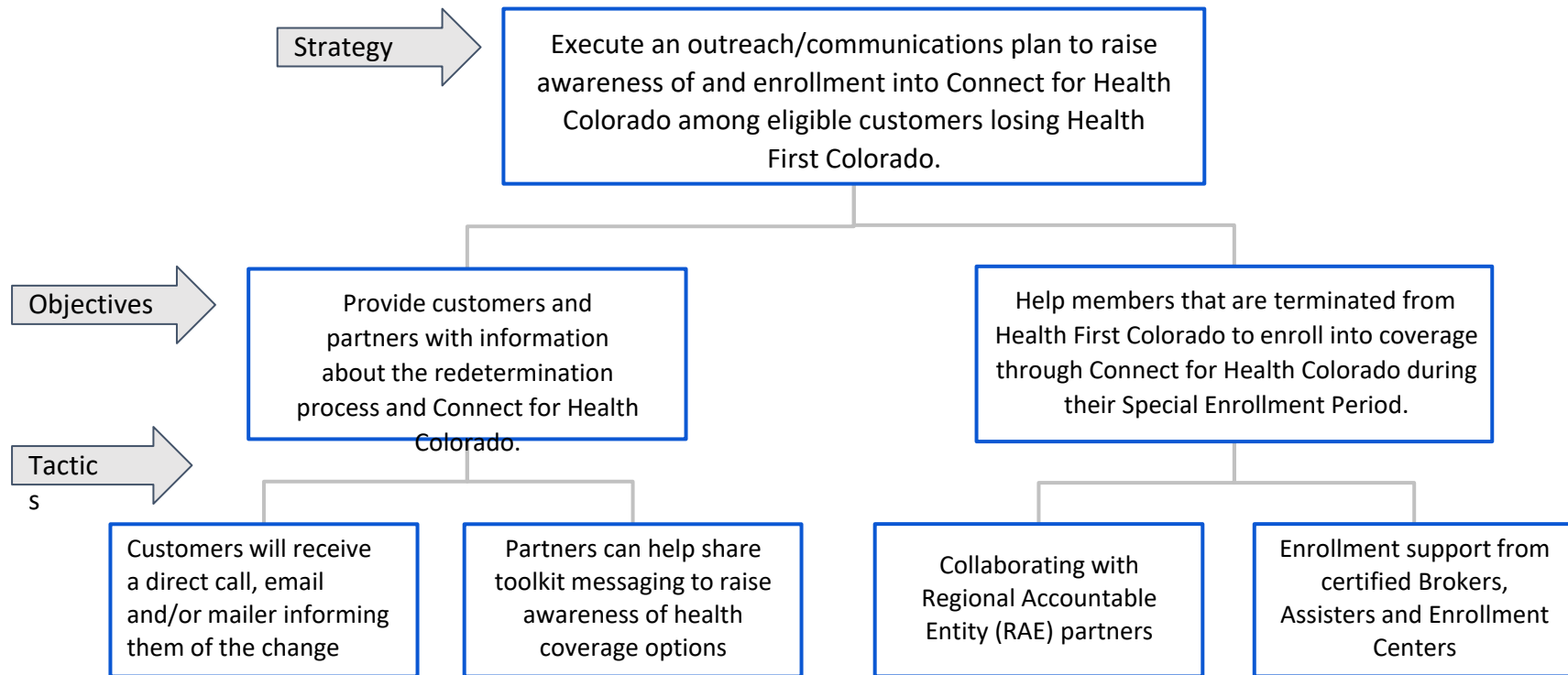
	HAS Third Party Coverage		NO Third Party Coverage		
	All Other Termination Reasons	Over Income	All Other Termination Reasons	Over Income	C4 Enrollment Estimate (1 – 10%)
CHP+	1,178	180	23,728	3,966	40 - 397
Medicaid	87,070	40,597	431,631	189,704	1,897 - 18,970
Total	88,248	40,777	455,359	193,670	1,937 - 19,367

Eligible

Enrolled

Connect for Health Colorado Outreach and Communications

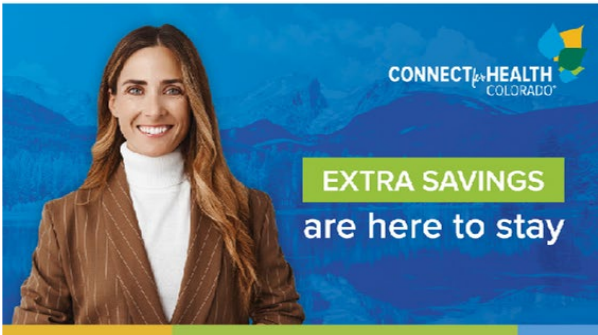
M2MB - Medicaid to Marketplace Bridge



Connect for Health Colorado Emails to Potential Customers

Example from last Open Enrollment

ConnectforHealthCO.com




11 days left to enroll in health insurance!

Open Enrollment ends on January 15, 2023 and there is still time to save money on a health insurance plan. [Shop today](#) to find a health plan that suits your needs at the right price for you.

If you have questions or need help enrolling, make a free appointment with a [Broker or an Assister](#) or call our [Customer Service Center](#).

Don't know where to start?
We can help! To help you find the plan that's right for you, consider more than just a plan's monthly premium. Think about how often you need care, or which doctors you like to see. Check out some more [tips for choosing a plan](#).

Get Started



Two out of three customers can find a plan for **\$25 or less per month** with financial help

[ConnectforHealthCO.com](#)
855-752-6749



Colorful, eye-catching and friendly branding



Simple language and short emails



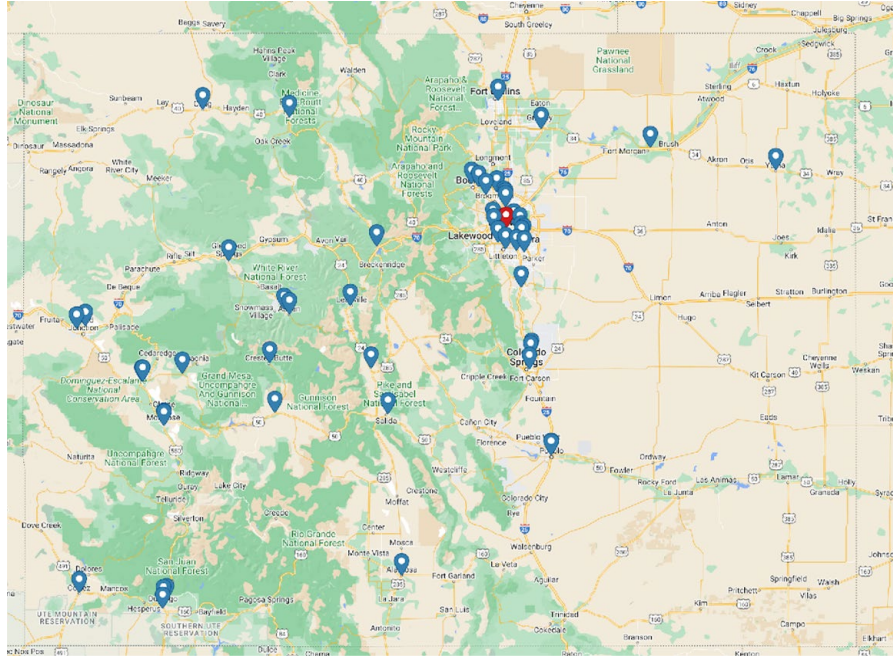
Links and graphics to learn more and get help



Collaboration with Regional Accountable Entities

- Ongoing information sharing about hand-offs; C4HCO participating in regular RAE convenings.
- Shared contact information for all C4HCO enrollment assistance sites.
- Developing list of C4HCO enrollment assistance sites by county.
- C4HCO to share materials and provide presentations leading up to and throughout the unwind.

Partnership with Assistors and Brokers



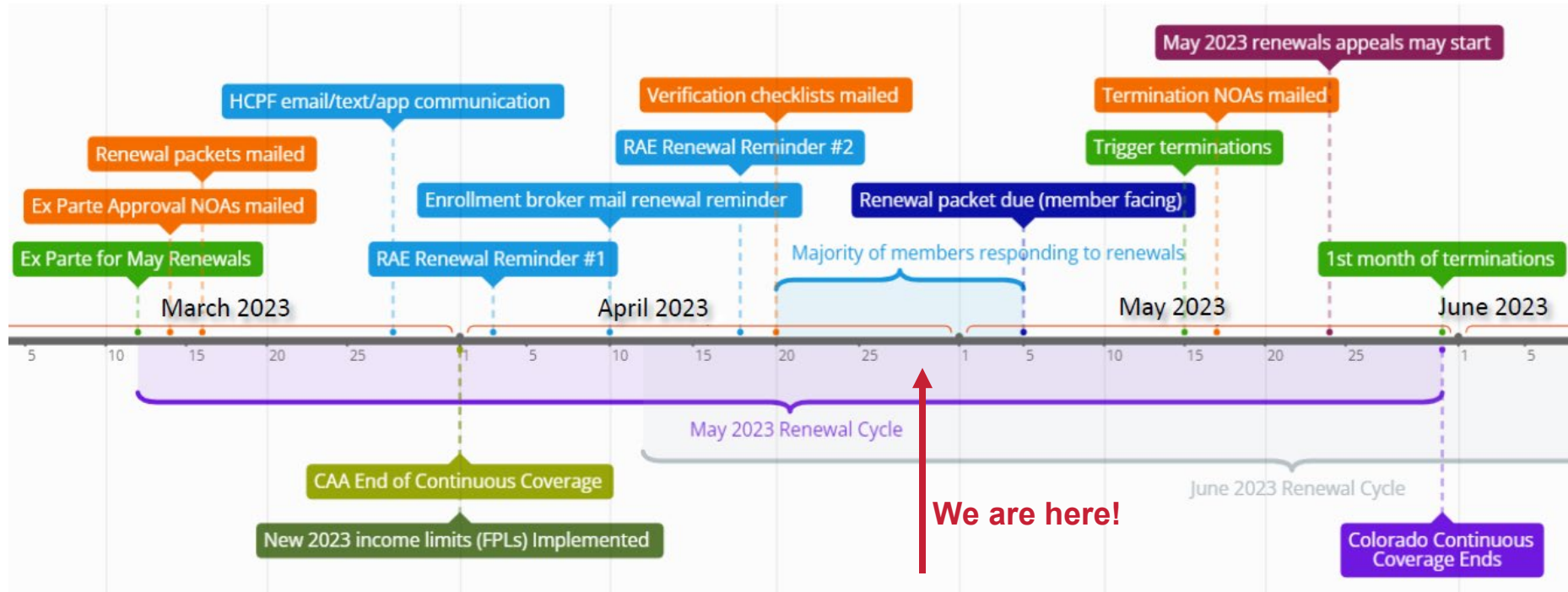
- Statewide network of experts
- Available at <https://connectforhealthco.com/we-can-help/>

Questions?



Eligibility Unwinding

End of Continuous Coverage Timeline



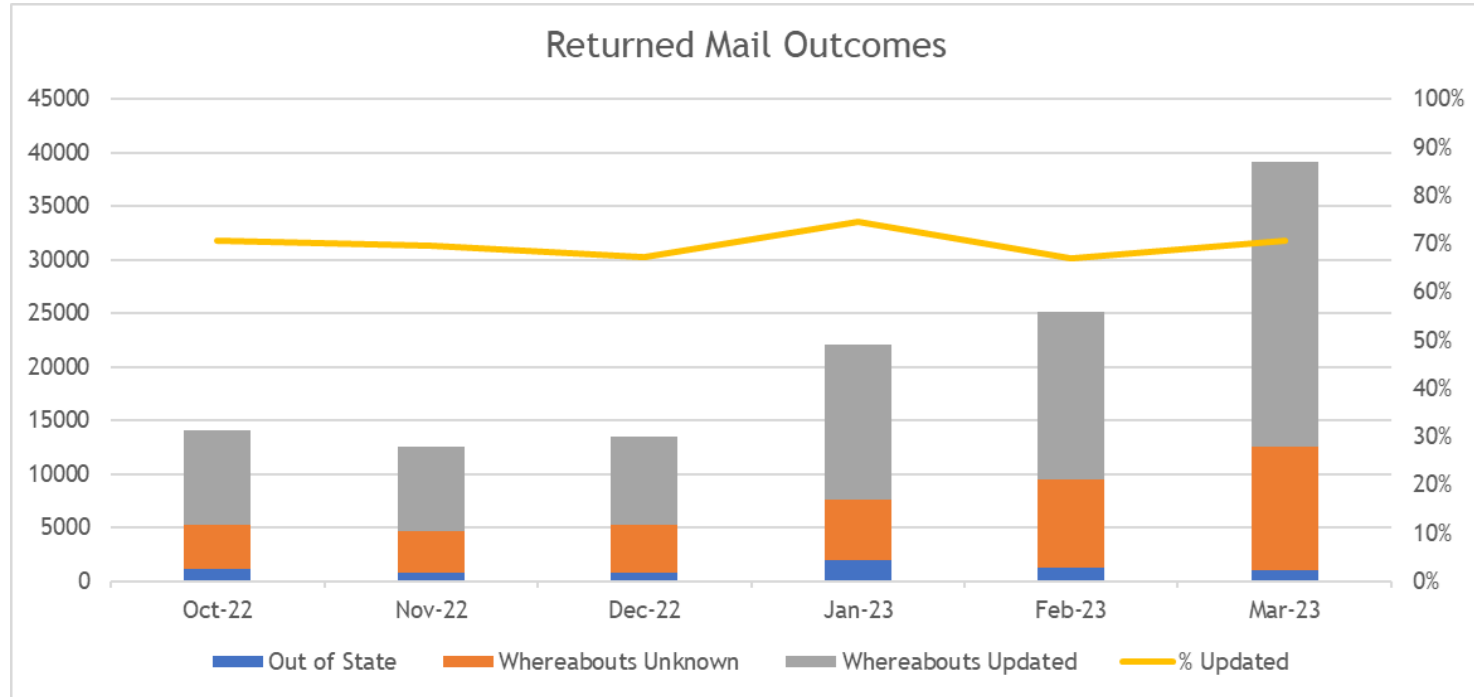
Eligibility Activities

Continuing to streamline worker processes in order to support eligibility technicians and members in getting a timely determination on their renewals

- System enhancements and automation
 - Verifications
 - Partial ICR Automation
 - Renewal packet reformatting
- Proactive Address Validation
 - Whereabouts Unknown
 - Failed to Provide Verification
 - iC Mismatch

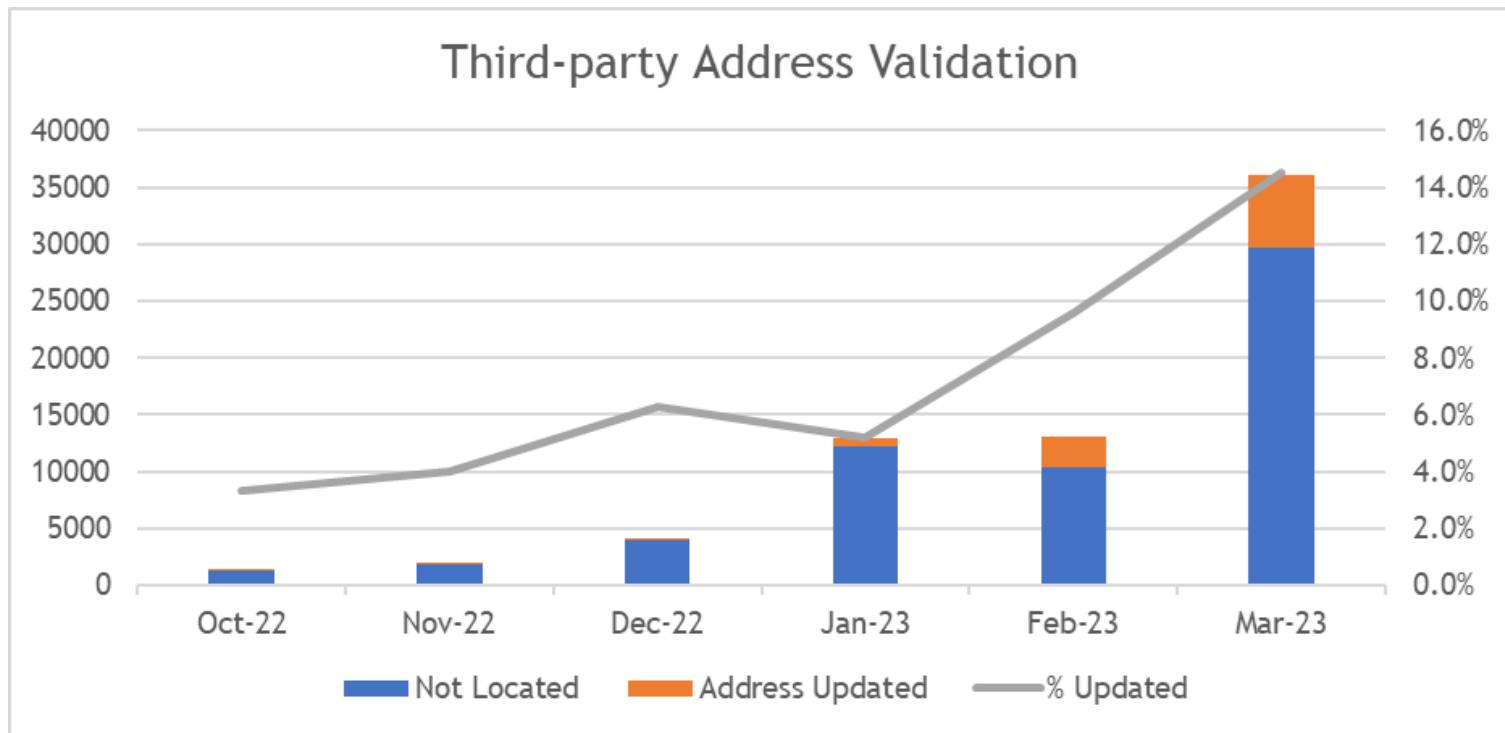


Returned Mail



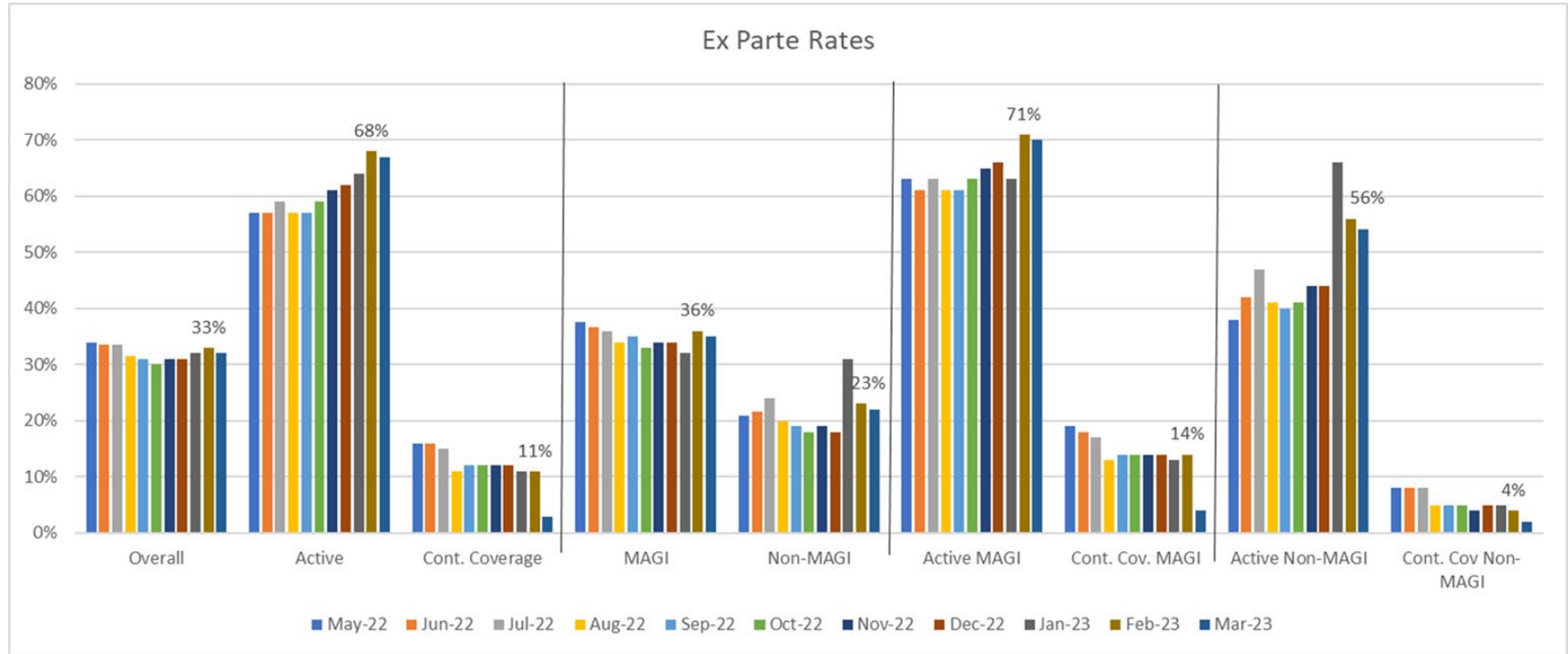
The Consolidated Returned Mail Center is successfully updating addresses for 70% of returned mail cases.

Proactive Address Validation



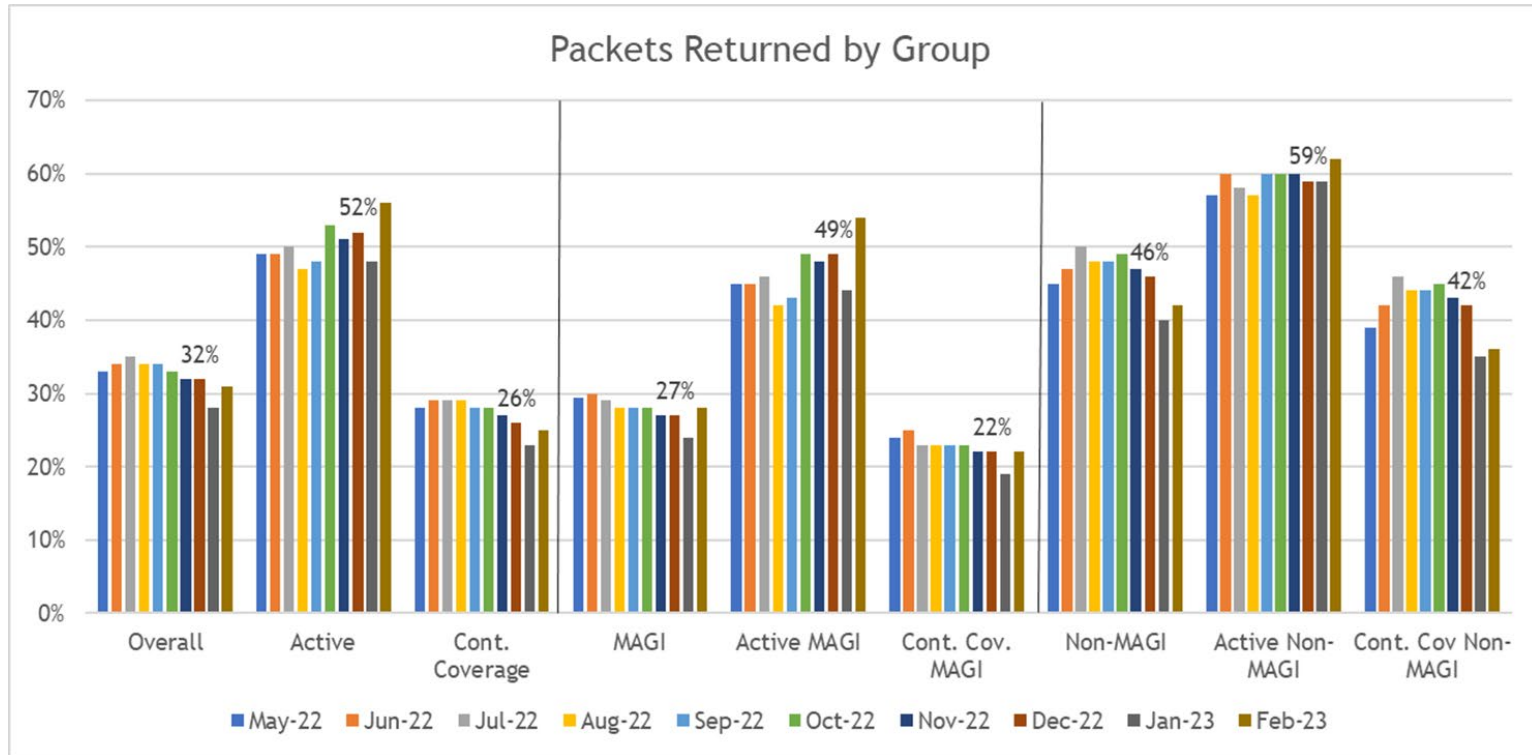
The CRMC is using a third-party vendor to do additional address validation when they are unable to reach members with returned mail. They are also using the vendor for targeted populations for additional

Ex Parte



This chart shows the Ex Parte Rate overall, as well as broken out by MAGI/Non-MAGI, and Active/Continuous Coverage populations. Overall, the Ex Parte rate is 32%, but when you look at the Active MAGI population, the average jumps to 64%. The Continuous Coverage population is more likely to fail Ex Parte, as the majority of members have failed renewal due to being over income or missing verifications.

Renewal Packets

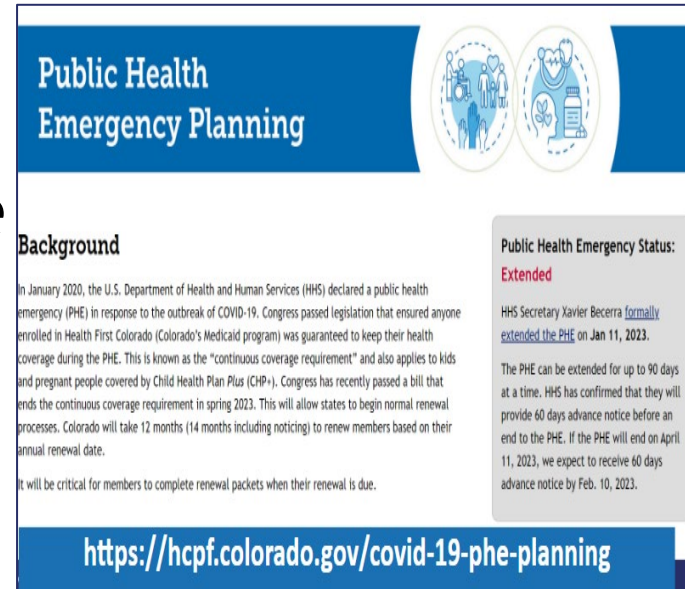


The Active non-MAGI Population is most likely to return renewal packets, at an average rate of 59%. MAGI cases in the continuous coverage population are least likely to return packets, at an average rate of 23%.

Coming June 2023

New reporting page on the PHE planning resource center will include:

- Monthly reports submitted to the Centers for Medicare & Medicaid Services (CMS)
- Fact sheet and links to FAQs to help partners and others understand the data in the reports



The screenshot shows a webpage titled "Public Health Emergency Planning". It features two circular icons on the right: one with a person and a magnifying glass, and another with a person and a heart. The page is divided into sections. The "Background" section on the left discusses the PHE declaration in January 2020 and the continuous coverage requirement. The "Public Health Emergency Status: Extended" section on the right, highlighted with a red border, states that HHS Secretary Xavier Becerra formally extended the PHE on Jan 11, 2023, and that the PHE can be extended for up to 90 days at a time. At the bottom, a blue banner contains the URL <https://hcpf.colorado.gov/covid-19-phe-planning>.

Public Health Emergency Planning

Background

In January 2020, the U.S. Department of Health and Human Services (HHS) declared a public health emergency (PHE) in response to the outbreak of COVID-19. Congress passed legislation that ensured anyone enrolled in Health First Colorado (Colorado's Medicaid program) was guaranteed to keep their health coverage during the PHE. This is known as the "continuous coverage requirement" and also applies to kids and pregnant people covered by Child Health Plan Plus (CHP+). Congress has recently passed a bill that ends the continuous coverage requirement in spring 2023. This will allow states to begin normal renewal processes. Colorado will take 12 months (14 months including noticing) to renew members based on their annual renewal date.

It will be critical for members to complete renewal packets when their renewal is due.

Public Health Emergency Status: Extended

HHS Secretary Xavier Becerra formally extended the PHE on Jan 11, 2023.

The PHE can be extended for up to 90 days at a time. HHS has confirmed that they will provide 60 days advance notice before an end to the PHE. If the PHE will end on April 11, 2023, we expect to receive 60 days advance notice by Feb. 10, 2023.

<https://hcpf.colorado.gov/covid-19-phe-planning>

Questions?



Eligibility COVID Projects

Partial ICR Automation

[CPPM 7746] CBMS MA Renewals - ICR Automation to Mark RRR as Started April 2023 build
System enhancement to minimize inappropriate terminations and increase worker efficiencies

- ICR technology automatically records the receipt of MA renewal packets into CBMS after the packet has been scanned into the Hyland or HS Connects document management systems
 - Receipt of the renewal packet will initiate the ‘RRR Started’ status for the case in CBMS
- The renewal packet ‘received date’ and “signature’ status will also be recorded on the ‘RRR Details page’

County Name	ICR MA Renewals Count	County Name	ICR MA Renewals Count	County Name	ICR MA Renewals Count
Arapahoe	81	Douglas	9	Routt	2
Mesa	56	Rio Grande	8	Gilpin	2
El Paso	56	Crowley	7	Baca	2
Adams	55	Fremont	7	Lincoln	2
Weld	43	Broomfield	7	Conejos	2
Larimer	40	Las Animas	7	San Juan	2
Pueblo	23	Clear Creek	6	Dolores	2
Prowers	17	Montrose	5	Grand	1
Huerfano	16	Archuleta	4	San Miguel	1
Logan	15	Eagle	4	Gunnison	1
Alamosa	14	Phillips	4	Ouray	1
Saguache	12	Rio Blanco	3	Custer	1
Delta	12	Pitkin	3	Kit Carson	1
Moffat	10	Morgan	3	TOTAL	547

initial count on
MA Renewals
started via the
ICR

CBMS/iC Mismatch

Prior to the pandemic, eligibility ended in CBMS for these members but remained open in Interchange

- CMS included this group in continuous coverage so they were kept open during the PHE
- With the PHE ending, coverage for this group ends as of 4/30/2023
- Letters were sent out to members during the week of 4/17



April 15, 2023

First and Last Name
2ND ST
CO 806XX-XXXX

Member: First and LastName
Medicaid ID: X111111

REMINDER

Please reapply to see if you qualify

We are sending this letter to remind you to apply to see if [First and Last Name] qualifies now for Health First Colorado (Colorado's Medicaid program) or Child Health Plan Plus (CHP+).

Due to updates to our systems, we may have paid for your benefits after you no longer qualified. After that, at the beginning of the COVID-19 pandemic, the federal government declared a public health emergency. This meant we could keep your health care coverage active, even if you didn't qualify anymore.

During this time period, we may have paid for health care coverage you did not qualify for. We will not bill you or your health care provider for any benefits you received when you did not qualify. During this time, your personal information was kept private.

We are sending this letter to people impacted by the system updates, even if they have not been using benefits. Now that the public health emergency has ended, we will no longer pay for your benefits if you do not qualify.

We don't have enough information to know if you qualify, so you will need to reapply. Please reapply as soon as possible to keep your health care coverage active.

If you do not qualify for Health First Colorado or CHP+, you can enroll in health insurance through Connect for Health Colorado, the state's official health insurance marketplace, during a 60-day Special Enrollment Period. See if you qualify for financial help to lower your costs and enroll in health insurance at [ConnectforHealthCO.com](https://connectforhealthco.com).

Get Help

[First and Last Name] might qualify for Health First Colorado or CHP+. Please apply online, in person, or over the phone to find out:

- Apply online at [Colorado.gov/PEAK](https://colorado.gov/PEAK), or
- Apply at your county Department of Human Services. Find your county office online at: [Colorado.gov/cdhs/contact-your-county](https://colorado.gov/cdhs/contact-your-county), or
- Apply over the phone. Call 1-800-359-1991, then press 1

COVID Testing & Treatment Group

- Limited benefit to help with COVID testing & medical costs during the pandemic (triggered by questions below)
- Program ends the last day of the PHE (5/11/2023). Benefits will be covered through 5/31/2023.
 - Individuals can enroll up to May 11th
 - Heads up notice sent to current members in March

[Detail](#)

Have you been impacted through exposure to or potential infection of COVID-19?

☐ Yes ☐ No

Do you have any health insurance or coverage for healthcare?

☐ Yes ☐ No

Do you or did you need health care for COVID-19 testing, treatment, or care for complications related to COVID-19?

☐ Yes ☐ No

COVID Testing & Treatment Group

- This group will run through the eligibility hierarchy to determine if they qualify for another program. If not eligible, notice will be sent.
 - 1st round of termination notice effective 5/31/2023 sent on 4/25
 - 2nd round of termination notices to be sent mid-May



[LTR DATE]

Member ID: [MEMBER'S MEDICAID NUMBER]

Your limited COVID-19 benefits are ending

Dear [Member],

You qualified for limited health coverage for the costs of COVID-19 testing, treatment, and care for complications related to COVID-19 during the public health emergency (PHE). The federal government ended the PHE on [date]. These benefits were only available during the PHE.

Your limited COVID-19 benefits will end on [date]. These benefits were only available during the PHE.

What happens next

You do not need to do anything at this time. We will use the most current information we have on file to see if you qualify for other health coverage benefits. You will receive a letter to let you know our decision. The letter will contain information on how to appeal the decision if you disagree with it.

Other household member coverage

This letter only applies to the member identified in this letter. If other people in your home will be affected, they will receive a separate letter.

Questions?

- Call [v_County_Site_Name] at [v_County_Tel_Number] (State Relay: 711).
- Call **Health First Colorado (Colorado's Medicaid Program) Member Contact Center** at **800-221-3943** (State Relay: 711).
- You can also check and manage your benefits online or on our free app.
 - **Colorado PEAK**. Visit CO.gov/PEAK to manage your state of Colorado benefits online.
 - **Health First Colorado app**. Make an account at CO.gov/PEAK and then download the free Health First Colorado app to manage your health coverage benefits.

Sign up to get helpful information about your Health First Colorado benefits by text! Text "JOIN" to 66596. Message and data rates may apply.

Past Due COVID Verifications

[CPPM 7876]COVID Medical Assistance Past Due Verifications *April 2023 build*

- This project allows for MA rules in CBMS to ignore past due COVID verifications
- Removes the appearance of a to-do for members
- Retains the COVID verification records
 - All past due COVID verification items will remain outstanding (because they have not been cleared) and have moved to a new 'COVID Created VCL' page
- Current VCLs will not print old verification due dates

Past Due COVID Verifications

- Only items created during the PHE would be considered a COVID item (March 2020-April 2023), meaning if information is required for the current timeframe, the regular verification process will take effect.
- “Old” COVID MA verifications within PEAK will now be hidden.
- End-Users need to clear past due COVID verifications manually IF these verifications have been submitted by the member
- ‘Clearing for Medical Assistance’ desk aide was published to the Train Colorado website and saved to the document library:
<https://traincolorado.com/wp-content/uploads/2023/04/ClearingVerificationsForMA.pdf>

Questions?



Eligibility Renewal Review and Reminders

Telephonic Signature

Reminder to leverage the CBMS telephonic signature process for the signature for MA renewals

- Business process should be established for either outbound or inbound connection with members
- Training provided in February 2023 (search *CDHS & HCPF Telephonic Signature* in CoLearn)
- HCPF Memo to be posted early May 2023

Project
CPPM-6778

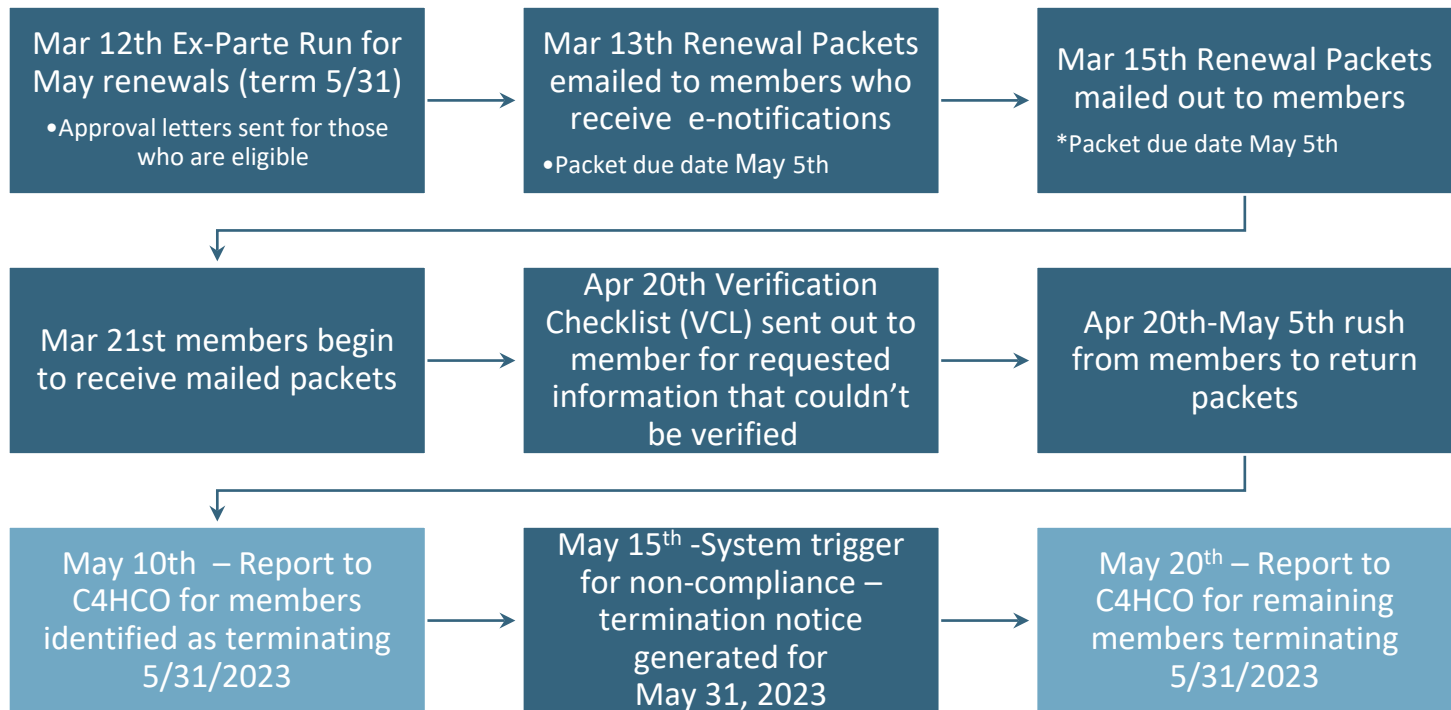
February 2023
CBMS Build – All HLPGs

Telephonic Signature
This training will guide workers through the process of capturing a telephonic signature for new applications, renewal/RRRs, and PRFs, for both state domain and non-state domain users.



Help

Renewal Timeline



Eligibility Resources

Training Topics, Reference Documents, and Guides are on this webpage on the HCPF website

<https://hcpf.colorado.gov/training-topics-reference-docu> **COVID Unwind**

- For COVID Unwind scroll to ‘COVID Unwind’
 - training, presentations, desk aide & FAQ

- COVID Unwind Educational Session - 2/15/23
 - [Webinar Recording](#)
 - [Presentation material](#)
- [COVID Unwind FAQs](#)
- [Flowchart Desk Aid](#)

- CBMS Communication: “HCPF - MA COVID Unwind Eligibility Sites Resource Guide”
- Coming soon: “Available Resources for COVID Unwind and Renewals (HCPF and SDD)”

Eligibility Resources

Training Topics, Reference Documents, and Guides are on this webpage on the HCPF website

<https://hcpf.colorado.gov/training-topics-reference-documents-and-guides>

- For Renewals scroll down the page to ‘Renewals of Eligibility’
 - training/learn/eligibility-renewal-workbook, FAQ, & packets

Renewal of Eligibility

- [Renewal MAGI packet in English](#)
- [Renewal MAGI packet in Spanish](#)
- [Renewal Non-MAGI packet in English](#)
- [Renewal Non-MAGI packet in Spanish](#)
- [Renewal Revamp Training Session webinar 3/14/22 \(recording\)](#)
- [Renewal Revamp Presentation](#)
- [Renewal Revamp Workbook](#)
- [Renewal Revamp FAQ](#)
- [Renewal Revamp Learning Session-Community Partners webinar 2/22/22 \(recording\)](#)
- [Renewal Revamp Learning Session-Community Partners webinar 2/22/22 \(slides\)](#)

Questions?



Stay informed

- Next County & Eligibility Partners Webinar - July 27, 2023 3:00-4:30pm
 - A reminder CBMS Communication will be sent out in early July
- Sign up for a monthly [COVID-19/PHE Updates Newsletter](https://hcpf.colorado.gov/covid-resources-county-and-eligibility-partners)

<https://hcpf.colorado.gov/covid-resources-county-and-eligibility-partners>

Contact Info

Marivel Klueckman
Eligibility Division Director, HCPF
marivel.klueckman@state.co.us

Lisa Pera
Eligibility Division Deputy Director,
HCPF
lisa.pera@state.co.us

Tammy Costello
Eligibility Division Systems Manager,
HCPF
tammy.costello@state.co.us

Alison Ledden
PHE Communications Specialist,
HCPF
alison.ledden@state.co.us

Nina Schwartz
Connect for Health Colorado
nschwartz@c4hco.com

