

Public Health Emergency Unwind

Communication Planning

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COLORADO

Department of Health Care
Policy & Financing

Today's Outline

1. Continuous Coverage Requirements End Communication Timeline
2. HCPF Guidance & Support
 - a. Take Action Toolkit
 - b. Keep Colorado Covered
3. Feedback/Additional Support

Key Operational Goals

1. Member continuity of coverage
2. Member experience, smooth transitions
3. Minimize impact to eligibility workers and state staff



- Consistent with Jan. 5, 2023 federal guidance
- Colorado will take the full time permitted by the feds: 12 months (14 months including noticing) to complete renewals
- **Goal: Successfully navigate est. >325,000 Coloradans to other affordable coverage**

What happens when the continuous coverage requirement ends?

- Health First Colorado (Colorado's Medicaid program) and Child Health Plan *Plus* (CHP+) will return to normal renewal processes with **the first notices going out in March 2023 for members with renewals due in May 2023.**
- 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

Direct-to-Member Communications Cadence

Overview of Direct-to-Member Communications
For REAs and MCOs Use in Reminder Communication Planning

NOTE: Dates are subject to change and are approximate. Holidays and weekends can change the time it takes for members to receive a mailing

Member Renewal Month	Ex Parte Runs (behind the scenes system)	Notices mailed for members automatically renewed	Estimated Dates Notices Received * those with e-noticing are immediate	Renewal Packets Mailed	HCPF initial electronic outreach (text, email, App)	Initial RAE reminder	Enrollment Broker Renewal Reminder (mailed)	Follow Up RAE reminder	Termination noticing	Transitions in Coverage/Handoffs
May 2023	March 12-15	March 16	2 -3 days later	after March 16 (received March 20-24)	March 20-31	April 3 - 28	April 10-14	May 1-5	May 17	May 18-31
June 2023	April 12-15	April 16	2-3 days later	after April 16 (received April 20-24)	April 20-28	May 1-31	May 15-19	June 1-5	June 17	June 19-30
July 2023	May 12-15	May 16	2-3 days later	after May 16 (received May 20-24)	May 22-31	June 1-30	June 12-16	June 26-30	July 17	July 18-31
August 2023	June 12-15	June 16	2-3 days later	after June 16 (received June 20-24)	June 20-30	July 5-31	July 17-21	July 31-Aug 4	August 17	August 18-31
September 2023	July 12-15	July 16	2-3 days later	after July 16 (received July 20-24)	July 20-31	August 1-31	August 14-18	August 28-Sept 1	September 17	September 18-30
October 2023	Aug 12-15	August 16	2-3 days later	after August 16 (received August 21-24)	August 21-31	September 1-29	September 11-15	October 2-5	October 17	October 18-31
November 2023	Sept 12-15	September 16	2-3 days later	after Sept 16 (received Sept 20-25)	September 20-29	October 2-31	October 16-20	October 30-Nov 3	November 17	November 20-30
December 2023	Oct 12-15	October 16	2-3 days later	after October 16 (received Oct 20-24)	October 20-31	November 1-30	November 13-17	November 27-Dec 1	December 17	December 18-29
January 2024	Nov 12-15	November 16	2-3 days later	after November 16 (received Nov 20-24)	November 20-30	December 1-29	December 11-15	January 2-5	January 17	January 18-31
February 2024	Dec 12-15	December 16	2-3 days later	after December 16 (received Dec 20-26)	December 20-29	January 1-31	January 15-19	January 29 - Feb 2	February 17	February 19-29
March 2024	Jan 12-15	January 16	2-3 days later	after January 16 (received Jan 20-24)	January 22-31	February 1-29	February 12-16	February 26 - March 1	March 17	March 18-29
April 2024	Feb 12-15	February 16	2-3 days later	after February 16 (received Feb 20-24)	February 20-29	March 1-29	March 11-15	April 1-5	April 17	April 18-30

Take Action on Your Renewal Toolkit

Call to action to complete, sign, & return renewal packet, including:

- General outreach to all members to raise awareness
 - flyers, website, newsletter and social media content, call center/on hold script
- Direct to Member outreach from HCPF, RAEs, MCOs when it is time to take action
 - texting, email, and letters



Don't Risk
a Gap in Your Health Coverage

Get ready to renew now!

- Make sure we can reach you! **Update your contact information** and sign up for notifications in the Health First Colorado app and in your PEAK account.
- Respond by the date in your letter** - you'll get this in the mail and by email.
- Don't forget to **sign your renewal packet**.
- Turn in documentation** in the way that works for you: Health First Colorado app, mail, online at co.gov/PEAK.
- Find your County Department of Human Services by scanning the QR code, to reach our for help.



 Health First COLORADO
Colorado's Medical Program

 CHP+
Colorado's Health Plan











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<https://hcpf.colorado.gov/take-action-on-your-renewal>

Take Action Toolkit Folders

Public Health Emergency (PHE) Shared Re... > Resources for Pa... > Take Action on Your Renew... ▾

Name ↑	Last modified	File size
 1. Toolkit Overview	Jan 25, 2023	—
 2. General Member Outreach - Website Resources	Jan 25, 2023	—
 3. General Member Outreach - Newsletter Text	Jan 25, 2023	—
 4. General Member Outreach - Call Center Hold or IVR Msg	Jan 25, 2023	—
 5. General Member Outreach - Flyers Posters	Jan 25, 2023	—
 6. General Member Outreach - Social Media	Jan 25, 2023	—
 7. General Member Outreach - News Release HCPF, RAEs, MCOs ONLY	Feb 1, 2023	—
 8. Direct-to-Member Outreach - Email Text HCPF, RAEs, MCOs ONLY	Feb 1, 2023	—

Local Media Outreach



Take Action on Your Renewal! A Communications Toolkit



News Release - HCPF RAEs/CHP+ and MCOs ONLY

The Department will issue a news release informing media outlets 1) of the end of the COVID-19 PHE Continuous Coverage Requirement, 2) what this means to their readers/viewers/listeners, and 3) requesting their help in publicizing this information. The release will also include information about how members will know when it's time to renew as not all renewals will happen at once but rather over a 12 month (14 months including noticing) timeframe, an overview of official communications they can expect to receive and expected frequently asked member questions about the process with links to resources. You can view this news release language on our website at hcpf.colorado.gov/communication.

For RAEs that would like to send a more targeted news release to their local news outlets closer to the time of renewals beginning and ahead of text campaigns beginning, please work directly with the Department Public Information Officer, Marc Williams (Marc.Williams@state.co.us).

<https://hcpf.colorado.gov/communication>

NEW

Goal: Keep as many Coloradans insured as possible when continuous coverage ends.

This campaign will engage state & community partners to help connect former Health First Colorado & CHP+ members who no longer qualify to other coverage options.

www.keepecovered.com



We can #KeepCOCovered



We can #KeepCOCovered

- Virtual meeting background
- Social graphics & content
- Website & newsletter text
- Printable one pager

This poster is available in English and Spanish

Get more information on your options:



We can #KeepCOCovered



Get ready to renew your Medicaid coverage now!



Update your contact information and sign up for notifications in the Health First Colorado app and in your PEAK account.



Respond by the date in your letter – you'll get this in the mail and by email.



Don't forget to sign your renewal packet.



Turn in documentation through Health First Colorado app, mail, online at co.gov/PEAK.

What if I don't qualify for Medicaid or CHP+?

You have a limited amount of time to apply for other coverage.

Other health coverage options include:

- **Employer coverage**, check with your employer to learn about options, rules and deadlines.
- Coverage through a **family member's** health insurance.
- Coverage through **Connect for Health Colorado** (Colorado's official health insurance marketplace). You might qualify for reduced premiums. Visit: connectforhealthco.com/we-can-help/
- Coverage through **Medicare**, for people age 65 or older or people under 65 with certain disabilities. Visit: doi.colorado.gov/colorado-medicare-health/drug-insurance-coverage-options
- Coverage for **active or former military, naval, or air service** through Tricare (active) at tricare.mil/ or VA (veterans) at va.gov/health-care/apply/application/

Get more information on your options:



hfcco.com/options

KeepCOCovered.com

Review Your Options. Stay Covered.

- To get free help enrolling in Connect for Health Colorado marketplace coverage, reach out to a certified assister online at connectforhealthco.com/we-can-help/assisters/ or by calling 855-752-6749. TTY: 855-346-3432.
- To get free help filling out an application for Health First Colorado or CHP+ coverage, or to learn about other coverage options, contact a Certified Application Assistance Site here: apps.colorado.gov/apps/maps/hcpf.map

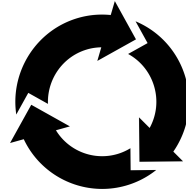
Communication Resources



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



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- 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](https://www.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](#)
- Use the communication toolkits and downloadable resources
- Check the regularly updated FAQs

Questions & Feedback

- Any additional tools that would be helpful for our county partners?
- Optional direct to member comms from counties
 - ie: texting to those who have not taken action after the renewal packet date (i.e. May 5)

Share your feedback and questions with:
alison.ledden@state.co.us

Contact Info

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