



# Health Equity, Outreach and Consumer Experience Advisory Committee

May 2, 2023

# Committee Meeting Agenda

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# Public Comment

# Vote:

## Review and Approval of Minutes

# Medicaid Unwind Update

# Medicaid Unwinding Update

## Policy:

- 120-day Special Enrollment Period from date of coverage loss
- Rolling Special Enrollment Period for those eligible for Covered CT Program

## Technical Operations & Analytics:

- 17.8% of households impacted by the Unwinding have manually updated their applications since Sept.\*
- 243 individuals enrolled in Covered CT Program\*
- 861 individuals enrolled in a Qualified Health Plan (without a Covered CT benefit)\*
- 14,272 individuals re-enrolled in Medicaid\*

## Operations:

- March 1 new hire class started taking calls on April 6
- Call Center Hours: Monday – Friday: 8:00 a.m. – 6:00 p.m.; Saturday: 9:00 a.m. – 1:00 p.m.
- Call Center statistics:
  - March: 77,527 calls with an average wait time 67 seconds
  - As of April 14: 30,236 calls with an average wait time of 31 seconds

\*Data as of April 27, 2023

# Medicaid Unwinding Update

## Health Equity & Outreach:

- 10 new call center reps trained to do enrollments in the field (started March 31)
- Enrollment fair planning in progress; target launch date for events in June and rotate to community health center locations and Navigator sites
- Consumers currently have access to 500+ Brokers and 130 Certified Application Counselors (CACs) throughout the state to assist with in-person enrollment
- To keep consumers and community partners informed, the team is hosting monthly educational presentations as well as quarterly in-person meetings

## Marketing:

- Issued joint press release with Department of Social Services (DSS) March 27
- Creative concepts in progress for advertising campaign
  - Will include TV, Radio, Billboards, Print, Social Media and Digital
  - Campaign launch date: June 1
  - To follow an extension of the DSS extended “Update Us So We Can Update U” campaign
- Updates to homepage and “manage my account” webpage
- New blog post and Knowledgebase article
- Working with DSS to develop and review collateral
- Continued social media support of DSS campaign to update contact information
- Direct-to-consumer marketing (Direct Mail/Email/Text Messaging) to ~95k audience projected to become eligible for Covered CT Program or Qualified Health Plan (QHP) with subsidy

# Public Health Emergency (PHE) Unwinding Update

May 2, 2023



# Agenda

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Upcoming Communications

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DSS Readiness Overview

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Questions?

# Background Information

1

## Continuous Enrollment Provision during the PHE

- States required to keep most Medicaid enrollees who were active on or after March 18, 2020, enrolled in Medicaid even if they failed to complete a renewal or reported a change (such as an increase in income) that would ordinarily make them ineligible. This rule was in effect until the end of the federal declaration of the COVID-19 PHE.

2

## Consolidated Appropriations Act 2023

- The CAA (signed December 29, 2022) decoupled the Continuous Enrollment Provision from the end of the PHE declaration and set the end of the Continuous Enrollment Provision to March 31, 2023. The end of the Continuous Enrollment Provision kicks off the start of the PHE "unwinding" process – the return to "normal" eligibility rules.

3

## COVID-19 Testing and Treatment

- The optional COVID-19 Limited Benefit coverage for COVID testing, vaccination, and treatment was not decoupled and will end May 11, 2023 - the end date of the federal PHE declaration.

4

## PHE Unwinding

- Connecticut is using the full PHE "unwinding" period and has staggered renewals for individuals who had coverage extended pursuant to the continuous enrollment provision over a 12 month period running from April 2023-March 2024.
- Connecticut is generally using a time-based unwinding approach with an aim to balance renewal volumes as equally as possible across the 12 month unwinding period.
- The first batch of renewals that were subject to the unwinding process began in March 2023, with due dates for renewal completion at the end of April.

# Communications Campaigns

1

## “Update Us So We Can Update You” Campaign

- Outreach encouraging benefit recipients to update their contact information to ensure timely receipt of notices ([www.ct.gov/UpdateUsDSS](http://www.ct.gov/UpdateUsDSS))
- Multimedia approach using social media; outreach to community partners; bus, billboard, radio and newspaper ads

## Toolkits for Partners and Clients

- Resource repository online ([www.ct.gov/phe](http://www.ct.gov/phe)) geared specifically to community partners and clients
- [SNAP EA Ending Community Partners Video](#)
- More videos about updates are in production for PSA style videos for clients
- PHE Unwinding presentations have been held for Community Partners and State Agency Commissioners. A copy of the presentation can be found on our Partner Toolkit [PHE Unwinding Partner Webinar](#)

3

## Notifying Impacted Clients

- DSS is messaging clients through various channels, including mail inserts ("buckslips"), videos, public service announcements, text messages, an online toolkit, and other resources
- Text messaging to renewing clients underway pursuant to recently updated guidance from the FCC
- Direct emails and automated calls to clients done by our medical administrative service organization, CHNCT

4

## Provider Updates

- Renewal end date information is now available for providers via their patient panel reports
- When patients visit their providers they can be informed of their renewal end date
- Providers may choose to do direct outreach to their patients; DSS is helping to coordinate messaging

# Upcoming Communications Campaigns

1

## “HUSKY Renewals” Campaign

- Multimedia approach using social media; outreach to community partners; bus, billboard, radio and newspaper ads
- Outreach identifying that HUSKY renewals are coming and encouraging beneficiaries to update contact information to ensure timely receipt of notices ([www.ct.gov/UpdateUsDSS](http://www.ct.gov/UpdateUsDSS)) or complete their renewal if they've received it already

2

## Coordination with AHCT

- Combined communications campaign leveraging AHCT's marketing and outreach experience
- Exploring mass media, social media, community outreach/events, and direct communications options
- Highlighting unwinding information and HUSKY renewal pathways on [accesshealthct.com](http://accesshealthct.com)

3

## Coordination with Providers

- Working with providers and pharmacists to expand UpdateUs campaign reach and do direct client outreach
- Informational webinars and provider bulletin (April 2023)
- Enhancements to provider patient panels to identify patients due for renewal (completed April 2023)

4

## Coordination with Community Partners

- Creating online portal for community partners to request print materials for distribution
- Informational webinars for community partners such as Connecticut Health Foundation's "Trusted Messenger" network

# DSS Readiness Status

## 1 Staffing & Training

- ~118 new DSS staff hired during PHE to accommodate 130 DSS promotions, retirements, and resignations. Continuous recruitment underway.
- Refresher training on eligibility, renewals, and other processes and rules provided to new staff and ~730 pre-pandemic DSS staff.
- DSS-AHCT shared operations staffed at "open enrollment" levels and support staff added to handle higher renewal volumes.
- Extending AHCT call center hours to weekday evenings (8a-6p) and Saturday (9a-1p) starting May 22, 2023.

## 2 Business Systems

- Wide range of systems activities to support PHE Unwinding efforts are in process in both the DSS ImpaCT system and shared HIX system
- Systems enhancements to improve eligibility processing were deployed in December 2022
- Additional system changes to improve passive renewal rate released mid-March 2023

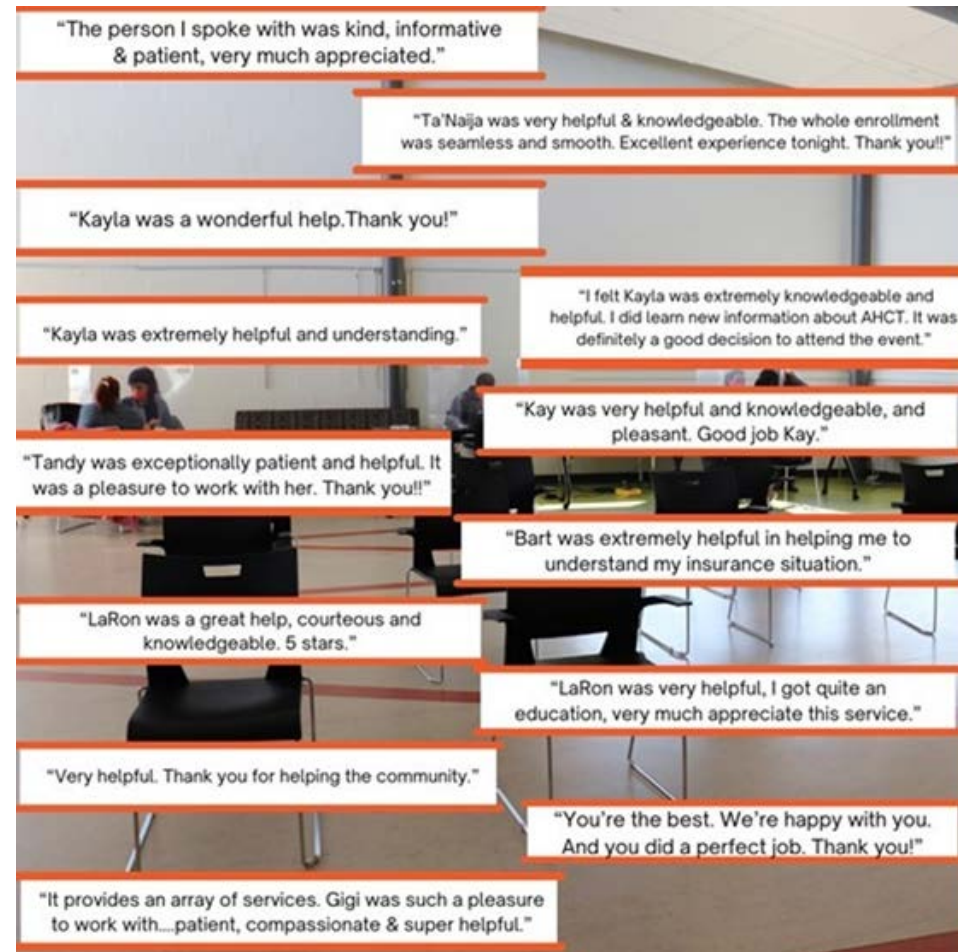
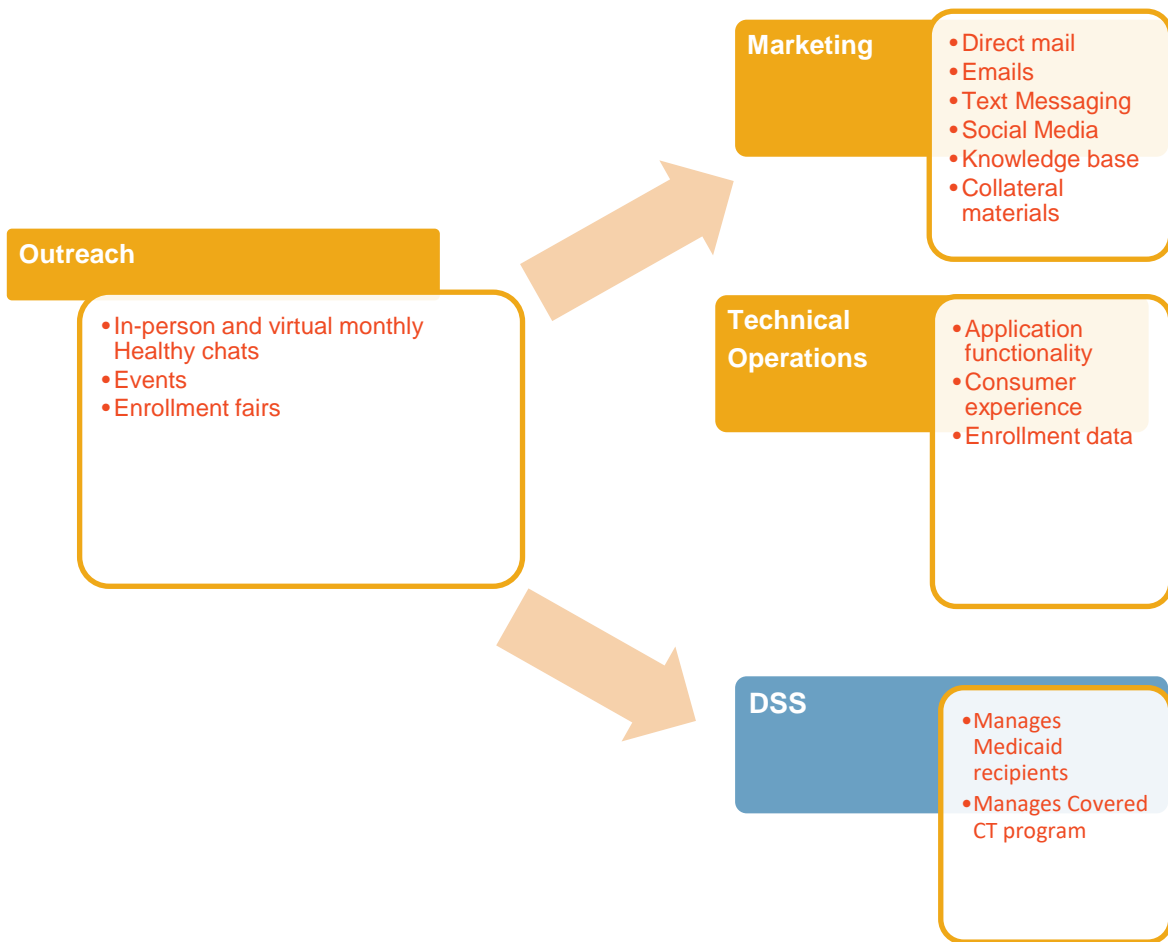
## 3 Communications

- Actions underway
  - Mail inserts
  - Standalone notices
  - Videos and PSAs
  - Media campaign
  - Website updates
  - Email and robocall campaigns
  - Ongoing efforts to scale up texting
  - Direct phone outreach to "high needs" group

# Questions?

# Customer Journey

# Customer Interactions





# Outreach Stats

## In-person Events

78 Sponsored Events

3 Regional planning meetings

79 Visits to Community partners

## Presentations

4 Monthly Health Chats- Consumers

Monthly Community chats- Partners (starting in June)

34 presentations to community partners

## Fairs

6 Open Enrollment Fairs

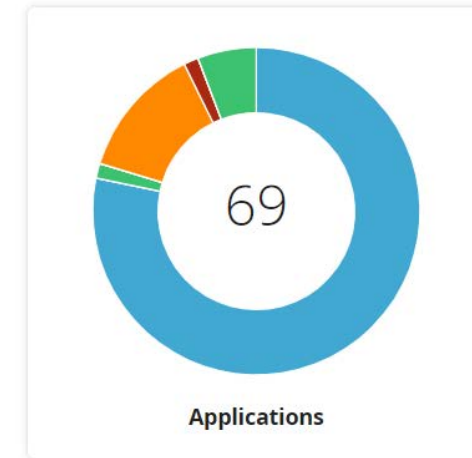
31 upcoming fairs

# Broker Academy Update

# Broker Academy Update

- **Updates**

- Webpage traffic
  - 1,488 in January
  - 1,847 in February
  - 2806 in March
  - Referral stats:
    - 28% AHCT website
    - 25% Community organization
    - 24% Friend/Family/Mentor
    - 5% Other/watching BOD meeting
    - 5% emails
  - Gender:
    - 50% Female
    - 26% Male
    - 21% Chose not to identify
  - Ethnicity:
    - 53% African American/Black
    - 23% Chose not to identify/Two or more races
    - 21% Hispanic/Latino
    - 11% Asian (not Hispanic or Latino)
    - 7% White (not Hispanic or Latino)
  - Locations:
    - 41% Hartford County
    - 26% Fairfield County
    - 17% New Haven County
- Outreach:
  - 6 Informational Sessions- 107 attendees
- Application extension
- 2 class locations: Hartford and New Haven
- 4 pre-training meetings scheduled for May
- Class days scheduled for June 5-9<sup>th</sup>



Source*	Visits	Applications
accesshealthct.com	239	54
ahcthix.com	1	0
android.gm	2	1
bit.ly	5	0
bitly.com	2	0
facebook.com	7,977	9
indeed.com - Indeed Apply	1	1
instagram.com	19	0
t.co	2	0
All Others (1)	590	4

# Medicaid Unwinding Ad Campaign

# Medicaid Unwinding Ad Campaign


## Framing the campaign message and approach:

**Everyone should have the protection of health coverage.** And as Medicaid unwinds, we want to help ensure they don't lose it.

- So, let's make sure people who have Medicaid don't suddenly find themselves without it.
- Clearly and directly – ***and calmly, without causing panic or fear*** – we remind them that they may need to take action to ensure they can continue to have health coverage.

# Medicaid Unwinding Ad Campaign

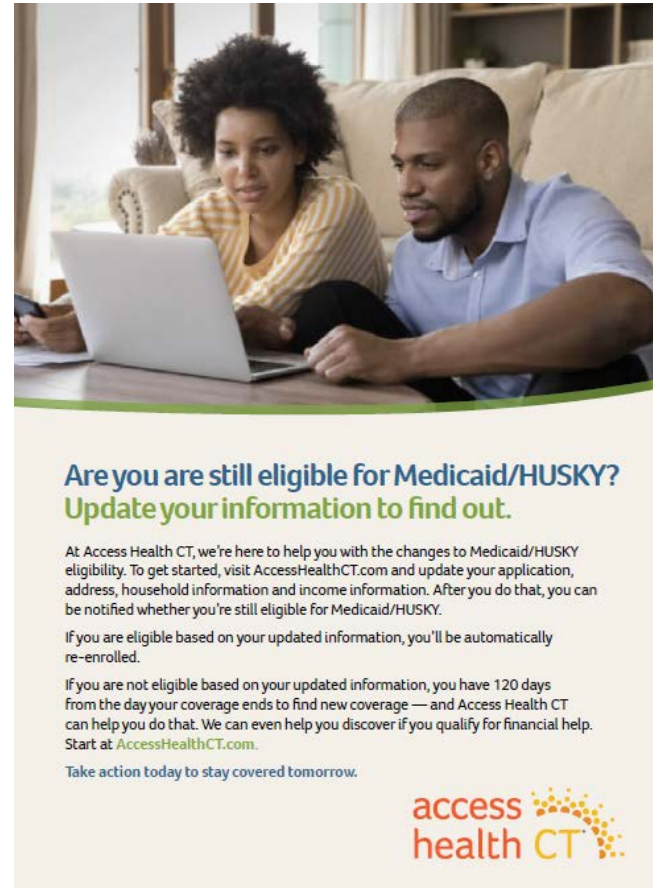
## Sample executions:



Are you are still eligible for Medicaid/HUSKY?  
Update your information to find out.

access health CT

Start here



Are you are still eligible for Medicaid/HUSKY?  
Update your information to find out.

At Access Health CT, we're here to help you with the changes to Medicaid/HUSKY eligibility. To get started, visit [AccessHealthCT.com](https://AccessHealthCT.com) and update your application, address, household information and income information. After you do that, you can be notified whether you're still eligible for Medicaid/HUSKY.

If you are eligible based on your updated information, you'll be automatically re-enrolled.


If you are not eligible based on your updated information, you have 120 days from the day your coverage ends to find new coverage — and Access Health CT can help you do that. We can even help you discover if you qualify for financial help. Start at [AccessHealthCT.com](https://AccessHealthCT.com).

Take action today to stay covered tomorrow.

access health CT

# Medicaid Unwinding Ad Campaign

## Sample executions:



**Don't lose health coverage.**  
**Update your Medicaid/HUSKY information.**

Start at [AccessHealthCT.com](https://AccessHealthCT.com)




**Your Medicaid/HUSKY eligibility may be changing.**

Update your information at [AccessHealthCT.com](https://AccessHealthCT.com)




**Are you are still eligible for Medicaid/HUSKY?**  
**Confirm your information.**

Start at [AccessHealthCT.com](https://AccessHealthCT.com)



**Keep your health coverage.**  
**Update your Medicaid/HUSKY information.**

[AccessHealthCT.com](https://AccessHealthCT.com)



**No longer eligible for Medicaid/HUSKY?**  
**You have options.**

Learn more at [AccessHealthCT.com](https://AccessHealthCT.com)

# Medicaid Unwinding Ad Campaign

## Key facts:

- **Languages:** English and Spanish campaign
- **Placements:** TV, radio, print, billboards, transit, digital, social media and Search Engine Marketing (SEM)
- **Feedback sources:** Department of Social Services (DSS), this committee and previous focus group feedback
- **Other materials:** DSS campaign, homepage website updates, blog, Knowledgebase article, call center, live chat, in-person help/events, direct-to-consumer marketing (direct mail, email and SMS/text messaging)
- **Policy update:** 120-day Special Enrollment Period for those impacted by the unwinding



# Medicaid Unwinding Ad Campaign

## Feedback summary:

- There are some requests to soften the language and some to make it stronger.
  - The goal is to help people understand the call to action without causing fear or panic.
  - We have worked hard to strike a balance on the message with the Department of Social Services (DSS).
- Similarly, there are requests to add copy to the print ads and to reduce the copy. Some clarifying statements will be made:
  - “If you are eligible based on your updated information, you’ll be automatically re-enrolled.” Will work with legal to see if we can adjust to “may be automatically re-enrolled” as some of those in the MAGI Medicaid population may not be automatically re-enrolled.
- Request to add a QR code – we will add these to larger posters where there is room.

# Future Agenda Items

# Adjournment

**Next Meeting of the Committee:  
June 22, 2023**