

PHE Unwind: Statewide Coordination & RAE/MCO Strategies to Keep Members Covered



Renewal Cycle Member Direct-to-Member Communications Overview

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 Outreach: Time to Renew!

HCPF sends renewal packet, email, text, push notification via Health First Colorado app to members

Reminder Outreach: Take Action Now

HCPF (via Enrollment Broker) sends letter to those who have NOT taken action

RAEs/CHP+ plans & CMAs 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, case managers, posters/flyer materials in libraries, homeless shelters, clinics, PSA campaign.

PHE UNWIND: STATEWIDE COORDINATION

Regional Accountable Entities (RAEs) and Managed Care Organizations (MCOs) are implementing comprehensive, aligned strategies to ensure that members are connected to health coverage.

Member Renewal Cycle: Direct-to-Member Communication

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Member submits renewal packet



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RAEs, CHP Plans, CMAs

- Outreach to all members due for renewal
- Emphasis on high risk members and those who have not taken action
- Using email, text, IVR, phone calls, and mail depending on member communication preferences
- Optional handoff to C4HC for members found to be over income for Medicaid

PHE UNWIND: STATEWIDE COORDINATION

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Digital Engagement for all members:
Digital Engagement campaigns to **all members who need to complete renewal**
May include text, email, and IVR (robocalls)



Care Management (CM) for High-Risk members:
Care Managers focus their live telephone outreach on **high risk members**



Medicaid → CHP+:
For members **transitioning from Medicaid plans to CHP+ Plans:** educate members on this transition.



Medicaid → C4HC:
For members whose income disqualifies them for Medicaid, who are transitioning from Medicaid plans to **Connect for Health Colorado (C4HC)**, some **RAEs** send a letter about how to connect with C4HC.



Continuous Coverage Unwind

RAE 1, PRIME and CHP+ Members

ACC PIAC Meeting

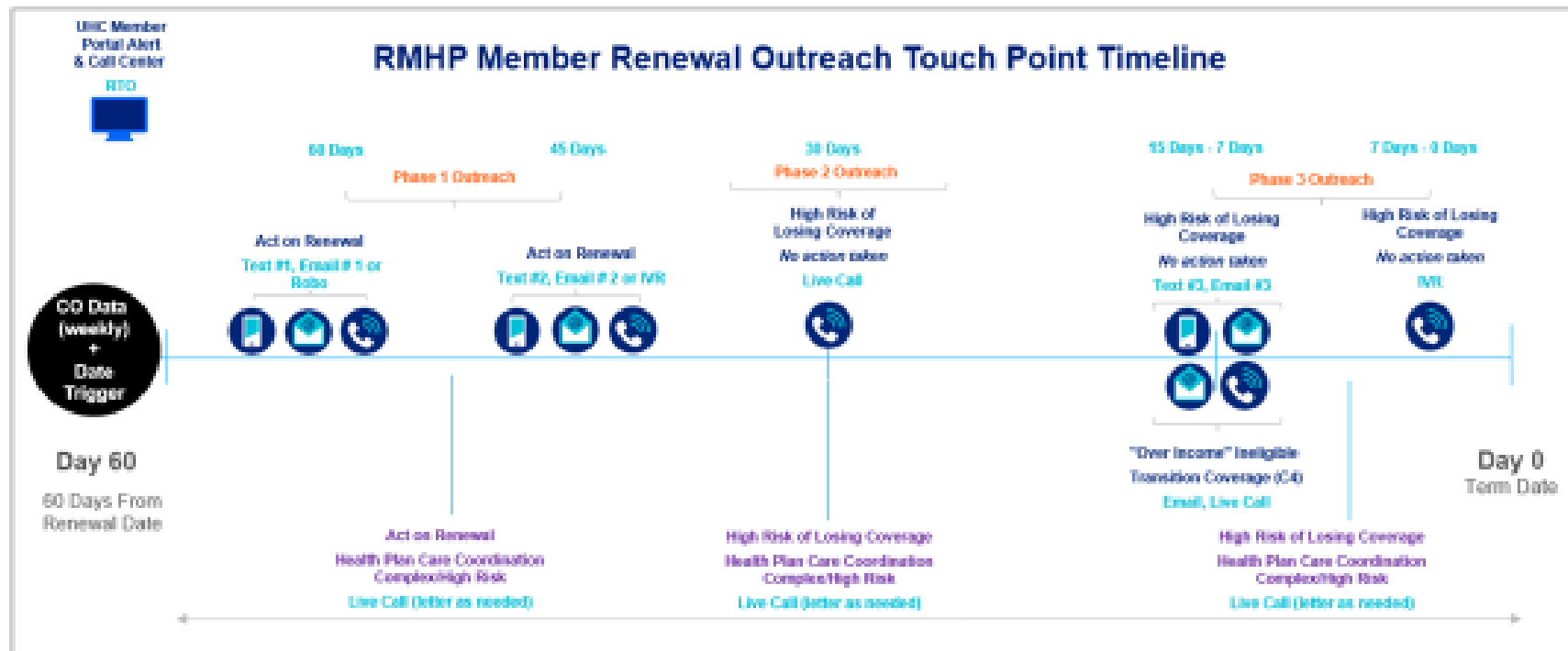
September 20, 2023



Communication to Members

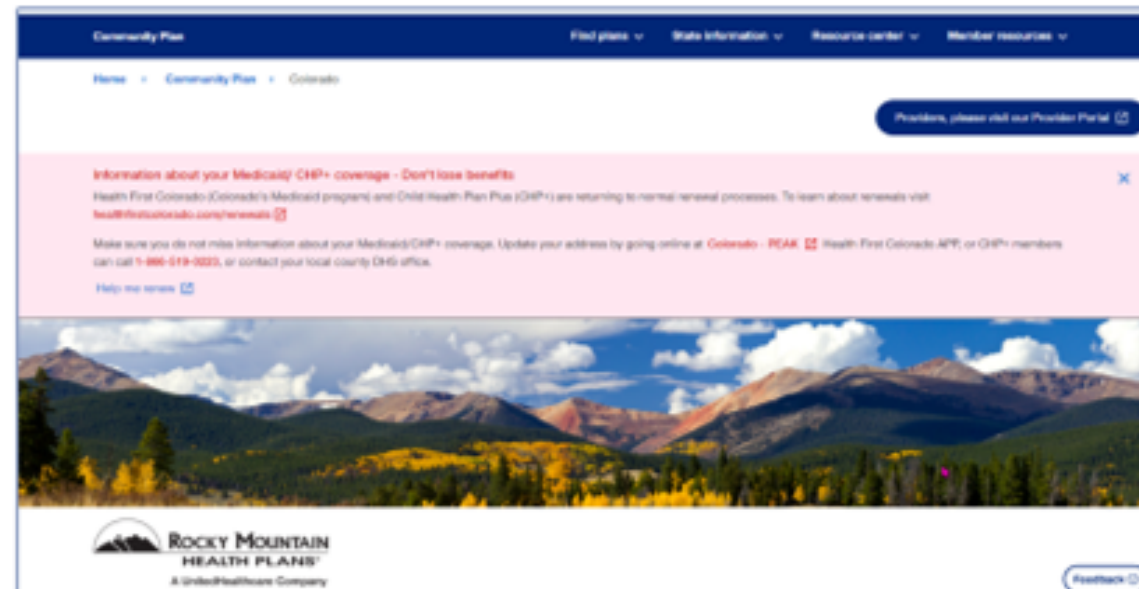
12 separate touch points to Members along their renewal process, and ongoing care coordination outreach.

(Text, Emails, IVR and Live Calls)



Banners & Alerts on RMHP/UHC Websites

- RTO's - Real Time Offers (reminders/alerts) to Members about renewals can be found in several locations on our website
 - Colorado Landing Page
 - [Colorado Community Plan Landing Page](#)
 - RMHP Plan Specific Pages
 - [Rocky Mountain Health Plans - RAE](#)
 - [Rocky Mountain Health Plans - PRIME](#)
 - [Rocky Mountain Health Plans - CHP+](#)



Engaging Providers/Community Partners

✓Providing: Postcard, Poster, Table Tent, Tear Sheet

✓Digital or Printed with Translation




Keep your coverage


Renew your Medicaid or CHP+ status.



Learn how to renew your coverage. Scan this code.



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Keep your Medicaid or CHP+ coverage



Make sure you keep your health care coverage (Colorado's Medicaid Program) or CHIP+ status for the 2021-2022 coverage year. Take action to renew your Medicaid or CHIP+ status today.

Ways to renew your coverage

- Online**
Visit go.gov/PGAK and sign in or create an account.
- In person**
Visit a local application assistance site. Find the county office nearest you at colorado.gov/health/courtesy.
- By mail**
Watch your mail for renewal information and fill out and sign the requested paperwork.



Learn more about renewing your coverage. Scan this code.



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Important date ahead

It may be time to renew your Medicaid or CHP+ coverage. We can help.

Is your Medicaid or CHP+ renewal date coming up soon? If you get a notice that it's time to renew your health care coverage or the state needs more information, you need to respond before the due date on the notice. If you don't, you could lose your coverage.

Ways to renew coverage

- Online**
Visit go.gov/PGAK and sign in or create an account.
- In person**
Visit a local application assistance site. Find locations at apps.colorado.gov/apps/maps/hcpf/map. Or find the county office nearest you at colorado.gov/hcpf/counties.
- By mail**
Watch your mail for renewal information and fill out and sign the requested paperwork.

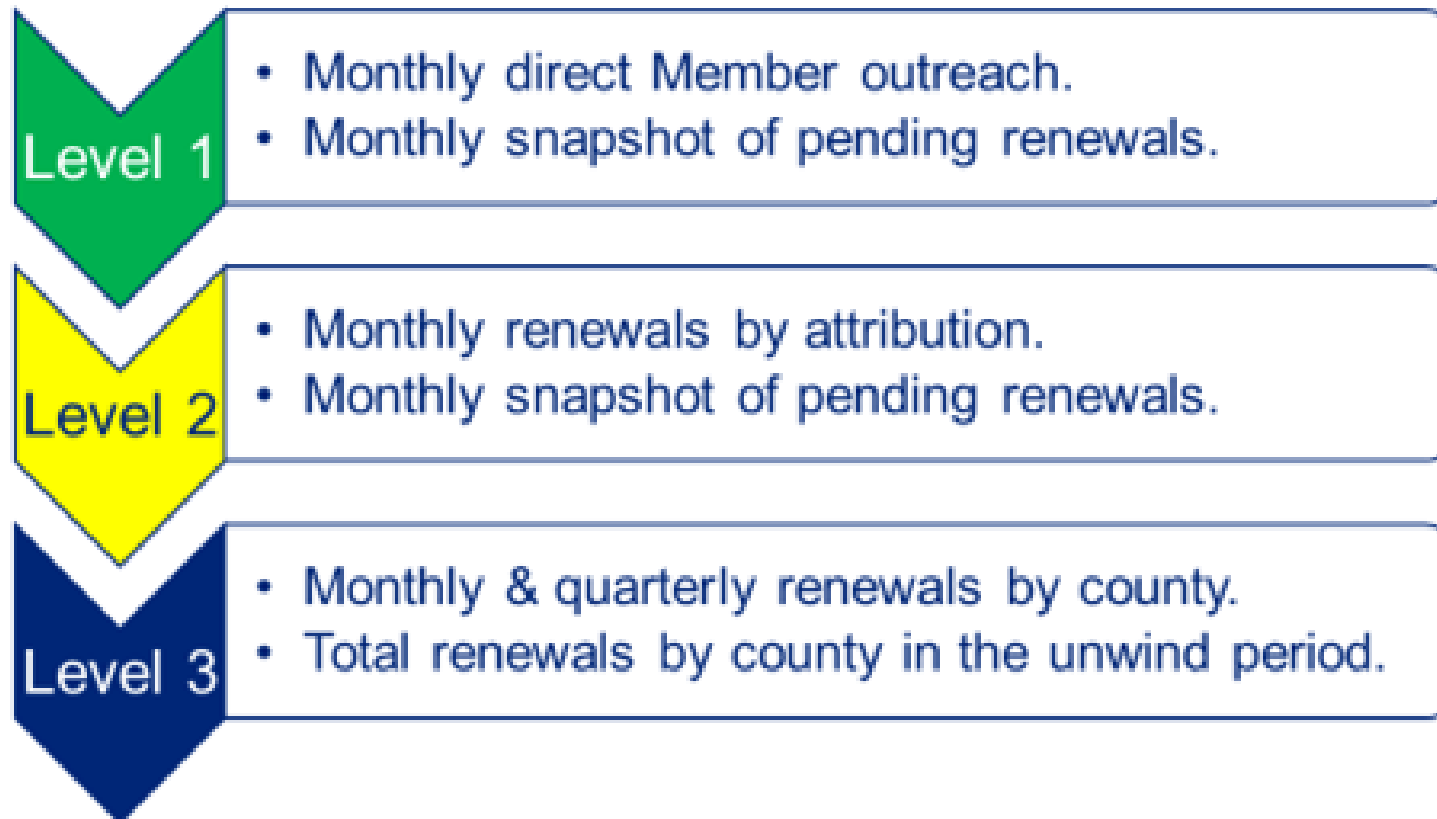


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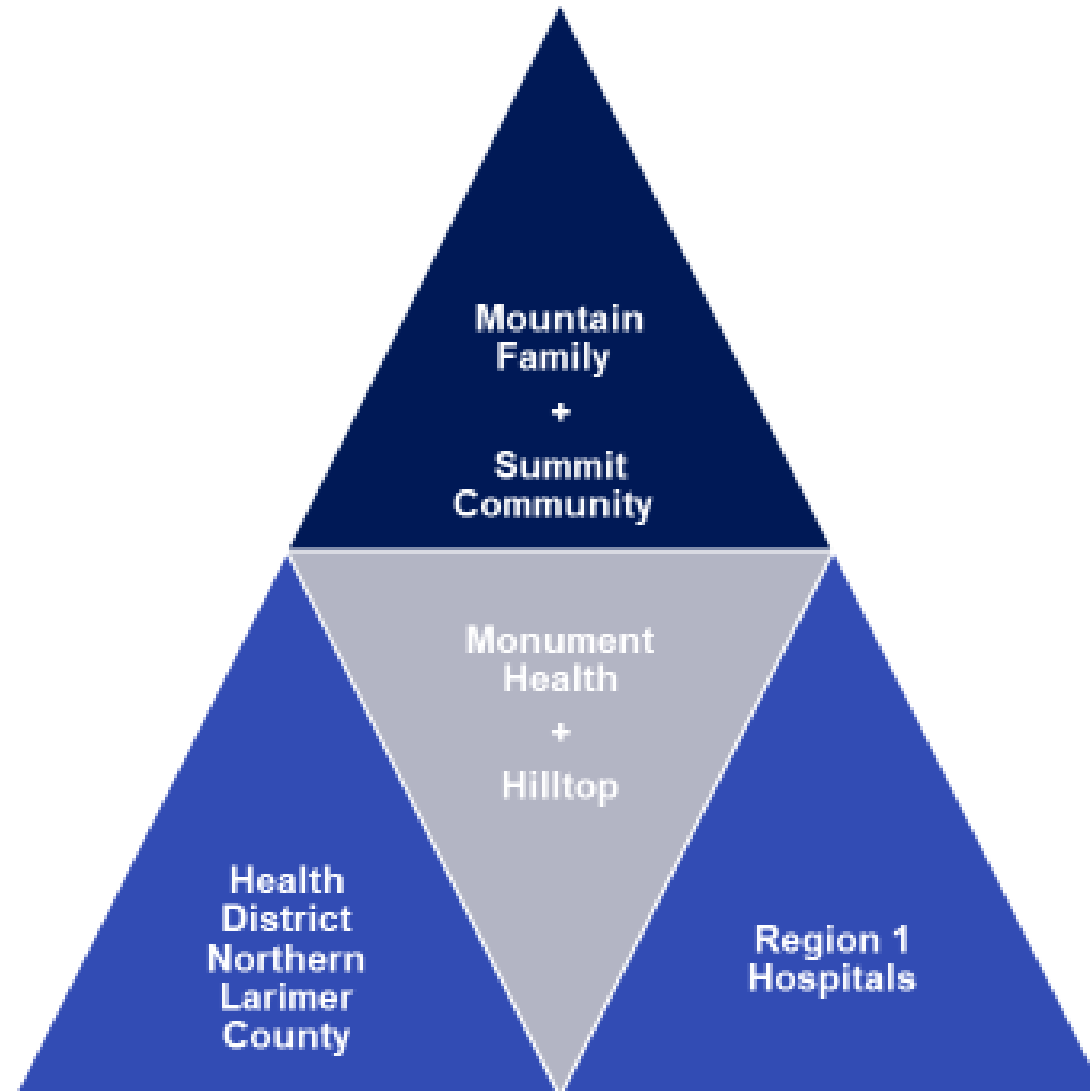


Partner renewal messaging and outreach

- ✓ Community partners expressed interest in helping with renewal messaging and outreach to Members in Region 1
- ✓ RMHP tailors data and communications support to reflect unique partner needs.



Partner renewal messaging and outreach.



Renewals - Data Update

- Monthly Cohorts for RMHP range between 14,000 to 24,000 members
- Ex Parte rate has been consistently around 24% of each cohort
- Renewal Rate by Month:

May 51.5%	June 48.8%	July 49.8%	Aug 47.8%
Sept 38.5% (to date)		Oct 25.9% (to date)	

- ✓ Continuous RAE data monitoring and weekly dashboard analysis.
- ✓ County level analysis and dashboard shared with outreach partners.
- ✓ Data quality improvement (e.g. terminations and stop reason codes, re-instatements, transition of coverage)



Questions? Feel free to reach out

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Provider Enrollment SME



PHE Unwind Efforts

State PIAC Meeting
September 20, 2023

Unwind Efforts



Member Outreach

NHP conducts a minimum of 3 outreach attempts to all members using 3 modalities. For those members “over-income”, NHP completes an additional outreach attempt to link members with Connect 4 Health Colorado.

NHP care coordinators call high risk members and all members who receive care coordination are informed and provided assistance.

Provider Education

NHP attempts to reach members through their relationships with their trusted professionals.

NHP educates all health care professionals on continuous coverage efforts at meetings, learning collaboratives, practice transformation, provider roundtables, Hospital ED visits, and through provider newsletters and community communications.

Community Awareness

NHP strives to provide members and partners with continuous coverage information through as many avenues as possible.

- **Back to School**
- **Community health fairs**
- **Shelters/Food banks**
- **Nursing facilities**

NHP shares information, such as the Update Your Address campaign, Keep Colorado Covered flyers, and PHE tip sheets at local events.

Leveraging Resources



Community Partner Events



NAMI Annual Event

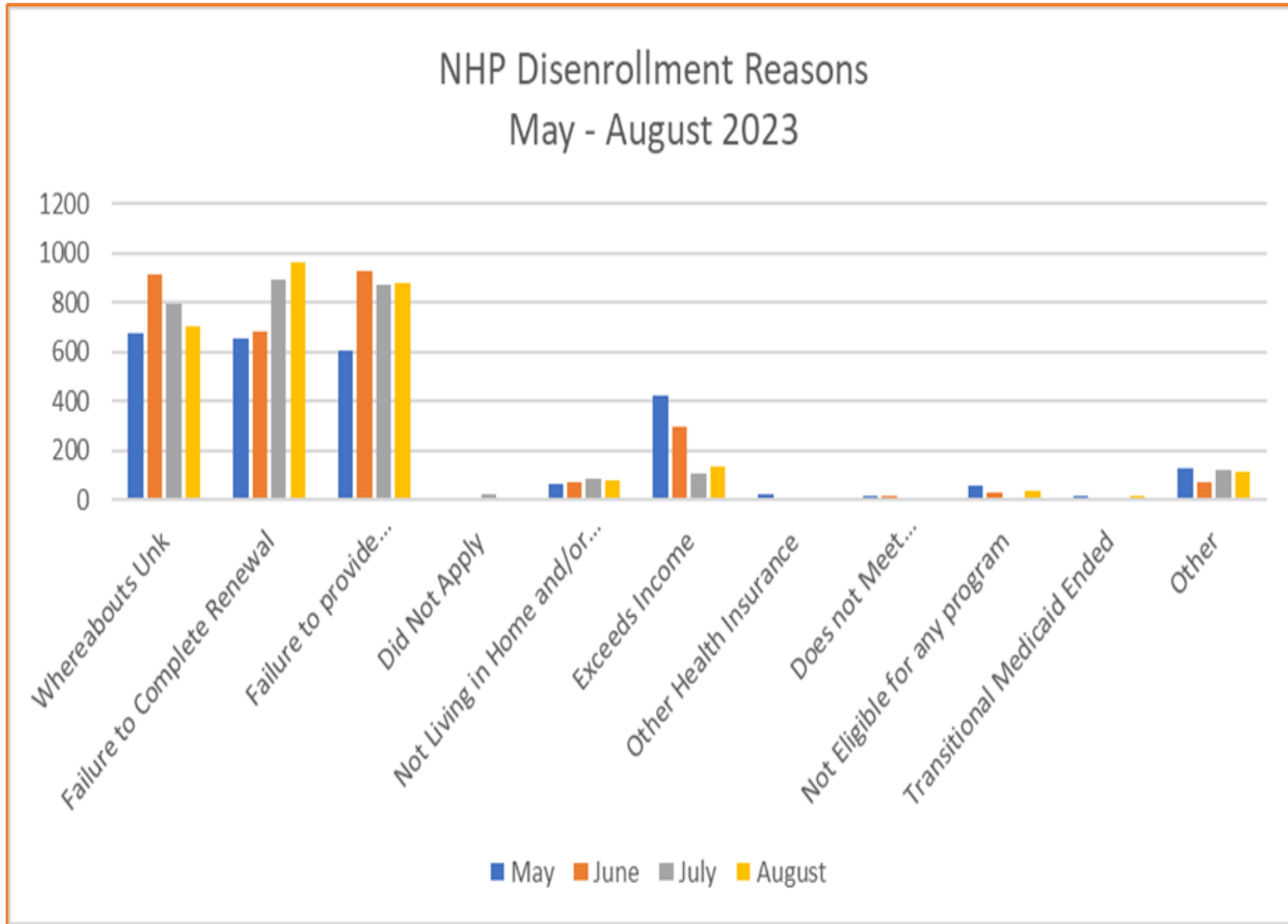


Community Health Leader Forum



Collaborative Management Community Events-Family Festival

Tracking Disenrollment Reasons



NHP compared members who had a 5/31/2023 disenrollment date with the June-August “Impactables” data to analyze if disenrolled members had been reenrolled.

Results reflect that of the 2,667 members that were disenrolled in May, 18.3% (487) were in our June data; 20.9% (558) were in the July data, and 22.7% (605) of these members were in the August data.

Approx. 11,594 members were disenrolled over the last 4 months. According to HCPF, all the combined campaigns between HCPF and the RAEs is resulting in a 52-54% conversion rate of members being re-enrolled.

THANK YOU!



NORTHEAST
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PHE UNWIND: COLORADO ACCESS

RAEs 3 & 5



END OF CONTINUOUS COVERAGE



TAKE ACTION

ON YOUR HEALTH FIRST COLORADO (COLORADO'S MEDICAID PROGRAM) AND CHILD HEALTH PLAN PLUS (CHP+) RENEWAL.

Starting in 2023, some people who have Health First Colorado and CHP+ will not be automatically enrolled each year. If you get a renewal form in the mail, you must fill it out to keep your health coverage. We can help!

RENEW

Health First Colorado will send a renewal form in the mail to you that explains how renewals work. The form has a due date written on it. You must SIGN and mail that form by the written due date. You must do this even if you don't have any changes to your household or income. To update your address:

- Go to colorado.gov/PEAK. If you don't have a PEAK account, you can make one there.
- Use the free Health First Colorado app on your phone. You can download it from the Apple App store or the Google Play store.
- Contact your county human services office. Visit cdhs.colorado.gov/our-partners/counties/contact-your-county-human-services-department to find out how to contact them.
- Call Health First Colorado at 800-221-3943. Or CHP+ at 800-359-1991. Or use State Relay: 711.

Go to colorado.gov/PEAK to find your renewal due date. You can also see if you were automatically renewed here. If you weren't, you must do a renewal to see if you still qualify.



GET HELP!

You are NOT alone! You can get help to finish the renewal process:

- Online at colorado.gov/PEAK
- In person at your local county human services office
- By returning the renewal packet to your county human services office. You can return it by mail or fax.

County Human Services Office Phone Numbers:

- Adams County 720-523-2700
- Arapahoe County: 303-636-1130
- Denver County: 720-944-4347
- Douglas County: 303-688-4825
- Elbert County: 303-621-3149
- Jefferson County: 303-271-1388
- Weld County: 970-352-1551

If your situation has changed and you no longer qualify for Medicaid, this is a "qualifying event." You will have 60 days to find new health coverage on the insurance marketplace. Go to connectforhealthco.com to find the right insurance plan for you.

DO YOU NEED MORE HELP?

The Colorado Department of Human Services can help you put food on the table, heat your home, find livable-wage work, and afford basic necessities. Call them at 303-866-5700 to get help.

You can get help at:

- An Eligibility Application Partner Site (EAP).
- A Medical Assistance Site (MA).

These offices are certified by the state of Colorado to help you find the medical assistance programs that you need, like Health First Colorado and CHP+.



FIND THE RIGHT PLACE

If you have questions about the renewal process, you can go to hfcgo.com/renewals. Or you can contact your county human services department. Find your county office by going to hcpf.colorado.gov/counties.

FREQUENTLY ASKED QUESTIONS

Can I renew earlier than my renewal date?
No, you can only renew at your due date.

How do I find my renewal date?
Find your renewal due date on colorado.gov/PEAK at any time.

- Log in to colorado.gov/PEAK. You will be on the Dashboard.
- Choose "Manage my benefits." Then "Overview of health coverage benefits."
- Choose "Summary of health coverage benefits." This is where you can find renewal due dates for each household member.

How will the state of Colorado reach me when it is time to renew?

You can get notifications about your renewal through mail, email, or text message, or by push notification if you have the Health First Colorado app. You can download the free app through the Apple App Store or Google Play store.

How can I prepare?

To make sure you get the information you need to continue your health coverage:

- Update your address at colorado.gov/PEAK on the Health First Colorado app.
- Opt in to email, text, and push notifications at colorado.gov/PEAK on the Health First Colorado app.

We are the largest and most experienced public sector health plan in the state. As a nonprofit organization dedicated to more than just providing access to care, we are dedicated to advancing meaningful, measurable improvements in the way health care is delivered to create healthier lives.

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PROVIDER AND COMMUNITY PARTNER RESOURCES



- Flyers and posters for provider offices and community partners outlining resources for all members who need to renew their Medicaid benefits – available in online store in English, Spanish, Amharic, Arabic, Burmese, Russian and Somali
- COA includes providers in PHE Unwind messaging including newsletters, presentations, and webinars on how providers can ensure that members maintain health coverage

COMMUNITY AMBASSADORS



Metro Area Health Alliances (MAHA), Open Answer

- Community Ambassadors provide navigation and assistance with renewal packets and updating addresses.
- Partner with Health and Human Services, libraries, schools, shelters, and food banks to facilitate individual conversations and distribute messaging
- Community Ambassadors attend community events at various locations around the Denver Metro area; Open Answer canvassers knock on doors

SUCCESSSES & CHALLENGES



Successes:

- Between May and August 2023, over 30,000 people were reached through Community Ambassador messaging/outreach efforts
- Increased number of families that successfully updated their address
- Community members asking more questions
- Good attendance at events

Challenges:

- People experiencing homelessness needing access to the internet
- Organizational funding challenges
- Staffing/capacity challenges

EDUCATION & COMMUNICATION



- COA created [Renewal Frequently Asked Questions \(FAQ\) video shorts](#) to be used by members and community partners to better understand and follow the renewal process.
 - 2nd video series in development on Waiver renewal and denials
- Customer service staff are trained to direct callers to appropriate resources
- Website and social media content includes information on how to renew MA benefits and where to get assistance with renewals.

FOCUS ON LONG TERM CARE (LTC)



Objective

Increase renewal rates for LTC Medicaid recipients in Regions 3 & 5

Strategy

Collaboration between HCPF Eligibility and Colorado Access Eligibility Assistance Partner (EAP) site to assist with processing LTC renewals:

- 1) EAP site will have PEAK access in CBMS
- 2) Staff will receive formal training from HCPF
- 3) 90 – 120 pilot to assess feasibility and impact

BUILDING AWARENESS



Objective

Raise awareness in lower-income communities about the renewal process

Strategy

Leverage HCPF messaging:
“Don’t Risk a Gap in Your Medicaid Coverage”
Launching in Q4 2023:

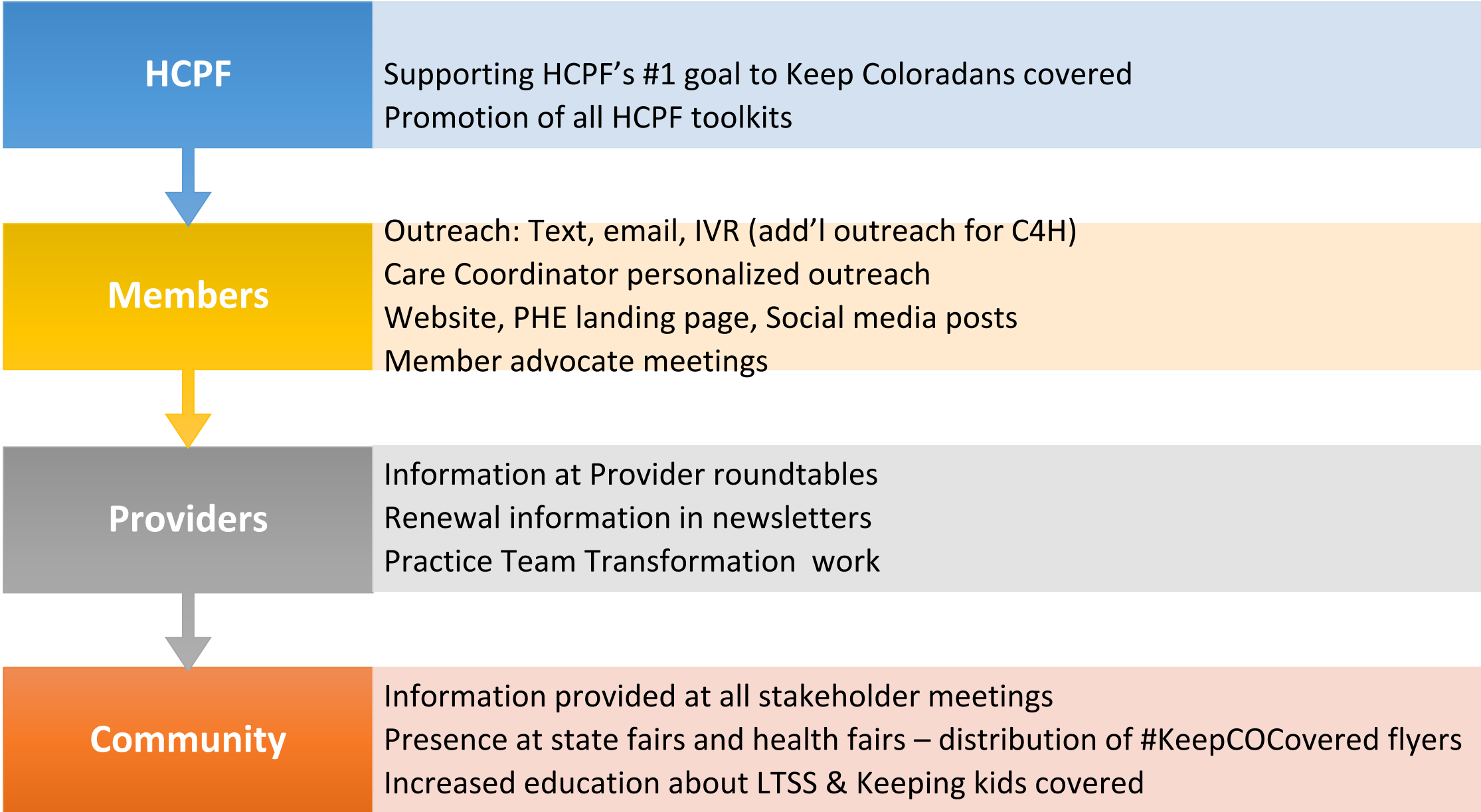
- Billboards/bus shelters
- Newspaper advertisements
- Radio advertisements
- Valpak inserts
- Targeted paid social media campaigns



PHE Unwind Efforts Prepared for State PIAC

September 20, 2023





Community Outreach Efforts



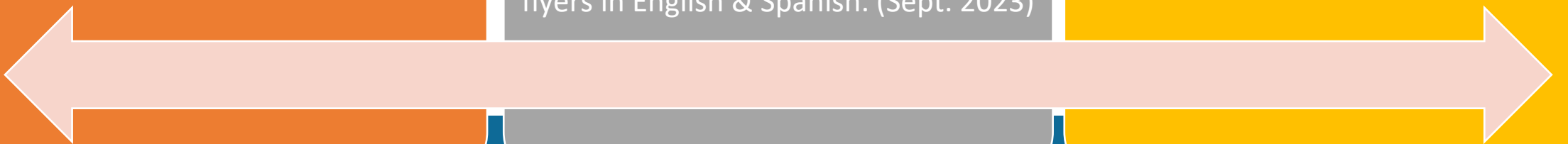
One member at the Salida Health Fair stated that she was glad to talk with HCI because she still had to complete her packet and only had one week to return it. The member said “It was not hard just long” and this was the reason she was putting it off. (Sept. 2023)



HCI’s Director of Operations participated at Colorado’s state fair. It was “bring 2 canned goods/free admission day” so there were a lot of individuals there that day. She spoke with several members about the importance of keeping contact information updated and returning renewal packets. Additionally, she distributed #Keep Colorado Covered flyers in English & Spanish. (Sept. 2023)



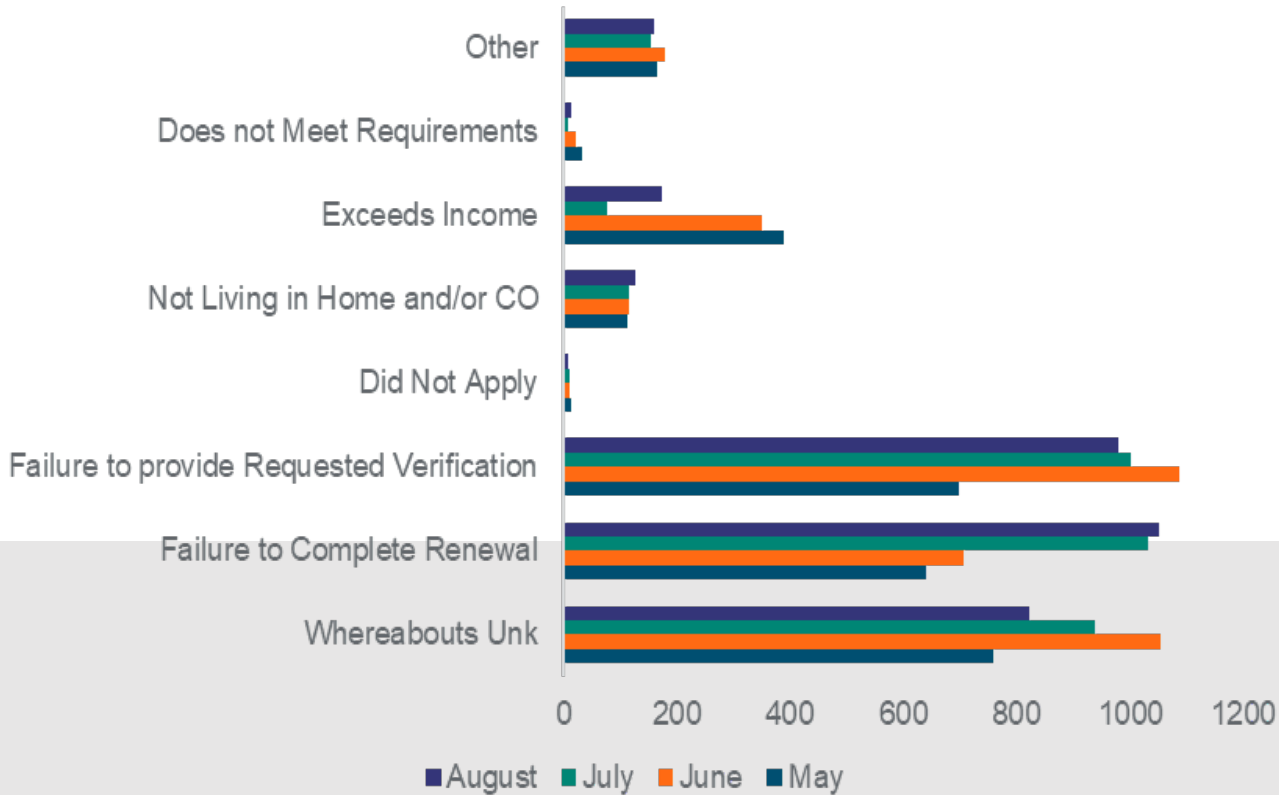
HCI participated in Pueblo’s Pride fest which had over 190 vendors and hundreds of people. HCI met and spoke with a multiple members to discuss if they have updated their addresses and the importance of returning renewal packets. #Keep Colorado Covered flyers were distributed. (Aug. 2023)



PHE Data Analysis



HCI Disenrollment Reasons May-August 2023



Data is from PHE Unwind files:
 May Data from 5/29/2023
 June Data from 6/26/2023
 July Data from 7/31/2023
 August Data from 8/28/2023

Month	Disenrolled	Reenrolled (to date)	Percentage of re-enrolled
May Renewals	2,818	763	27%
June Renewals	3,525	918	26%



Additional Update Your Address
 Text messages sent in September
 to target “Whereabouts”
 Unknown



Your Connection to Complete Health Care

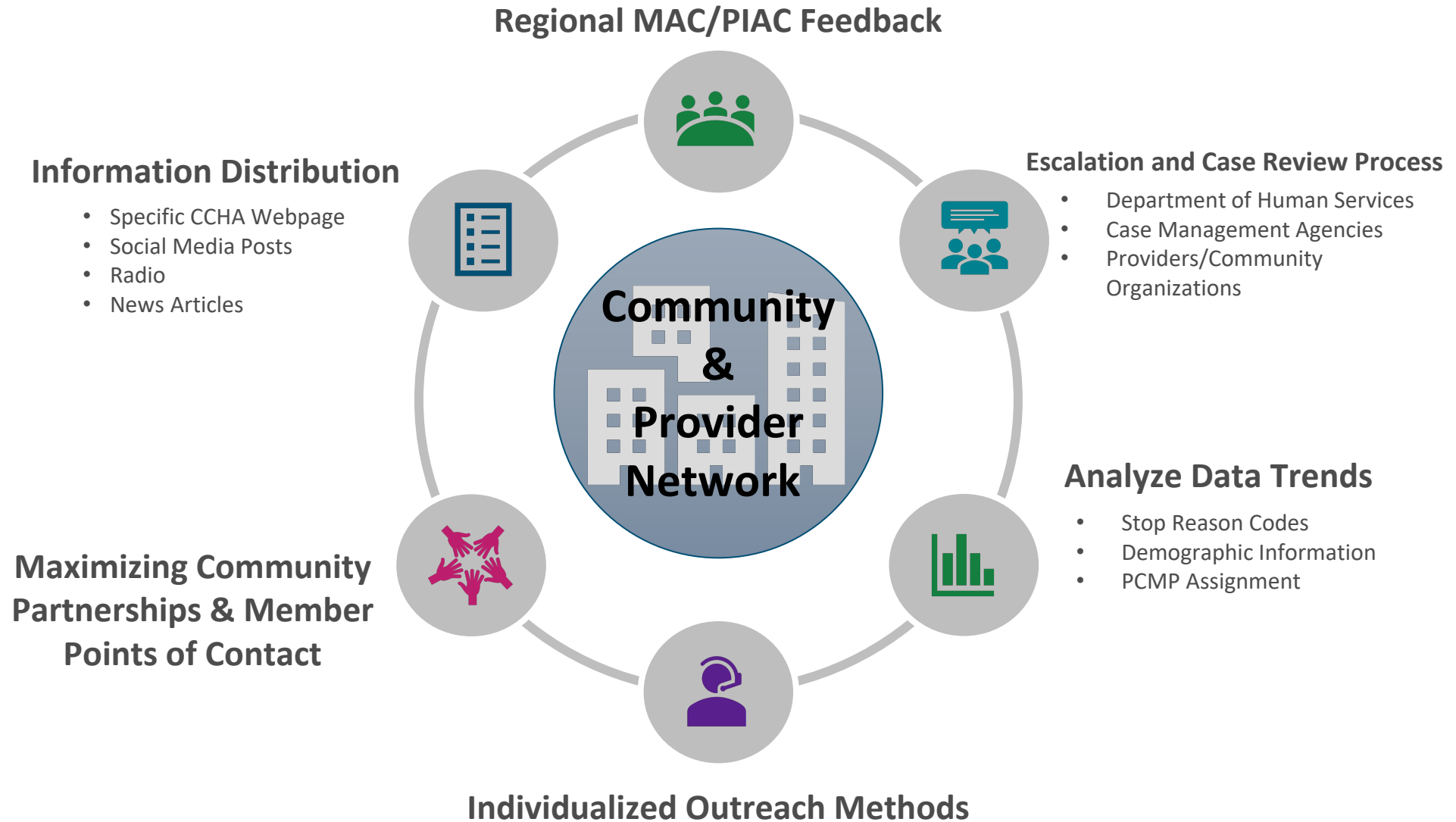


**COLORADO
COMMUNITY
HEALTH
ALLIANCE**

Colorado Community Health Alliance

RAEs 6 & 7

Working Together



Outreach and Engagement by Specific Populations

MEMBERS w/ WAIVERS

- Monthly meetings and case reviews with SEP/CCB
- External Escalation Process
- Exchange redetermination/stop reason data
- Funding community organization (The Independence Center)

SPANISH SPEAKING MEMBERS

- Materials transcribed into Spanish
- Casa Inmigrante hosting a radio show on Tigre 101.5FM and commercials on Telemundo Radio
- Funded community organizations that work with Spanish speakers (CREA)

CHILDREN

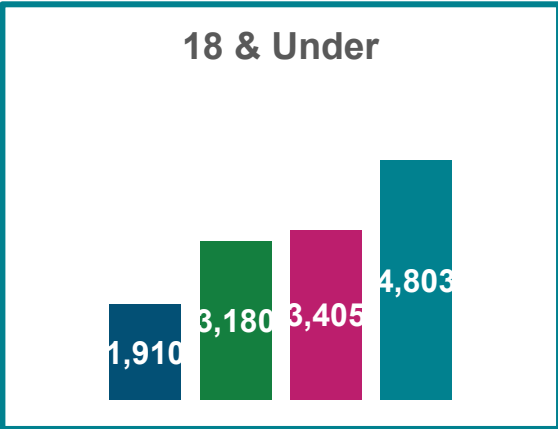
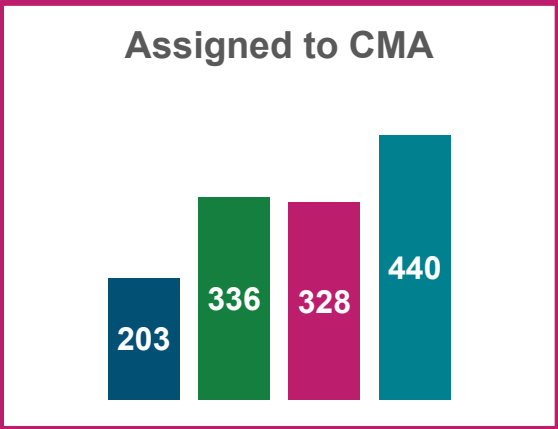
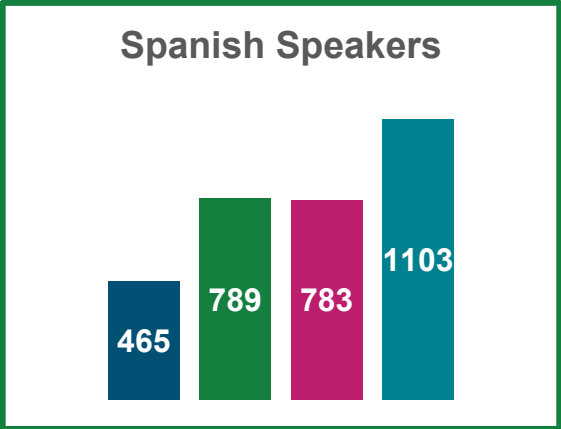
- Escalation workflow with Dept of Human Services
- Jeffco Collaborative Management Program focusing on outreach
- Distributed information to community partners that serve children

RURAL MEMBERS

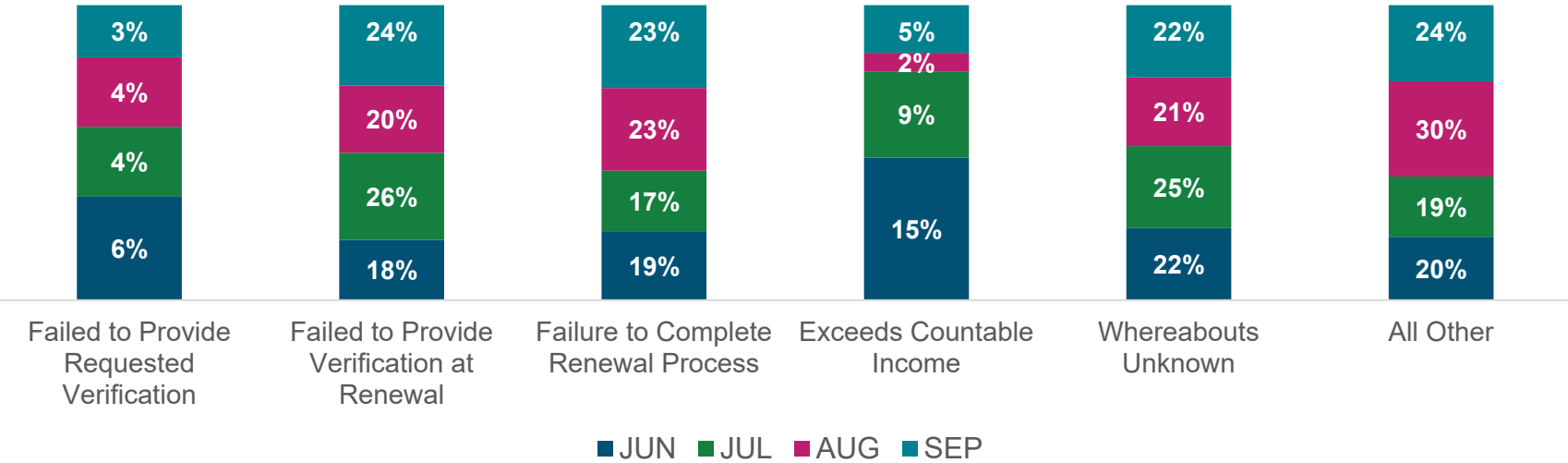
- Exchanging data with rural contractors to outreach members by a trusted source
- Provided funding to rural community orgs
- Cross collaboration workgroup in Boulder/Gilpin/Clear Creek

- **11 entities received dollars for CEU activities**
- **\$900k+ was distributed to community partners**

Identifying Data Trends



Stop Reason Code Trends



Thank You



Cara Hebert

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Denver Health Medical Plan (MCO)



Outreach

- Website is set to pop up a reminder about completing renewal every time someone visits
- Care Managers are reaching out via phone to high risk members who still need to complete their renewal
- Care Management and Health Plan Services can send escalations through our team and we work with our partners at the MA (Medical Assistance) site to problem solve

PHE Unwind Data

- DHMP is ingesting the data into our system to drive outreach to members that still show as not having completed their renewal
 - We have heard that the counties are processing as quick as they can but it means the lists we get are not always real time
 - Data is used to assist members who have not completed their renewal and members who have but did not receive their determination

Provider & Community Engagement

- DHMP is part of a PHE Task Force with Denver Health Hospital
 - Brings together the hospital, the Medical Assistance site and the Medical Plan
 - The task force focuses on new State messaging as it emerges
 - Collaboration on messaging and outreach modes
 - Sharing information from different venues
- DHMP Care Managers partner with members and community organizations to answer questions and direct members to the correct avenue

Member Tools/ Outreaches

- DHMP started hosting Coffee Talks this year with some of our members.
 - Meetings held for an hour with coffee and bagels to discuss different members centered topics at the Denver Health campus
 - Different departments send representation (Medicaid, Medicare, Pharmacy, etc.)
 - Ideal for feedback as its usually a smaller group
 - Members often bring letters to ask questions about
 - If needed, members can go in person to the Medical Assistance site to show needed documents or ask more questions that we can't answer

Unwind Termination Reasons

PHE Unwind Denial Reasons

