

COVID-19 Public Health Emergency Unwind Planning

Marivel Klueckman | Eligibility Division Director, HCPF
Natalie Coulter | Communications Director, HCPF



COLORADO
Department of Health Care
Policy & Financing

Renewal Cycle Communications Overview

Member receives renewal notice



Member submits renewal packet

Notice of Action Letter



Member transitions to other coverage

Member remains on HFC or moves to CHP+

Initial Renewal Outreach: Time to Renew!

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

Reminder Outreach: Take Action Now

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

RAEs/CHP+ plans & CMAs 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, case managers, posters/flyer materials in libraries, homeless shelters, clinics, PSA campaign.

Increasing Awareness

New Efforts - already happening

- Flyers in food bank sacks
- Working with CDHE to reach students
- Outreaching health professionals (DORA)

Coming Soon in August

- Added info about reconsideration period in toolkits
- Reconsideration language in PEAK, banner
- Transcreated toolkits

Exploring

- Targeted outreach during reconsideration period
- Additional outreach & assistance for HCBS members

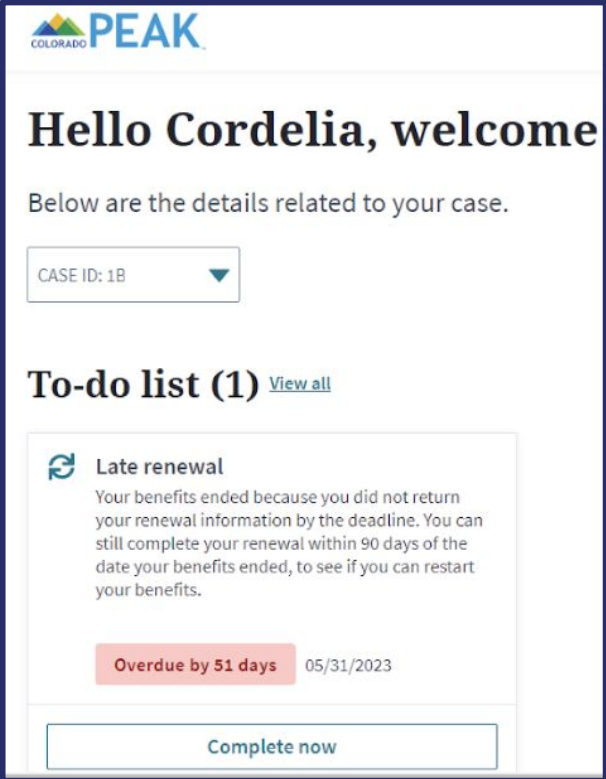
Helpful App & PEAK Features

Health First Colorado App

- Report more detailed income and assets info and easily upload related documents.
- Opt-in to push notifications that give them status updates on document submissions and important communications re: their benefits
- See their renewal date on the opening screen.

PEAK

- Renewal Button 60 days in advance of a member's renewal date
- When the members submits their renewal it will show as "submitted" in the dashboard
- Update phone, email w/o county intervention
- Reminder of the 90 day reconsideration period (Oct. 2023)




PEAK
COLORADO

Hello Cordelia, welcome

Below are the details related to your case.

CASE ID: 1B ▼

To-do list (1) [View all](#)

 **Late renewal**

Your benefits ended because you did not return your renewal information by the deadline. You can still complete your renewal within 90 days of the date your benefits ended, to see if you can restart your benefits.

Overdue by 51 days 05/31/2023

[Complete now](#)

Transcreation of Materials

Transcreated materials will be ready soon - undergoing final accessibility checks before sharing externally.

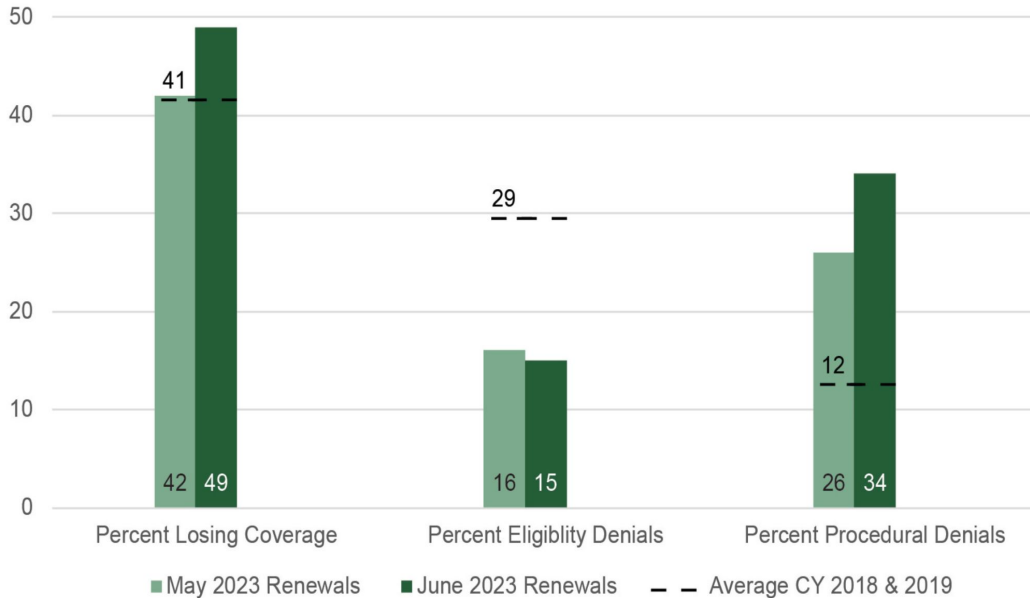
Amharic, Arabic, Burmese, Chinese, Dari, Pashto, Russian, Somali, Swahili, Ukrainian, and Vietnamese

- Take Action Toolkit
- Scam Alert
- Update Address already in these languages

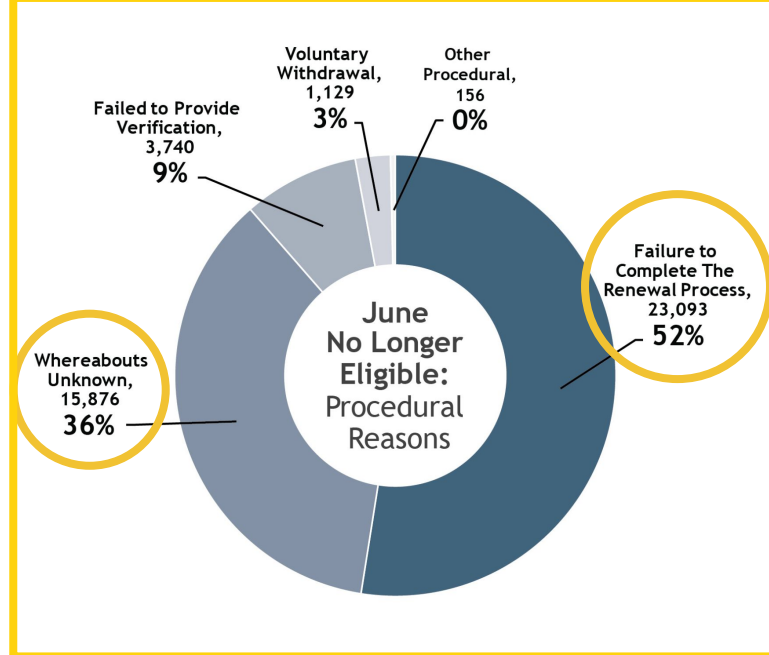
Early Data: Continuous Coverage

Historical Comparison

Monthly Renewals 2023, CY 2018/19 Average



June Data Outreach Opportunities



Flexibilities Colorado is Leveraging

Unhoused Flexibility

- Renew Medicaid eligibility for individuals with no income and no data returned on an ex parte basis (\$0 income strategy)

Streamlining Income Determinations

- Renew Medicaid eligibility based on financial findings from the Supplemental Nutrition Assistance Program (SNAP) or Temporary Assistance for Needy Families (TANF)

Premium Resumption Delay

- Delay the resumption of Medicaid premiums otherwise approved under the state plan for members throughout Colorado's 12 month unwind phase

CMS Strategies and Flexibilities

- HCPF reviewed the June 2023 strategies presented and considered system updates and timeframes for implementation
 - exploring the 'at or below 100% FPL' strategy
- Customized CO implemented strategies to address the goal of mitigating procedural terminations
 - Intelligent Character Recognition (ICR) to identify received renewals and start in eligibility system
 - Continuous ex parte system enhancements
 - Reformatting of the renewal packet in October 2023

*June 2023 CMS Strategies: <https://www.medicaid.gov/resources-for-states/downloads/state-strategies-to-prevent-procedural-terminations.pdf>

Questions?

