COVID-19
Public Health Emergency
Unwind Planning

Community Partners
April 26, 2023

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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.

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)


5. Connect For Health Colorado Marketplace Updates
Unwind Communications

Direct Member Outreach &
General Awareness
Renewal Process & Communications

Member receives renewal notice

Member submits renewal packet

Notice of Action Letter

Member transitions to other coverage

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
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

Scam alert!
Beware of text and phone scams.
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
- Provider
- Transitions in Coverage
- Appeals

How does the public health emergency continuous coverage requirement impact members?


Answers to the most frequently asked questions are posted on our webpages and updated regularly

Renewals: What you need to know

https://www.healthfirstcolorado.com/renewals/
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

Upcoming deadlines

- **Renewal**
  - Due in 62 days (06/08/2020)

Push Notification:

- Health First
  - We need information from you to keep your Health First Colorado coverage active. Check your ‘Deadlines’ for more information.

60 days before renewal +
new tile showing renewal date

- Appears 60 days before renewal
- New tile shows members’ renewal date (avail. mid-April)

Improved push notification preferences

App settings

- Notifications
  - We need something from you
    - Yes, tell me when Health First Colorado needs important information from me related to income, deadlines, or pregnancy.
  - Frequency of Notifications
    - Daily
    - Weekly
    - Every Other Week
    - Monthly
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

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

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

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 notice) to processPointClouding renewal notices.

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.

https://hcpf.colorado.gov/covid-19-phe-planning
Questions?
Eligibility Overview
End of Continuous Coverage Timeline

We are here!
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
The Consolidated Returned Mail Center is successfully updating addresses for 70% of returned mail cases.
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
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
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.
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)

<table>
<thead>
<tr>
<th><strong>SMS Texts</strong></th>
<th><strong>Emails</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>35,175* sent / 43,500</td>
<td>11,205* sent / 43,500</td>
</tr>
<tr>
<td>28,150 EN (88% delivery)</td>
<td>10,917 EN (98.4% delivery)</td>
</tr>
<tr>
<td>7,025 SP (90% delivery)</td>
<td>288 SP (96.2% delivery)</td>
</tr>
</tbody>
</table>

### Push Notifications (HFC App)

March 2023:
884,304 sent / 32,144 opened

### General Awareness

- **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

<table>
<thead>
<tr>
<th>High-Level Milestone</th>
<th>Target Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCPF renewal packets go to customers</td>
<td>3/15/23</td>
</tr>
<tr>
<td>First day eligible people can enroll for June 1&lt;sup&gt;st&lt;/sup&gt; coverage</td>
<td>4/01/23</td>
</tr>
<tr>
<td>C4 Reporting and Outreach</td>
<td>4/01/23</td>
</tr>
<tr>
<td>Expected Packet returns</td>
<td>4/20/23 - 5/5/23</td>
</tr>
<tr>
<td>First customer terminations / renewals (last day of coverage)</td>
<td>5/31/23</td>
</tr>
<tr>
<td>Scheduled end of Medicaid Unwind SEP</td>
<td>7/31/24</td>
</tr>
</tbody>
</table>

Process repeated monthly through July ‘24
## Enrollment Estimates

<table>
<thead>
<tr>
<th></th>
<th>HAS Third Party Coverage</th>
<th>NO Third Party Coverage</th>
<th>C4 Enrollment Estimate (1 – 10%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All Other Termination</td>
<td>Over Income</td>
<td></td>
</tr>
<tr>
<td>Reasons</td>
<td>Reasons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHP+</td>
<td>1,178</td>
<td>180</td>
<td>23,728</td>
</tr>
<tr>
<td>Medicaid</td>
<td>87,070</td>
<td>40,597</td>
<td>431,631</td>
</tr>
<tr>
<td>Total</td>
<td>88,248</td>
<td>40,777</td>
<td>455,359</td>
</tr>
</tbody>
</table>

**Eligible**

**Enrolled**
Connect for Health Colorado Outreach and Communications
M2MB - Medicaid to Marketplace Bridge

Strategy

Execute an outreach/communications plan to raise awareness of and enrollment into Connect for Health Colorado among eligible customers losing Health First Colorado.

Objectives

Provide customers and partners with information about the redetermination process and Connect for Health Colorado.

Tactics

Customers will receive a direct call, email and/or mailer informing them of the change

Partners can help share toolkit messaging to raise awareness of health coverage options

Help members that are terminated from Health First Colorado to enroll into coverage through Connect for Health Colorado during their Special Enrollment Period.

Collaborating with Regional Accountable Entity (RAE) partners

Enrollment support from certified Brokers, Assisters and Enrollment Centers
Connect for Health Colorado Emails to Potential Customers

Example from last Open Enrollment

Colorful, eye-catching and friendly branding

Simple language and short emails

Links and graphics to learn more and get help

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](https://ConnectforHealthCO.com) (800-752-4672)
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 Assisters 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
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