

COVID-19 Public Health Emergency Unwind Planning

Community Partners
April 26, 2023

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COLORADO

Department of Health Care
Policy & Financing

About this webinar

Will this presentation be shared?

Yes. A recording of this meeting and the slide deck will both be posted on the PHE Planning 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 Q/A, but we may not get to all of them. Frequently asked questions will be added to the FAQs on the PHE Planning webpage. Question themes from prior meetings are already posted on the FAQ page.

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

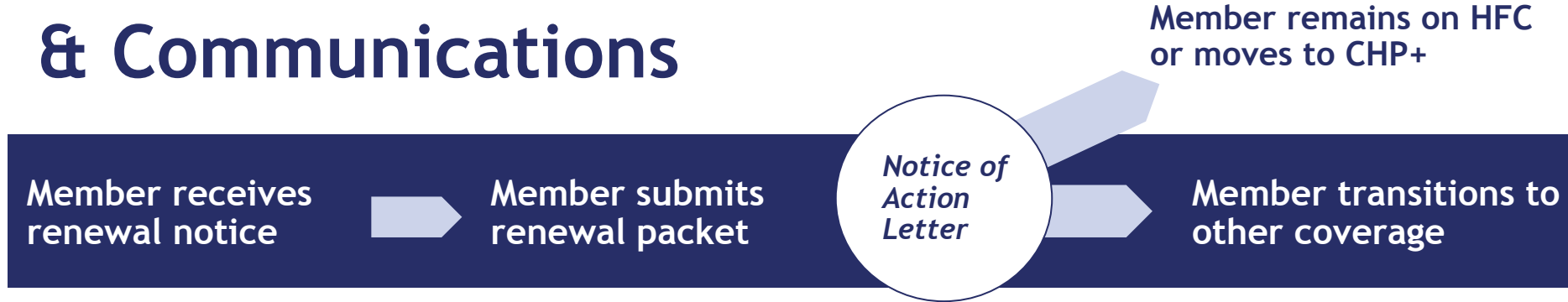
Today's Agenda

1. Continuous Coverage Requirement Ending Updates
 - a. 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)
 - iv. How YOU can help - partner goals for May -July
2. Eligibility Overview
3. Reporting
 - a. Update on Unwind's first cohort (May renewals)
4. National Health Emergency & COVID-19 PHE Ending
5. Connect For Health Colorado Marketplace Updates

Unwind Communications

Direct Member Outreach & General Awareness

Renewal Process & Communications



Initial Renewal Comms:

HCPF sends letter (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

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

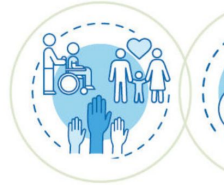
Members: hfcgo.com/alert



Partner + 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	
Transitions in Coverage		Appeals		Provider	

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/>



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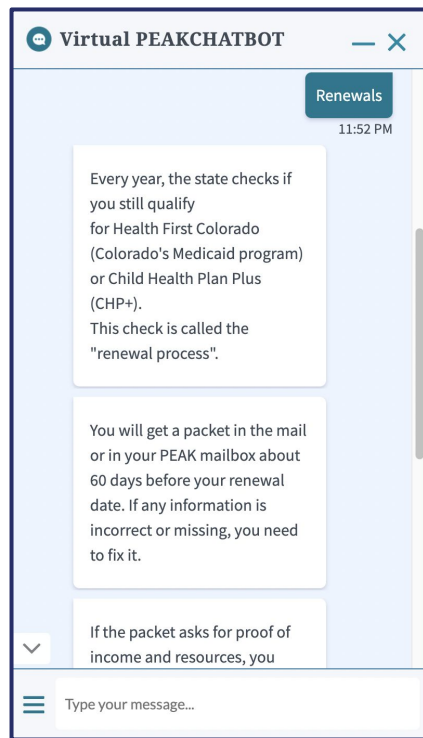
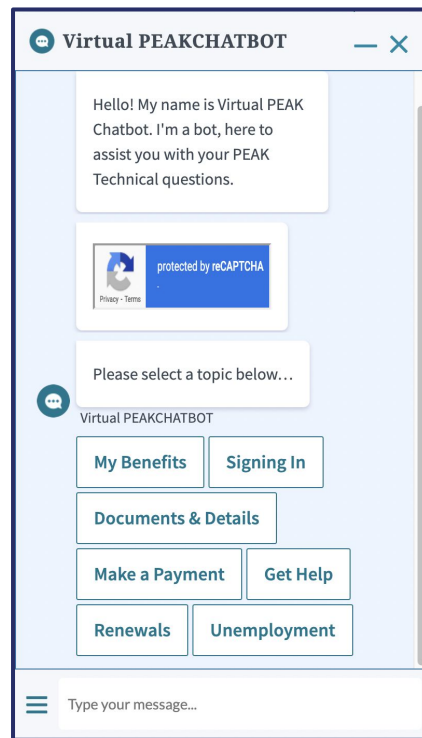
More Member Resources

PEAK & HFC App

New “Renewals” button,
answers, & FAQs

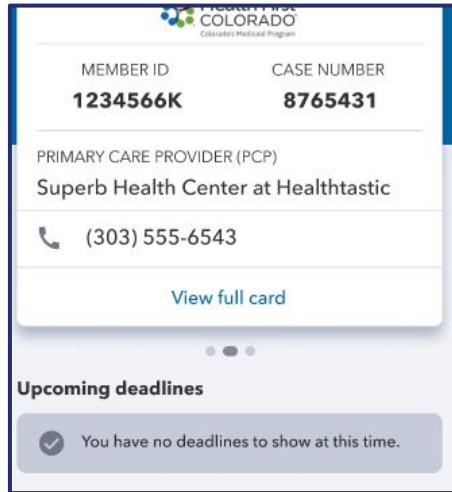
Member Contact Center

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

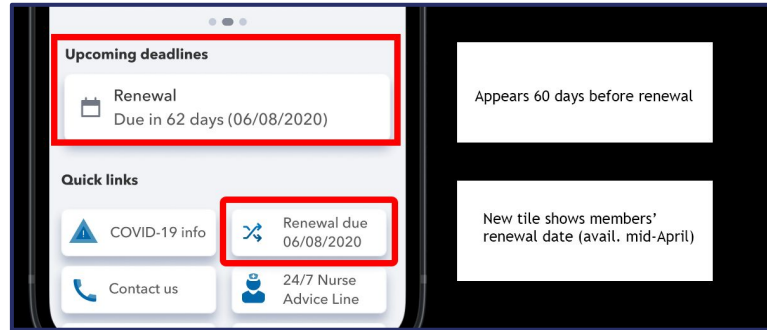


Health First Colorado Mobile App

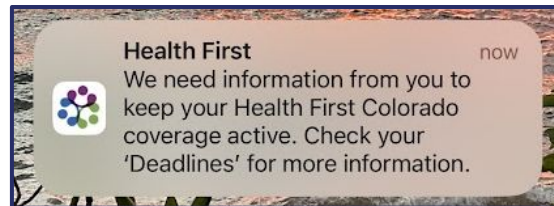
No upcoming deadlines



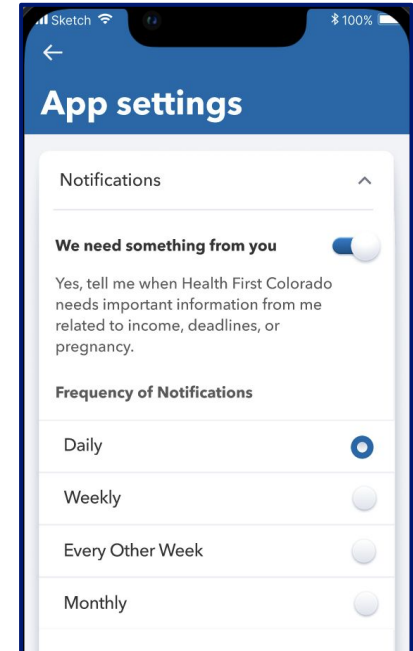
60 days before renewal +
new tile showing renewal date



Push Notification:



Improved push
notification preferences



Meeting Members Where They Are: Regional Accountable Entities Communications Plans

Local partnerships & trusted messengers

- Leveraging providers, care coordinators, SEPs/CCBs case managers to remind member to renew
- Local libraries, homeless shelters (stationed outreach staff), faith based organizations

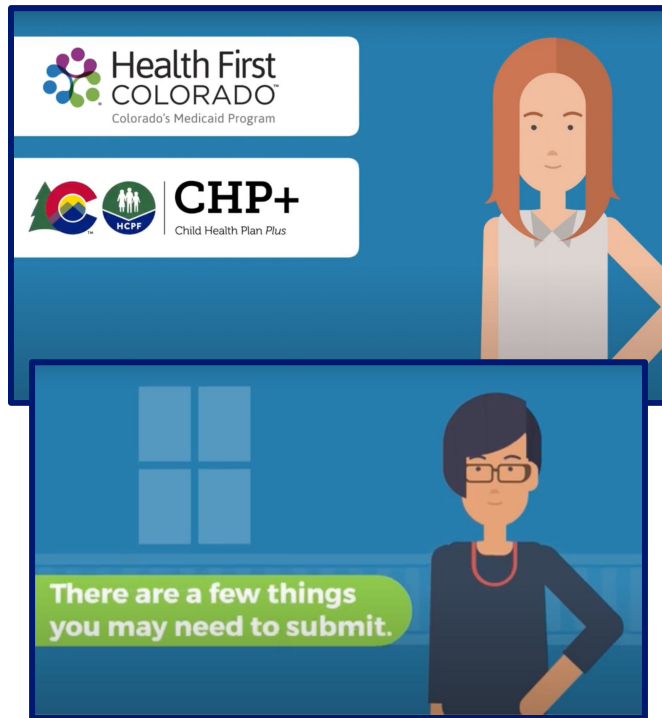
Multiple modalities

- Emails, texts and phone call reminders
- PEAK access in cars for NEMT rides
- Materials at provider offices, postcards & videos

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>



What YOU can do to help

May - July partner goals

Providers & Clinics/Hospitals:

- Post flyers, posters in your waiting room
- Include messaging on member portals, websites or newsletters
- Play videos in your waiting room (closed captioning available)
- Laptop with PEAK open for members to check their renewal dates, update contact information

Libraries & Shelters:

- Post information in computer labs
- Include flyers on beds & other areas

Pharmacies:

- Print off flyers and include with prescription refills
- Include renewal and update your address reminders in “on hold” messaging

Schools/School Health Services

- Flyers in kids take home packets before school is out for the summer

THANK YOU for your collaboration and helping us build awareness !

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 recently passed a bill that ends the continuous coverage requirement in spring 2023.

Planning for the end of the COVID-19 Continuous Coverage Requirement

- Health First Colorado and CHP+ will return to normal eligibility renewal processes with renewals due in May and noticing beginning in March 2023.
- The Department of Health Care Policy & Financing (HCPF) will take 12 months (14 months including noticing) to

PHE Status: **Extended with May 11** **Expected End Date**

U.S. Health and Human Services Secretary Xavier Becerra has [formally extended the COVID-19 Public Health Emergency \(PHE\)](#). The PHE can be extended for up to 90 days at a time and is expected to end on May 11, 2023. The Executive Office of the President, Office of Management and Budget, issued a [Statement of Administration Policy](#) on Jan. 30, 2023, that the Administration plans to extend the PHE to May 11. A USDHHS Fact Sheet: [COVID-19 Public Health Emergency Transition Roadmap](#) details federal policies that won't and will change as the PHE ends on May 11.



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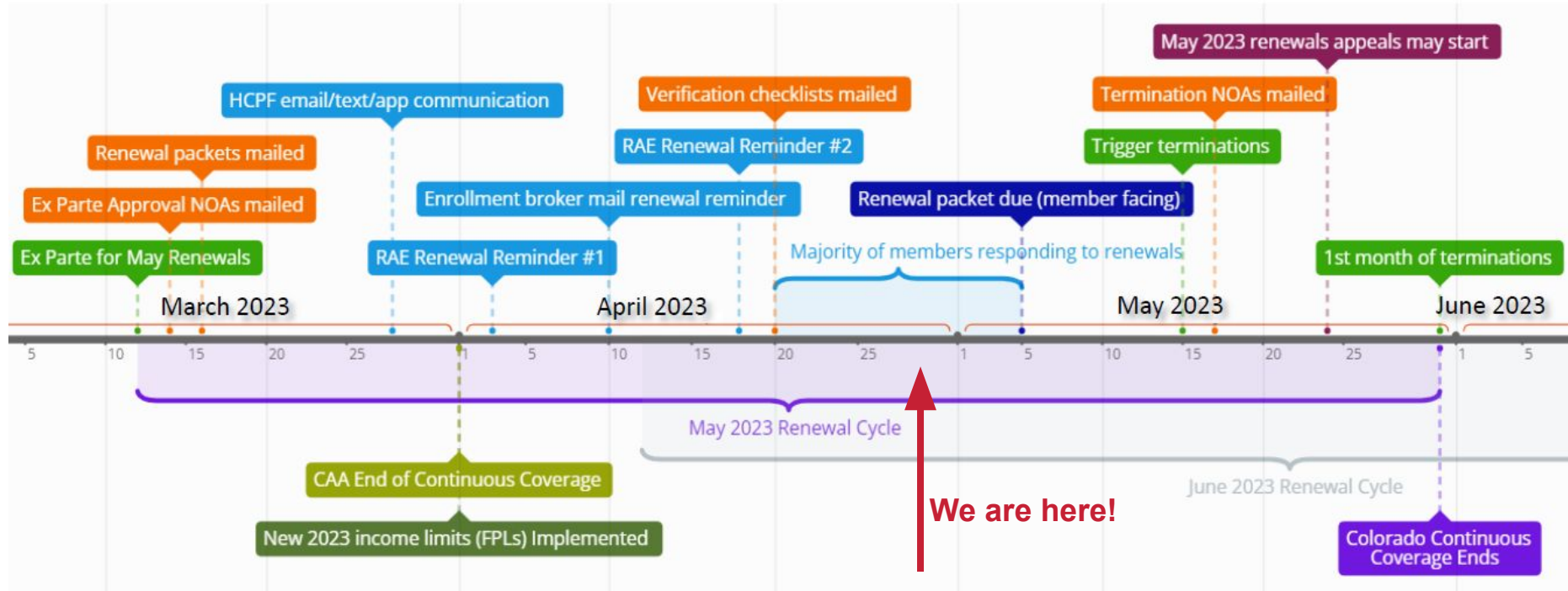
<https://hcpf.colorado.gov/covid-19-phe-planning>

Questions?



Eligibility Overview

End of Continuous Coverage Timeline



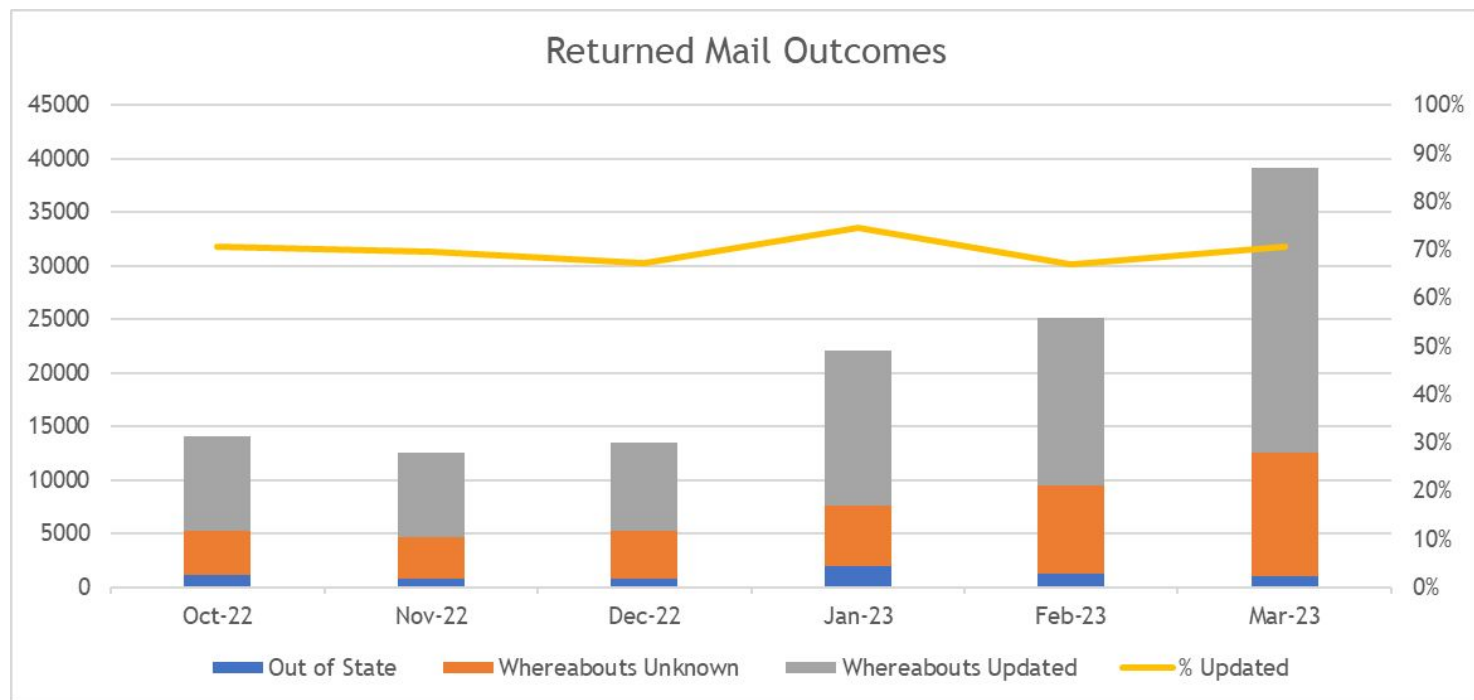
Eligibility Activities

Continuing to streamline worker processes in order to support members in getting a determination on their renewals

- System enhancements and automation
 - Verifications
 - Renewal packet reformatting
- Continuous engagement with workers
 - Creation of new desk aids
 - Open forums for specific eligibility questions from workers
- Incorporating member feedback wherever possible

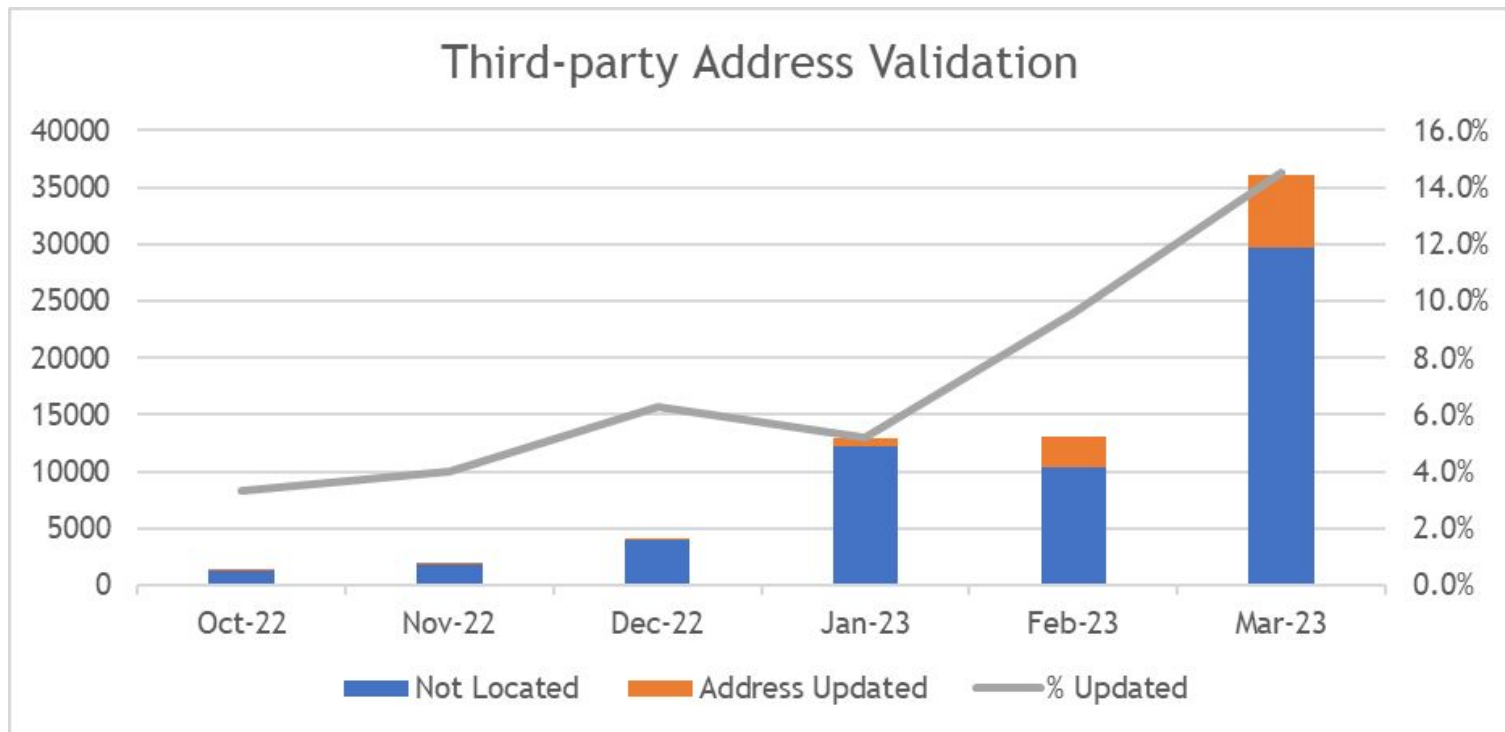


Returned Mail



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 outreach.

CBMS/iC Mismatch

Members eligibility ended in CBMS but were still open in Interchange

- CMS determined group part of continuous coverage so coverage kept open
- With end of PHE, coverage ending as of 4/30/2023
- Letters sent to members week of 4/17



April 15, 2023

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

Member: First and Last Name
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 medical costs
- Program ends the last day of the PHE (5/11/23)
- Heads up notice sent to members in March, termination notice effective 5/31/2023 sent April 25th
- Can enroll up to May 11th
- Will run members through eligibility to see if they qualify for another program
- If not eligible, final notice will be sent mid-May
- Benefits will be covered through 5/31/23



[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

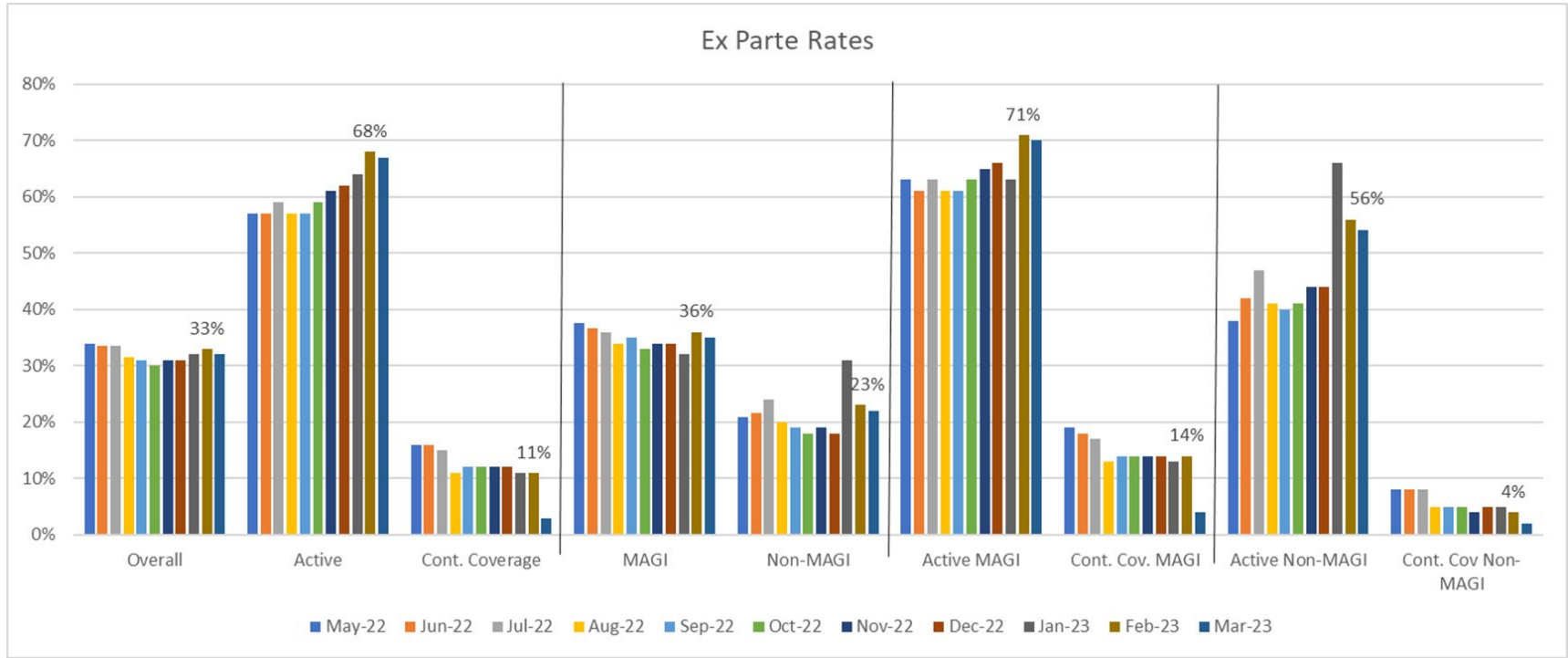
This letter only applies to the member identified in this letter. If other people in your home will be affected, they will receive a separate letter.

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.

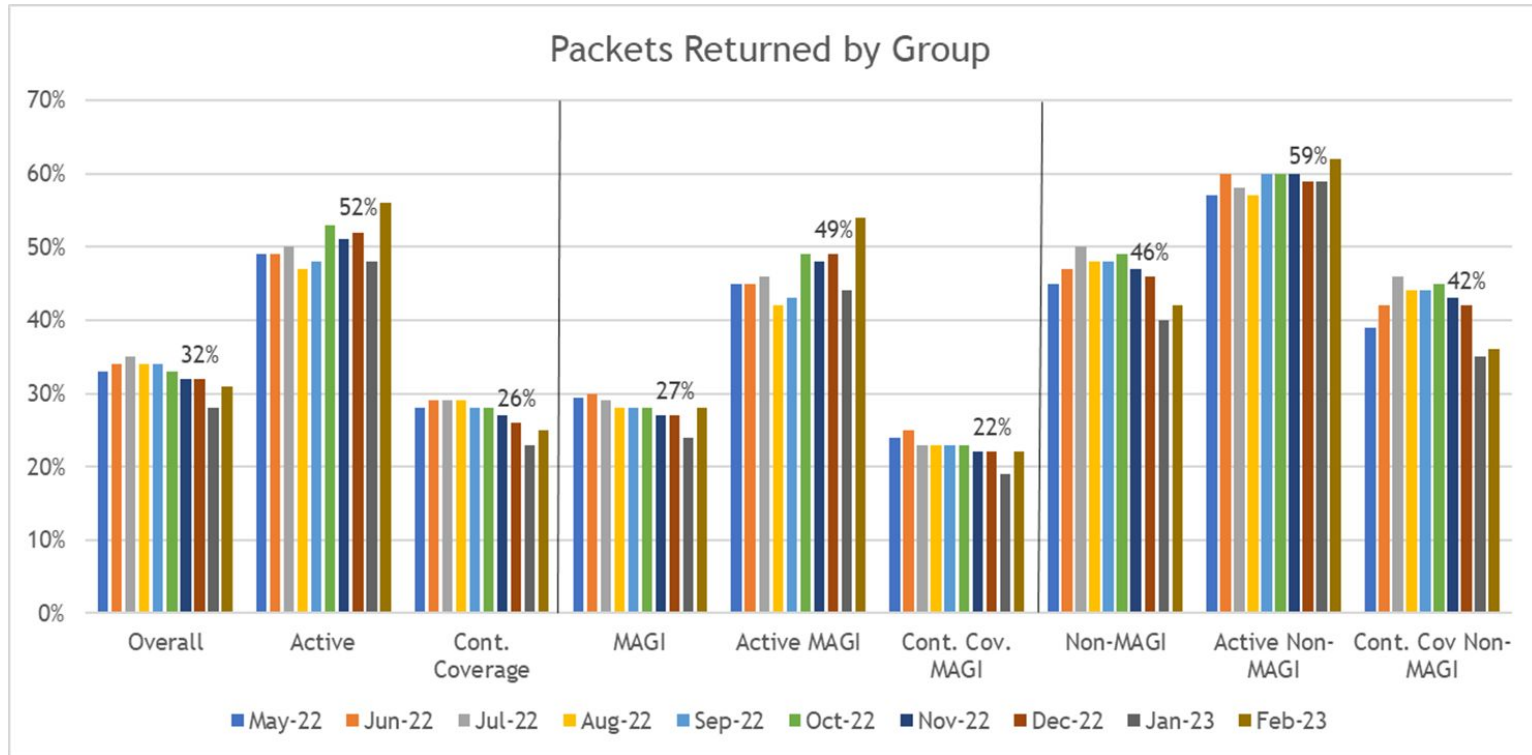
Sign up to get helpful information about your Health First Colorado benefits by text! Text "JOIN" to 66596. Message and data rates may apply.

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%.

Eligibility FAQs

- What is the Renewal Process?
 - Occurs Annually
 - Ex Parte
 - Renewal Packet
- How does a member know when they are due for renewal?
 - PEAK/Health First Colorado App
 - County Office
 - Member Contact Center
- Can members complete their renewal early?
 - No, members must take action at the time their renewal is due.
 - Members can update their contact information and communication preferences to ensure they receive information about their renewal.

Questions?



Unwind Reporting & Future Partner Webinars

May 2023 Outreach Metrics

Direct outreach to ~65,000 households up for renewal via CBMS

- **Notices mailed 3/16;** received 2-3 days later
- **~21,500 auto renewed** via ex parte (runs March 12-15)
- **~43,500 packets sent** by mail or PEAK after 3/16, received 3/20-24

Follow-up Outreach (outside of CBMS)



SMS Texts

35,175* sent / 43,500
28,150 EN (88% delivery)
7,025 SP (90% delivery)



Emails

11,205* sent / 43,500
10,917 EN (98.4% delivery)
288 SP (96.2% delivery)



Push Notifications (HFC App)

March 2023:

884,304 sent / 32,144 opened



General Awareness | Member newsletter, HCPF & HFC websites

- **118,455 member newsletters received** | 46.7% opened
- **>10,000 unique visitors to new HFC Renewals page** has since its launch in December
- **268,000 unique visitors to HFC.com** in past 90 days, **+48%** higher than a year ago
- **Member Call Center** - MCC staff reminding members to take action on their renewal who call in during their renewal period. Data on how many members are reminded or have renewal questions per month will be tracked. **977 reminded (as of 4/24)**

***Emails & Texts only sent to those for whom we have info on file & have opted in (email)**

Coming in June 2023

- New reporting page on PHE planning resource center will include:
 - Monthly reports to Centers for Medicare & Medicaid Services
 - Fact sheet and links to FAQs to help partners and others understand the data in the reports
- *In the works for late summer:* Deeper dive breakouts with demographics for July 26 & October 25 quarterly partner webinars.
- Look for our survey to get your feedback on format changes to this webinar to allow for smaller group interaction/breakouts.

PHE Ending May 11, 2023

National vs Public Health Emergency

- **National COVID-19 Emergency Ended April 11, 2023**
 - This means states can no longer submit NEW COVID-19 emergency waivers under 1135 emergency authority, HCPF's current waivers remain tied to the HHS Public Health Emergency
- **Health and Human Service Public Health Emergency Ends May 11, 2023**
 - Provisions ending day of, 6 months after (Appendix K), year later
 - For details visit PHE Unwind Planning Resource Center
 - Special COVID-19 Unwind Partners newsletter *coming soon*

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

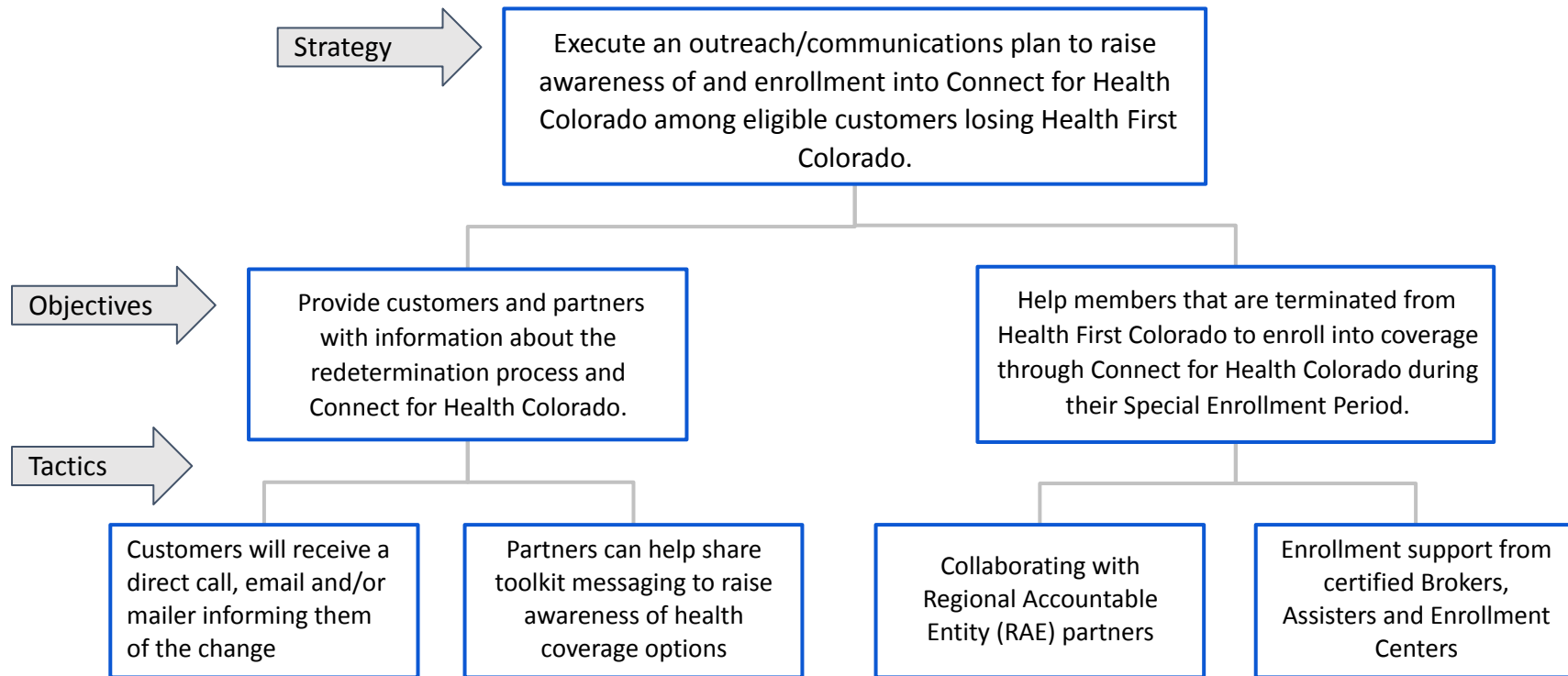
	HAS Third Party Coverage		NO Third Party Coverage		
	All Other Termination Reasons	Over Income	All Other Termination Reasons	Over Income	C4 Enrollment Estimate (1 – 10%)
CHP+	1,178	180	23,728	3,966	40 - 397
Medicaid	87,070	40,597	431,631	189,704	1,897 - 18,970
Total	88,248	40,777	455,359	193,670	1,937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

Eligible

Enrolled

Connect for Health Colorado Outreach and Communications

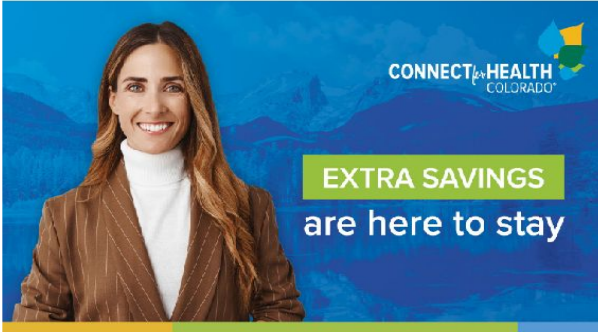
M2MB - Medicaid to Marketplace Bridge



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](#)
855-757-6749



Colorful, eye-catching and friendly branding



Simple language and short emails



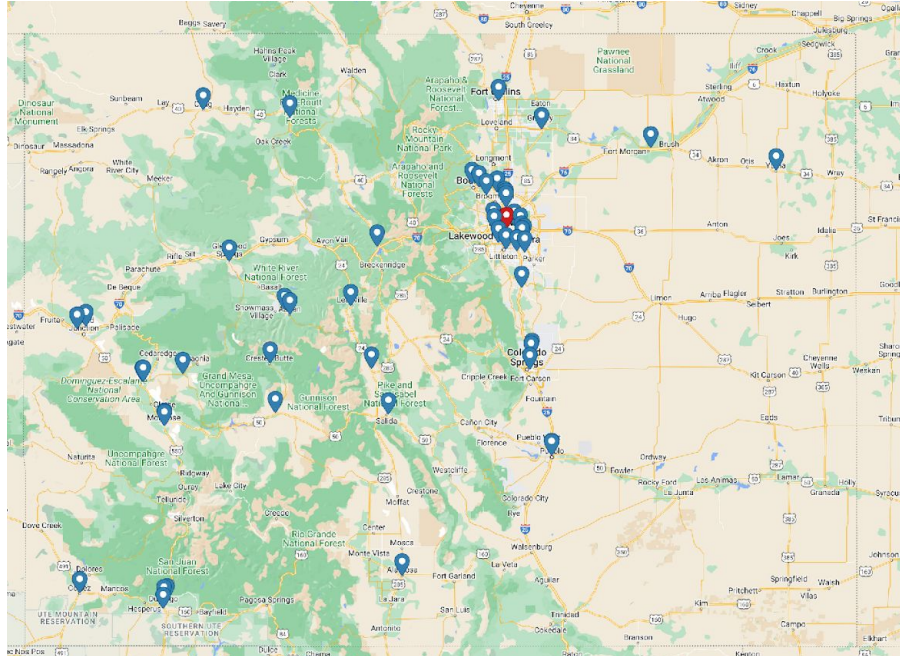
Links and graphics to learn more and get help



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?



Stay informed

- Next Community Partner PHE Unwind Planning Webinar

July 26, 2023 1:00-2:30pm

Register in advance

us06web.zoom.us/webinar/register/WN_QgQuYSIlRR2Ffvs9HTZXaA#/registration

- Sign up for the monthly [COVID-19/PHE Updates Newsletter](https://hcpf.colorado.gov/phe-planning)

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

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