

End of the COVID-19 PHE Continuous Coverage Requirement Planning



Medicaid Redeterminations Returning to Normal

- Health First Colorado (Colorado's Medicaid program) and Child Health Plan *Plus* (CHP+) are returning to normal renewal processes
 - First notices went out in mid-March for members with renewals due in May.
- Not all members will be renewed at the same time. Each member's renewal month will align with their already established annual renewal month.
- Colorado will take 12 months (14 months including noticing) to renew all 1.7 million members

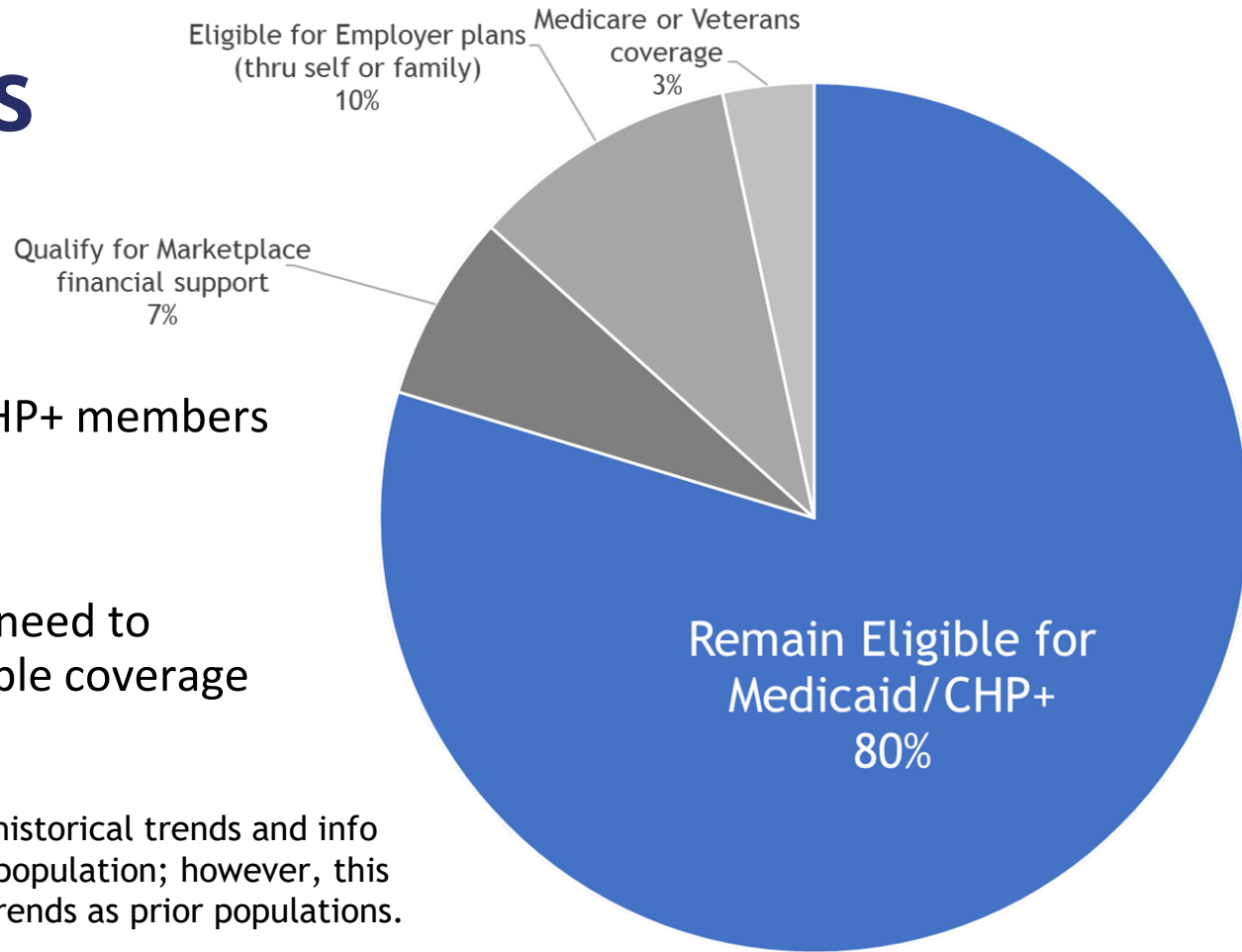
Monthly Renewals by Household

	May 2023	June 2023	July 2023	Aug 2023	Sept 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	
Unwinding Period Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Number of renewals scheduled to be initiated	69,164	72,370	80,817	78,161	90,951	95,191	97,834	99,898	83,522	88,071	88,742	89,405	1,034,126
Percent of renewals scheduled to be initiated	6.69%	7.00%	7.82%	7.56%	8.79%	9.20%	9.46%	9.66%	8.08%	8.52%	8.58%	8.65%	100.00%

Estimations

- **About 80%** of Medicaid/CHP+ members est. continue to qualify
- **About 20%**, est. >325k, to need to transition to other affordable coverage

Limitations: Estimations are based on historical trends and info available on the Continuous Coverage population; however, this population may not exhibit the same trends as prior populations.



Member Outreach Strategy

Local Partners & Trusted Messengers

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

Collaborating with RAEs for Member Outreach

- Emails, texts and phone call reminders when time to renew
- Materials at provider offices, postcards & videos

Public Service Announcement

- Radio and TV Campaign

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

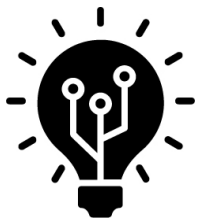
**Broadcast on 281 radio & TV stations across Colorado*

In English and Spanish

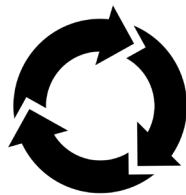
Communication Resources



Update your
address toolkit



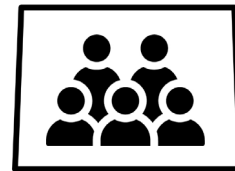
Renewal process
education



Take action on
your renewal
toolkit



FAQs+
Videos



KeepCOcovered
Campaign

PARTNERS

www.hcpf.colorado.gov/covid-19-phe-planning

MEMBERS

www.healthfirstcolorado.com/renewals



How you can help

- **Share our member-facing resources**
 - Print and hang flyers in high traffic areas
 - Add messaging to websites/newsletters/social media
- **Remind patients to:**
 - Update their contact info
 - Opt in to digital communications (PEAK, HFC app)
 - Pay attention to Medicaid correspondence





#KeepCOCovered

- ❑ To stay informed and receive the most up-to-date information on the end of the Continuous Coverage Requirement, bookmark the PHE Planning page: CO.gov/hcpf/covid-19-phe-planning
- ❑ Sign up for the COVID-19 Public Health Emergency Updates Newsletter to receive important updates and new tools as they are released
- ❑ Join our Next Community Partner Webinar: April 26 1:00-2:30pm
- ❑ Download the Communication Toolkits
- ❑ Check the regularly updated FAQs