

# Public Health Emergency Unwind Communication Planning

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# May 2023 - What's New

- **The End of the Public Health Emergency**
- **May Member Renewals**
- **Public Service Announcement Campaign**
- **Toolkit Transcreation**
- **Partner FAQs**
- **Scam Prevention**
- **Member Resources**
  - **HFC app, PEAK, Contact Center**

# End of the PHE

- The COVID-19 Public Health Emergency ended on May 11th, 2023
- CDPHE sent out a press release (May 10th)
- HCPF sent a Special Edition Newsletter (May 11th)
  - Overview of Emergency Flexibilities - what was used, what wasn't, what was made permanent, what is ending
- New [End of the PHE webpage](#)
- Coming soon - more FAQs

# 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.

# Example: May Renewals Key Dates

- **March 15** - Ex Parte runs, renewal notices generated
  - **URGENT - PLEASE REPLY** on envelopes (English & Spanish)
- **March 20** - Department sends text/email outreach
- **April 1-30** - Reminder outreach by RAEs/MCOs & Enrollment Broker
  - CMAs outreaching LTSS members identified as not meeting programmatic requirements from April-June 2023
- **May 5** - Deadline to renew
- **May 31** - Last date of coverage for those that no longer qualify
- **Ongoing** - transitions in coverage outreach for those that no longer qualify - 2x a month data feeds to C4, weekly to RAEs/MCOs/CHP+ plans to inform outreach

# RAE Collaboration

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

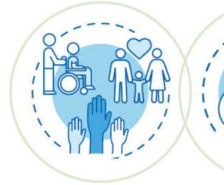
*\*Broadcast on 281 radio & TV stations across Colorado*

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

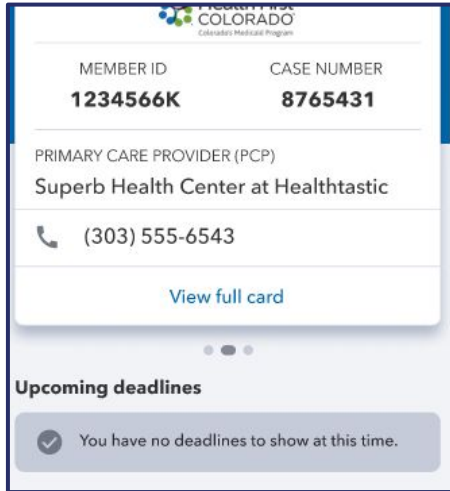
*Note: HCPF may contact members via phone to update their address if we have received returned mail*

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

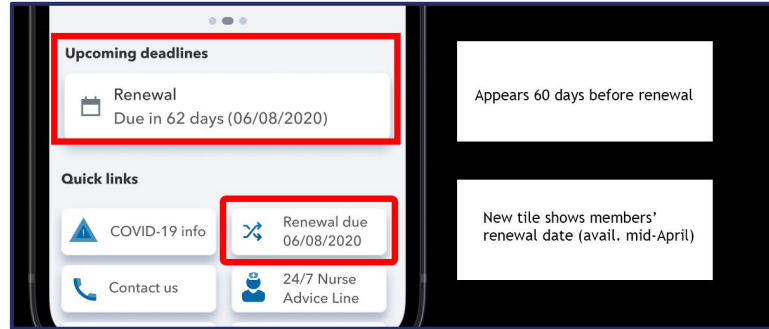


# Health First Colorado Mobile App

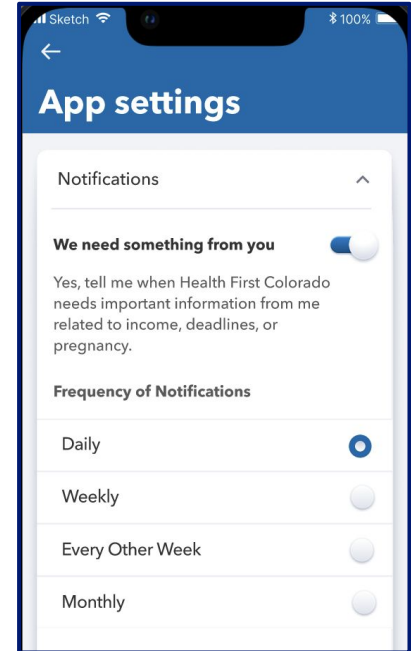
No upcoming deadlines



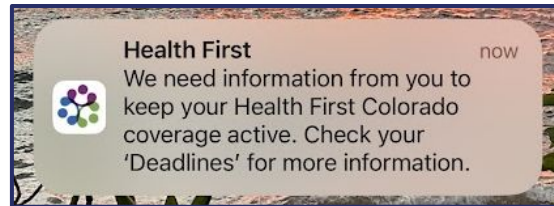
60 days before renewal +  
new tile showing renewal date



Improved push  
notification preferences



Push Notification:



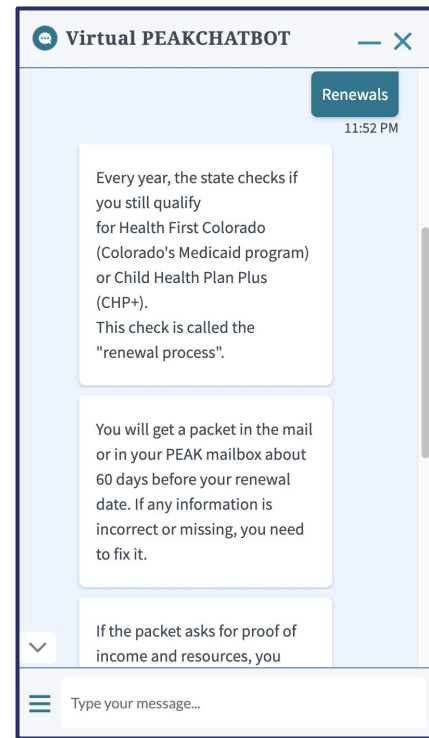
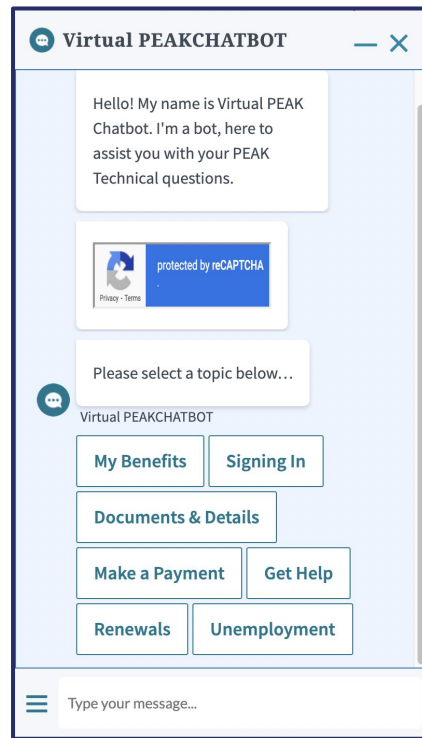
# More Member Resources

## 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)



# 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 passed a bill that **ended the continuous coverage requirement in spring 2023**. This page includes resources on the end of the continuous coverage requirement. For information about other policy changes associated with the end of the PHE visit our [End of the PHE](#) page.

### PHE Status: **Ended May 11**

The Executive Office of the President, Office of Management and Budget, issued a [Statement of Administration Policy](#) on Jan. 30, 2023, that **the Administration planned 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. Each state can

# Questions?



Share your feedback and questions  
with:

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