

# Public Health Emergency Unwind Communication Planning

Alison Ledden  
PHE Communications Specialist, HCPF



# End of the PHE

The COVID-19 Public Health Emergency (PHE) ended on May 11th, 2023

- HCPF sent a Special Edition Newsletter (May 11th)
- [End of the PHE webpage](#) in the PHE Resource Center provides an overview of emergency flexibilities - what was used, what wasn't, what was made permanent, what is ending

The End of the Continuous Coverage Requirement

- HCPF began regular eligibility renewal processes- first notices out in March for May renewals
- Not all members will be renewed at the same time. The renewal redetermination process will continue month by month, through April 2024 for all 1.75 million members.

# Renewal Process & Communications

Member remains on HFC or moves to CHP+

Member receives renewal notice



Member submits renewal packet

*Notice of Action Letter*



Member transitions to other coverage

## Initial Renewal Comms:

**HCPF** sends 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.

# RAE Collaboration

## Direct Member Outreach | *text, email, phone*

Reminder outreach campaign began in April for May renewals (initial, high risk & over income outreach). RAEs will be reporting details of outreach efforts monthly

## General Member Awareness

### **NEW** CO Access Videos

1. How Will I Know When My Renewal is Due?
2. Quick Tips for Completing Your Renewal
3. How Do I Complete My Renewal?
4. How Can I Get Help With My Renewal?

- Flyers
- Handouts
- Postcards
- Landing Pages

<https://www.youtube.com/@coloradoaccess/videos>

# 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

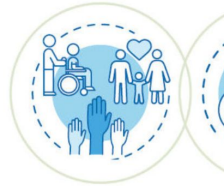
*\*Broadcast on 281 radio & TV stations across Colorado*

In English and Spanish

# 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			

### General

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



**Health First**  
**COLORADO™**  
Colorado's Medicaid Program

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

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

# Transcreation of Materials

*Coming soon...*

In addition to English & Spanish, 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 this member alert!

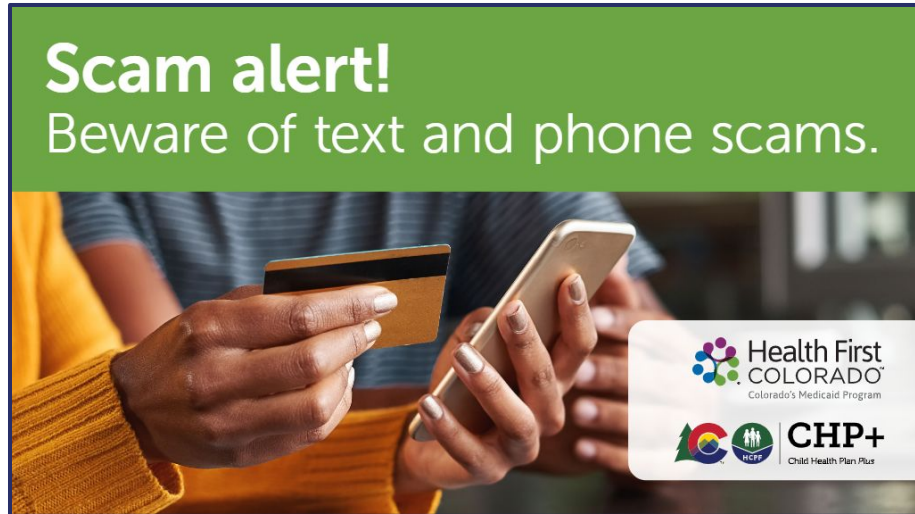
Partner resources:

[hcpf.colorado.gov/alert](https://hcpf.colorado.gov/alert)

- Mini partner toolkit
- News release
- Other languages coming soon

*Note: HCPF may contact members via phone to update their address if we have received returned mail*

Members: [hfcgo.com/alert](https://hfcgo.com/alert)





# May & June 2023 Outreach Metrics

Direct outreach to **>130k** households up for renewal via CBMS

- **Notices mailed mid Mar & mid Apr**; received 2-3 days later
- **~43,700 auto renewed** via ex parte (33%)
- **~89,800 packets sent** by mail or PEAK

First outcomes reporting available mid-June and shared thereafter

## Follow-up Outreach (not system-generated from CBMS)



### SMS Texts

**72,234\* sent / 89,820**  
57,919 EN (>86% delivery)  
14,315 SP (90% delivery)



### Emails

**23,206\* sent / 89,820**  
22,582 EN (>99% delivery)  
624 SP (>96% delivery)



### Push Notifications (HFC App)



### Enrollment Broker Letter

16,676 Letters Mailed to members who need to take action on renewal



### General Awareness | Member newsletter, HCPF & HFC websites

- **>125k member newsletters received** | >45% opened
- **>25k unique visitors to new HFC Renewals page** since its creation in December 2022
- **>300K unique visitors to HFC.com** past 90 days | 83% higher than 2022 same period
- **>3500 members reminded of renewal date** via the Member Call Center since renewals began

# Unwind Data Reporting

HCPF will be reporting its progress on “unwinding” the continuous coverage requirement to the federal government.

Reports will be posted on a new Continuous Coverage Unwind Data Reporting page and stakeholders will be notified monthly in our [monthly COVID-19 newsletter](#).

HCPF will be publishing our first set of data in mid June 2023 and by mid month for the following months.

# PHE Planning Resource Center

## *Links to Toolkits, FAQs, Reporting & more!*

### Public Health Emergency Planning



## End of the Federal COVID-19 Public Health Emergency

May 11, 2023, marks the end of the federal COVID-19 public health emergency (PHE) that began in March 2020.

We created the resources on this page to help community partners, advocates, and stakeholders understand and navigate these important changes.

### Stay Up-to-Date

Sign up for Public Health  
Emergency Monthly Updates

Past

[Subscribe now](#)

Newsletters

- [May 2023 - End of PHE](#)

[April 2023](#)

# Questions?



Share your feedback and questions  
with:

[alison.ledden@state.co.us](mailto:alison.ledden@state.co.us)