



Health Equity, Outreach and Consumer Experience Advisory Committee

February 23, 2023

Committee Meeting Agenda

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Public Comment

Vote:

Review and Approval of Minutes

Committee's Role

Medicaid Unwinding Preparations

Medicaid Unwinding

Individual Projections – Extension

Medicaid Renewal Projection Schedule	Medicaid Renewal Final Schedule	Coverage End Date	Extension Individuals			
			Total Projection Volume	Remain Eligible for Medicaid/TMA	Possibly Eligible for CCT	Possibly Eligible for QHP, APTC, APTC+CSR)
First Week of Mar, 2023	Mid of Apr, 2023	4/30/2023	30213	23264	2115	4532
First Week of Apr, 2023	Mid of May, 2023	5/31/2023	53897	41501	3773	8085
First Week of May, 2023	Mid of Jun, 2023	6/30/2023	29227	22505	2046	4384
First Week of Jun, 2023	Mid of Jul, 2023	7/31/2023	56041	43152	3923	8406
First Week of Jul, 2023	Mid of Aug, 2023	8/31/2023	46246	35609	3237	6937
First Week of Aug, 2023	Mid of Sep, 2023	9/30/2023	36581	28167	2561	5487
First Week of Sep, 2023	Mid of Oct, 2023	10/31/2023	25395	19554	1778	3809
First Week of Oct, 2023	Mid of Nov, 2023	11/30/2023	41944	32297	2936	6292
First Week of Nov, 2023	Mid of Dec, 2023	12/31/2023	30661	23609	2146	4599
First Week of Dec, 2023	Mid of Jan, 2024	1/31/2024	24255	18676	1698	3638
First Week of Jan, 2024	Mid of Feb, 2024	2/29/2024	38682	29785	2708	5802
First Week of Feb, 2024	Mid of Mar, 2024	3/31/2024	21691	16702	1518	3254
Total:			434833	334821	30438	65225

of Individuals with Medicaid Extension

No additional action required to retain coverage

Manual Action Required to retain coverage

TMA: Transitional Medical Assistance
CCT: Covered Connecticut
QHP: Qualified Health Plan
APTC: Advance Premium Tax Credits
CSR: Cost-Sharing Reduction

Assumption: Income on file remains accurate for the household

*data is as of 1/29/2023, actual number of applications processed in each month may differ

Medicaid Unwinding Preparations

Marketing

Medicaid Unwinding: Marketing

Supporting the Department of Social Services Communications Pre-Unwinding:

- Amplification of “Update Us So We Can Update U” advertising campaign through Access Health CT communications, including social media and email updates to customers, community partners, Brokers and Certified Application Counselors (CACs)
- Review/input/cobranding of notices being sent to Connecticut residents impacted by the Medicaid extension and unwinding

Update Us so **we can**
 **Update U**

Medicaid Unwinding: Marketing

Potential Medicaid Unwinding Advertising Campaign:

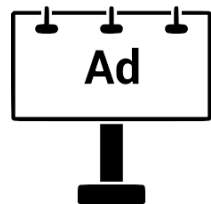
- 12-month, **targeted** campaign including statewide coverage and concentrations on communities that have high populations of residents impacted by the Medicaid extension
- Expected to launch in May
- Follows the Outreach plan of targeting certain communities by town and **at a zip code level**
- Currently working to secure funding
- Creative brief started for messaging development
- **Potential campaign elements include:**



Broadcast & Streaming TV



Terrestrial & Streaming Radio



Billboards, posters and potentially transit



Minority newspapers and potentially community papers



Social Media (paid and organic)



Digital (Search Engine Marketing, Display and Native)

Medicaid Unwinding Preparations

Outreach

Target Cities

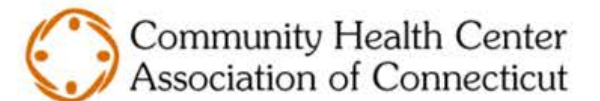
New Haven	Hartford	Fairfield	New London	Litchfield	Windham	Middlesex	Tolland
Waterbury	Hartford	Bridgeport	Norwich	Torrington	Willimantic	Middletown	Vernon Rockville
New Haven	New Britain	Stamford	New London	New Milford	Danielson	Clinton	Stafford Springs
Meriden	East Hartford	Danbury	Groton	Winsted	Putnam	Cromwell	Ellington
West Haven	Bristol	Norwalk	Jewett City	Terryville	Plainfield	East Hampton	Coventry
Hamden	Manchester	Stratford	Waterford	Oakville	Brooklyn		Tolland
Naugatuck	West Hartford	Shelton	Uncasville	Watertown	Moosup		
East Haven	Enfield	Fairfield	Colchester	Thomaston	Dayville		
Milford	Windsor	Greenwich					
Ansonia	Bloomfield	Trumbull					
Wallingford	Newington	Bethel					
Branford	Southington	Brookfield					
Derby	Wethersfield						
Seymour	Plainville						
North Haven	Glastonbury						
Cheshire	South Windsor						
Wolcott	Windsor Locks						
Guilford	Rocky Hill						
	Berlin						

- **Top cities in each county with the most users* on the Medicaid extension**

Community Partners

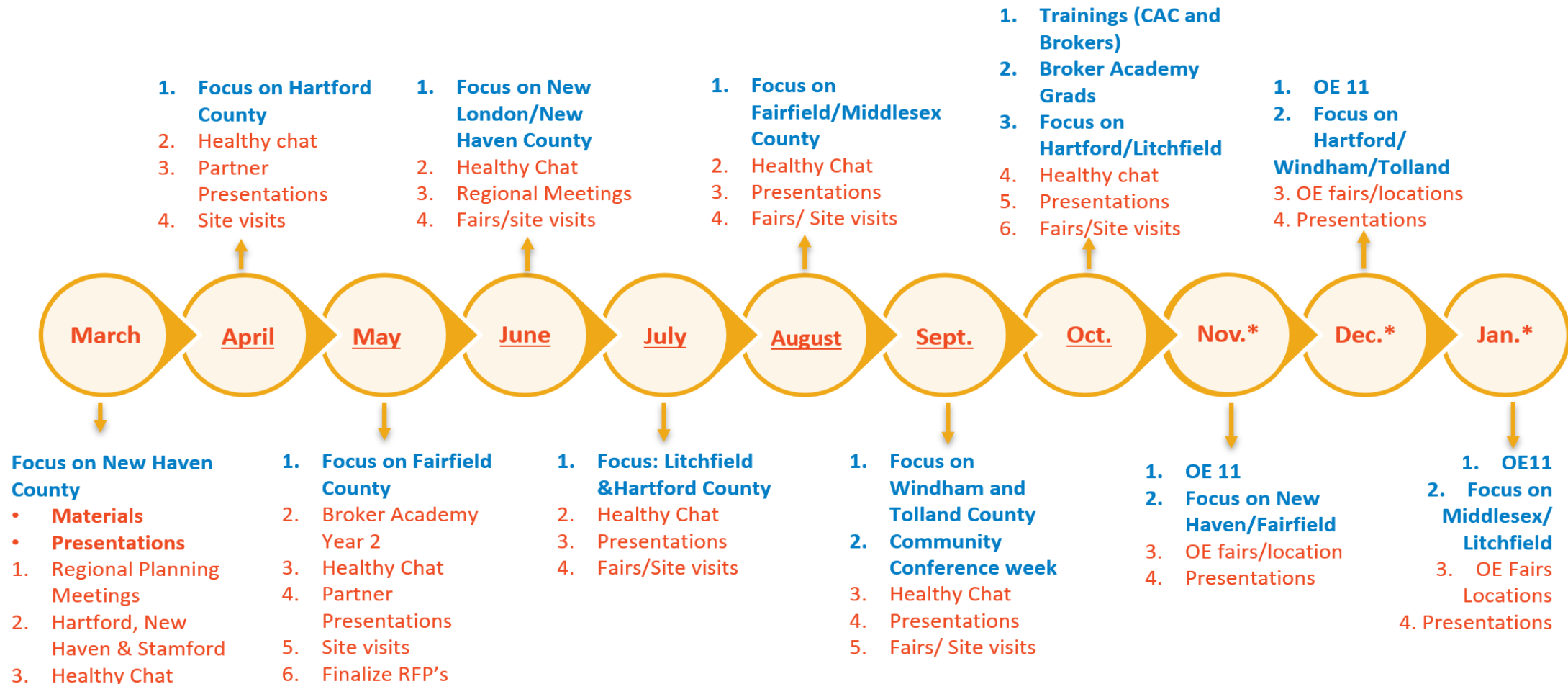


Connecticut Farmers' Markets



[Search tool: Certified Application Counselors and Brokers](#)

Outreach Plan



Future Agenda Items

Adjournment

Next Meeting of the Committee:

April 27, 2023