

Update Your Address Campaign

Shoshi Preuss
Policy Analyst
Covering Kids and Families

February 16, 2022

Defining the Problem

- When the COVID-19 continuous enrollment requirement ends, HCPF will redetermine Health First Colorado and CHP+ eligibility for **500k+ Coloradans** who have been determined ineligible.
 - Members will be sent a renewal packet to sign and return by mail, electronically, or over the phone.
- If HCPF is not able to reach these members, they will not be able to complete their renewal packet and will be disenrolled.

Returned Mail

- In 2019, an estimated 15% of the 12 million letters from public assistance programs that were sent to 1.3 million members statewide are returned — **1.8 million pieces of undelivered mail each year.**
- In November 2021, the Colorado Returned Mail Center reported receiving **4,000 pieces of returned mail in one day** and **20K pieces in October 2021.**

Remind Beneficiaries to Update Mailing Addresses

9

To mitigate coverage loss for potentially eligible Medicaid/CHIP beneficiaries who have moved or have temporary housing, states may elect to adopt and engage their partners on a variety of strategies for obtaining updated addresses.



Remind Beneficiaries Early and Frequently to Provide Updated Residency Information. States are encouraged to reiterate the importance of providing updated residency information and have their partners, such as managed care organizations, amplify this message:

- In consumer notices;
- Through text messages;
- On state agency websites;
- In the beneficiary's electronic account;
- During telephone outreach (e.g., incorporate into call center scripts); and
- During all interactions between an eligibility worker and an applicant/beneficiary (e.g., incorporate into workforce training).

Conduct Outreach via Other Modalities. States are encouraged to pursue additional methods of outreach to beneficiaries other than mail including email, text, or phone to follow up on returned mail, non-response to renewal forms, or outstanding requests for information.

MAC Learning Collaborative, Ensuring Continuity of Coverage and Preventing Inappropriate Terminations for Eligible Medicaid and CHIP Beneficiaries, <https://www.medicaid.gov/state-resource-center/downloads/mac-learning-collaboratives/ensrng-contntny-cvrg-prvntng-inprprte-trmntns-part-2.pdf>

Colorado's Update Your Address Campaign

- **Purpose:** Ensure that Coloradans who are eligible and enrolled in Health First Colorado and CHP+ remain enrolled in coverage after the end of the COVID-19 Public Health Emergency (PHE).
- **Goal:** Provide clear “update your address” messaging with a consistent presentation for partners to share everywhere, using multiple communication mediums, throughout the state.
- Led by Covering Kids & Families and the Colorado Center on Law and Policy and facilitated by the Colorado Health Policy Coalition (CHPC).
- Customizable messaging for organizations to use for outreach.
 - Developed in collaboration with the Colorado Department of Health Care Policy and Financing, the Regional Accountable Entities, Managed Care Entities, enrollment professionals, and members of the CHPC.

Messaging

Example language for a flyer/handout.

Has your address, phone or other contact info changed? Have you moved in the past three years? Make sure your health coverage moves with you.

Take a moment today to confirm that Health First Colorado (Colorado's Medicaid Program) and Child Health Plan *Plus* (CHP+) have your current phone number, email and mailing address. It is important that Health First Colorado or CHP+ can contact you about any steps you may need to take to renew your coverage.

Don't miss any important updates.

You can update your information one of these ways:

1. Visit [insert organization website] or call [insert organization phone number] for help or to make an appointment.
(Optional text)
2. Visit [Colorado.gov/PEAK](https://colorado.gov/PEAK).
3. Use the Health First Colorado app on your phone. This free app is for Health First Colorado and CHP+ members.
4. CHP+ members can call 1-800-359-1991.
5. Contact your [county department of human services](#).

Messaging

Example language for a newsletter.

If you have Health First Colorado (Colorado's Medicaid Program) or Child Health Plan *Plus* (CHP+) health coverage and you've moved within the last 3 years, make sure we can send you important information.

You must respond to our communications to keep your health coverage active. Those communications will be sent to your address or email, so it is important that your contact information is up-to-date.

Updating your address, phone number, and email is quick and easy. You can update your information one of these ways:

1. Visit [insert organization website] or call [insert organization phone number] for help or to make an appointment.
(Optional text)
2. Visit [Colorado.gov/PEAK](https://colorado.gov/PEAK). If you don't have a PEAK account, you can create one at [Colorado.gov/PEAK](https://colorado.gov/PEAK).
3. Use the Health First Colorado app on your phone. This app is for Health First Colorado and CHP+ members. Download it for free in the [Google Play](#) or [Apple App](#) stores.
4. CHP+ members can call 1-800-359-1991.
5. Contact your [county department of human services](#).

Outreach

- Disseminated to Health First Colorado and CHP+ members from
 - HCPF
 - RAEs
 - MCOs
 - Community organizations
 - Enrollment professionals
 - Providers
- Available messaging for newsletters, social media (Facebook, Twitter and Instagram), text messages, email, call scripts, websites, flyers/handouts.

Questions, Comments, and Feedback

- General feedback
- Specific questions:
 - How can this messaging be used more effectively in your region or line of work?
 - Which populations will need extra attention or support? How can we work with these populations?
 - Are there lessons learned from vaccine outreach that we should consider?
 - What other outreach venues should be included? Or other messengers who are in contact with members regularly?

Next Steps

- **Campaign released in April.**
- Widespread dissemination of the campaign messaging and communication toolkit—please help us!
- Meeting with HCPF and RAEs next week to discuss various outreach strategies—we will incorporate your feedback!

If you would like to stay engaged in the campaign and/or have additional thoughts to share, please contact the Colorado Health Policy Coalition at: embaskett@gmail.com

Thank You!

Shoshi Preuss, spreuss@cchn.org