



## OPERATIONAL MEMO

---

|  |  |
|--|--|
| <b>TITLE:</b>                                  | <b>COUNTY COMMUNICATIONS TO MEDICAL ASSISTANCE APPLICANTS AND MEMBERS</b>                            |
| <b>SUPERSEDES NUMBER:</b>                      | N/A  |
| <b>EFFECTIVE DATE:</b>                         | <b>APRIL 21, 2022</b>  |
| <b>DIVISION AND OFFICE:</b>                    | <b>COMMUNICATIONS AND GOVERNMENT RELATIONS, POLICY, COMMUNICATIONS AND ADMINISTRATION OFFICE</b>     |
| <b>PROGRAM AREA:</b>                           | <b>COUNTY RELATIONS AND ADMINISTRATION</b>   |
| <b>KEY WORDS:</b>                              | <b>MEMBERS, MEMBER COMMUNICATIONS, COUNTY COMMUNICATIONS, COUNTY ADMINISTRATION RULES, OVERSIGHT</b> |
| <b>OPERATIONAL MEMO NUMBER: HCPF OM 22-019</b> |  |
| <b>ISSUE DATE: APRIL 21, 2022</b>              |  |
| <b>APPROVED BY: RACHEL REITER</b>              |  |

---

*HCPF Memo Series can be accessed online: <https://www.colorado.gov/hcpf/memo-series>*

### **Purpose and Audience:**

The purpose of this Operational Memo is to detail the requirements process for county departments of human/social services to submit county-created communications to the Department of Health Care Policy and Financing (the Department) for review and approval, following County Administration Rules at 10 CCR 2505-5 1.020.8.

### **Information:**

#### Definitions

**County-Created Communication:** A communication (letters, text messages, website content, etc.) that contains Medical Assistance information, originates from the county department and is sent to Health First Colorado applicants and members.

#### Information

Medical Assistance-specific communications issued by the County Department to applicants and enrollees are considered communications issued by the Medical

Assistance program, which also must be timely and accurate. Such communications issued by the County Department are subject to review and approval by the State Department to ensure timeliness and accuracy.

Communications subject to review include:

- Written and electronic letters, notices, etc.
- Forms provided to applicants or recipients of the Medical Assistance program as part of ongoing operations of the County Department
- Website content
- Online postings
- Social media

#### County Department Communication Contact

The County Department should designate a **single point of contact** to the State Department for communications and information sharing. The Department will request the contact information for this individual at least annually. The County Department should inform the State Department immediately when this point of contact changes.

This County Department communication contact is responsible for coordination with:

- The county's Public Information Officer
- The county's webmaster
- County or County Department communications staff
- County Department leadership
- Other county contacts, as necessary
- Department staff who review and approve content

As a reminder, county-created communications should be compliant with Americans with Disabilities Act (ADA) accessibility standards and nondiscrimination standards. It is the county's responsibility to ensure compliance with these ADA accessibility and nondiscrimination standards.

#### Review and Approval of County-Created Communications

##### *When to submit*

The County Department should reach out to the Department for content review and approval of Medical Assistance-related county communications sent to applicants or members. The County Department should submit when creating a new communication, substantively changing an existing communication or if the communication already in use has not yet been reviewed and approved by the Department.

If the Department finds a county-created communication that has not been submitted for review and approval, the Department may reach out to the County Department to request its submission.

Additionally, the Department does not need to review every single Medical Assistance-related county communication sent to applicants or members, but will approve the template letter, website language, social media post, etc.

### *How to Submit*

The County Department Communication Contact should submit a communication for approval through the [Department's webform](#).

The webform will be assigned to a team member and, depending on the content of the communication, will be routed to the appropriate Department staff to review for timeliness and accuracy.

The Department aims to return communications submissions within two weeks. If a communication is more urgent than that timeframe, it should be noted on the webform.

### *Results*

If content within the submitted communication is found to be inaccurate, the Department will work with the County Department to ensure the communication reflects accurate information and that staff are trained to the accurate information. If many communications at one county are found to be inaccurate or the county does not correct the inaccurate information, the Department may select to perform a desk review.

If content is found to need plain language revisions, the Department will work with County Department staff on suggested changes to ensure the changes do not affect the meaning of the content.

The Department will also create a plain language training with a County Department audience, to be recorded and shared for future use. If needed, additional work sessions on plain language training and revisions will be made available.

Other revisions needed outside of those listed above will be handled on an ad hoc basis. The Department will work to identify training or resources that could benefit many County Departments based on county-created communications review.

If a county is found to be producing an inappropriate communication, for example, a billing communication that is outside of the county's administrative purview, the

Department will notify the county to stop issuing this type of notification. If the County Department does not comply, the Department may conduct a desk review or other audit.

Subject to Standard Oversight Process

In addition, any county-created, member-facing communications are subject to review if the county is selected for an on-site review through the Management Evaluation Program or through a desk review through the Desk Review Program. Compliance findings issued to the county regarding county communications will follow the process in 10 CCR 2505-5 1.020.11.

**Attachment(s):**

[County Relations Webform](#)

**Department Contact:**

[HCPF\\_countyrelations@state.co.us](mailto:HCPF_countyrelations@state.co.us)