

# ACC Phase III Member Communications

Program Improvement Advisory Committee

Feb. 19, 2025

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**COLORADO**

Department of Health Care  
Policy & Financing

# Feedback We Heard from PMME

- Members need clarity on whether they need to take action, when, and how, including:
  - Assurances on continuity of care.
  - Clarity on what changes they can expect to see.
  - Focus on members experiencing a change.
- Messaging needs to be clear and accurate. There should also be baseline information about what a RAE is and how to find more information.
- HCPF should be working with trusted community organizations to share information with members.

# Member Communications Overview

Material	Audience	Materials Available
Member Communications Toolkit (talking points, FAQs, informational resources, etc.)	General public, Community Organizations, Health First Colorado Members, PCMPs, Behavioral Health Providers, RAEs	March - April 2025
Website updates: <ul style="list-style-type: none"> <li>• What to Know About ACC Phase III</li> <li>• Updated FAQs</li> </ul>	General public, Community Organizations, Health First Colorado Members, PCMPs, Behavioral Health Providers, RAEs	March - April 2025
Resources for call centers (HCPF, RAE, EB, etc.)	Health First Colorado Members	March - April 2025
Letters to members	Health First Colorado Members	June - July 2025

# Letter Types

## 1 RAE Closeout Letter (current contract requirement)

- Only to members in counties where the RAE is changing
- Sent by the RAEs (HCPF helping develop template)
- Only info about the RAE changing

## 2 HCPF New Enrollment Letter

- Sent by Enrollment Broker, but branded as coming from HCPF
- HCPF using standard new enrollment letter with some unique messaging (e.g., Medicaid coverage isn't changing, no need to take action, etc.)
- Info about the new assigned RAE and attributed PCMP

## 3 RAE Welcome Letter

- TBD on who exactly gets this letter from each RAE - likely just those new to the RAE
- Developed and sent by RAEs (we can suggest info to include)
- Info about RAE and accessing services

# Member Noticing Plans



## Option 1: Formally Notice Specific Members

- Members in regions that are changing will receive a notification from their old RAE in June
- **Only members who experience a change for Phase III (new RAE, new PCMP, MCO enrollment) would receive a letter from HCPF in July**
- Members may receive a welcome letter from their new RAE in July/August

## Option 2: Formally Notice All Members

- Members in regions that are changing will receive a notification from their old RAE in June
- **All members would receive a letter from HCPF in July**
- Members may receive a welcome letter from their new RAE in July/August

Regardless of which formal noticing option we choose, we will have a supplemental member communications toolkit with FAQs, talking points, social media posts, etc. to share with RAEs, providers, and trusted community partners.

# Discussion Questions

- Are we moving in the right direction by pursuing option 1 (only noticing specific members who are experiencing a change)? Or, should all members receive a notification from HCPF?
- From a timing perspective, does it make sense to encourage outgoing RAEs to send their notice as close to HCPF notices as possible?
- What else should we consider about the formal noticing process?

# Next Steps

- FAQ discussion at PMME in February
- County Director discussion about communication needs in February
- Material review at MEAC in March
- Continue to share updates and materials with PIAC to identify additional resources needs