

# Welcome to the Age 26-49 Adult Expansion Webinar

October 3, 2024

# Age 26-49 Adult Expansion

January 1, 2024



Medi-Cal Eligibility Division

# Age 26-49 Adult Expansion Overview

- » The Department of Health Care Services (DHCS) will implement the Adult Expansion on January 1, 2024. This expansion will provide full scope Medi-Cal benefits to California residents 26-49 years of age, regardless of immigration status, if they meet all Medi-Cal eligibility criteria.
- » With this expansion, full coverage Medi-Cal will be available to all otherwise eligible Californians, regardless of immigration status.
- » The Governor's 2022-2023 Budget estimates the Adult Expansion population to be 707,000 individuals.

# Age 26-49 Adult Expansion Authority

Senate Bill (SB) 184 (Chapter 47, Statutes of 2022) amended Welfare and Institutions Code section 14007.8 to expand eligibility for full scope Medi-Cal to individuals who are 26-49 years of age and who do not have satisfactory immigration status (SIS) as required by Welfare and Institutions Code section 14011.2, if otherwise eligible.

# Age 26-49 Adult Expansion Impacted Populations

## » **New Enrollee Population:**

- Individuals who are 26-49 years of age in January 2024, not currently enrolled in Medi-Cal, if they apply for Medi-Cal starting January 1, 2024, and meet all eligibility criteria for full scope Medi-Cal, except for SIS.

## » **Transition Population:**

- Individuals who are 26-49 years of age and are currently enrolled in restricted scope Medi-Cal because they do not have an SIS or are unable to establish SIS for full scope Medi-Cal.

# Age 26-49 Adult Expansion Transition Process

- » The age 26-49 Adult Expansion transition population in restricted scope aid codes will be moved into a corresponding full scope aid code for the January 2024 month of eligibility (MOE) as follows:
  - **Beginning November 21<sup>st</sup>**, California Statewide Automated Welfare System (CalSAWS) will process transitioning batches.
  - **Beginning December 1<sup>st</sup>**, DHCS will process transitioning batches for individuals who did not successfully transition to full scope by the CalSAWS batches.

# Age 26-49 Adult Expansion Aid Codes

- » There are no new aid codes for the Age 26-49 Adult Expansion.
  - Individuals who are eligible under this expansion will be placed into existing full scope MAGI and Non-MAGI Medi-Cal aid codes, respectively.
  - For the transition population, DHCS has developed an aid code crosswalk that identifies the appropriate full scope aid code for eligible individuals in restricted scope aid codes to move into once the Age 26-49 Adult Expansion is implemented.

# Retroactive Medi-Cal

- » Medi-Cal applicants can request retroactive Medi-Cal coverage for up to three months prior to the month of application.
- » Under the Age 26-49 Adult Expansion, full scope retroactive coverage will be available no sooner than January 2024 month of eligibility (MOE).
  - Please note: Eligible Age 26-49 Adult Expansion individuals who request retroactive coverage for any month(s) prior to the month of implementation will be granted restricted scope Medi-Cal based on eligibility policies in effect before implementation of the Age 26-49 Adult Expansion.



# Immigration Status

- » Applying for or using Medi-Cal will not affect an individual's immigration status.
- » The U.S. Department of Homeland Security and U.S. Citizenship and Immigration Services do NOT consider health, food, and housing services as part of the public charge determination.

# Stakeholder Engagement

- » Provider and Medi-Cal Managed Care Plan Updates
  - DHCS will post a provider bulletin on the Medi-Cal Provider website approximately 45 days prior to the transition date.
  
- » DHCS is using existing stakeholder engagement forums to discuss and provide updates on Age 26-49 Adult Expansion implementation, including but not limited to:
  - Age 26-49 Adult Expansion Stakeholder Workgroup;
  - The Consumer-Focused Stakeholder Workgroup;
  - County Welfare Directors Association of California (CWDA) meetings;
  - Managed Care Operations Plan conference calls; and
  - Medi-Cal Dental Advisory Committee meetings.

# Age 26-49 Adult Expansion Noticing

- » First Notice (General Information Notice) and Frequently Asked Questions (FAQ)
  - Transition Population
- » Second Notice (Notice of Action Snippets)
  - Transition Population and New Enrollees
- » Third Notice (Managed Care Enrollment Notice)
  - Transition Population

# First Notice and FAQ:



[insert MMYYYY]

## Important news about your health coverage

Dear Medi-Cal Member,

Good news! You may get more Medi-Cal benefits soon. Starting January 1, 2024, full Medi-Cal will be available to adults ages 26 through 49 who qualify for Medi-Cal. Full Medi-Cal is different from the restricted Medi-Cal you have now. Restricted Medi-Cal only covers emergency services. It does not cover things like medicine and primary care.

Things to consider in the upcoming months:

- Your immigration status will not be considered as part of the eligibility process.
- In December 2023, you will get a letter in the mail telling you if and when you will get full Medi-Cal.
- You will get more health care services with full Medi-Cal.
- Medi-Cal has free or low-cost health care for people who live in California.

Full Medi-Cal covers these services and more:

- Medical care
- Medicine your doctor orders
- Specialty care
- Mental health care
- Family planning and maternity care
- Emergency care
- Tests your doctor orders
- Medical supplies
- Alcohol and drug use treatment
- Dental care
- Transportation to doctor and dental visits and to get prescriptions
- In-home care and supports to help avoid nursing home care
- Vision care (eyeglasses)
- Hearing aids
- Foot care



## Frequently Asked Questions (FAQ) About your health care benefits expanding in Medi-Cal

- 1. Am I still covered by Medi-Cal?**  
Yes. You still have Medi-Cal. Starting in January 2024, you will soon get more health care benefits with your Medi-Cal coverage. You will have these benefits as long as you continue to qualify for Medi-Cal.
- 2. Why am I getting more Medi-Cal benefits?**  
Starting January 1, 2024, a new law in California will give full Medi-Cal to people 26 through 49 years old who qualify for Medi-Cal. Unlike before, immigration status does not matter. This new law means that all California residents who qualify for Medi-Cal are eligible for full Medi-Cal benefits.
- 3. Do I need to take any action right now?**  
No. If you are eligible, you will automatically be given full Medi-Cal benefits on January 1, 2024. You do not need to do anything to get more benefits. If you get a packet in the mail to renew your Medi-Cal, you must fill it out and return it by mail, telephone, in person, or online. You can call your county office for help.
- 4. What services can I get with full Medi-Cal?**  
You can get:  
**Preventive care services**  
These include medical, dental, vision, hearing, mental health, and substance use disorder screenings. All preventive care and screening services are free. To learn more, contact your Medi-Cal Managed Care Plan member services or Fee-for-Service (regular) Medi-Cal provider.  
**Dental services**  
You can get dental services through Medi-Cal. Your dental benefits do not change when you enroll in a Medi-Cal Managed Care Plan.
  - For most counties, you get Medi-Cal dental services through the **Medi-Cal Fee-for-Service (regular) Program**. You need to go to a dental provider who takes Medi-Cal. To find an enrolled dental provider, call the Medi-Cal Dental Member Telephone Service Center at 1-800-322-6384 (TTY: 1-800-735-2922). The call is free.

# Managed Care Enrollment

# Third Notice (Managed Care Enrollment Notice)

## Managed Care Enrollment Notice

- » Medi-Cal Health Care Options will mail the notices in November 2023 to the transition population.
  - The notices will include a link to the FAQ that will be posted on DHCS website.
  - A written copy of the FAQ will be mailed to members upon request.
  - The notices direct members to call HCO if they would like to receive a written copy of the FAQ.
- » **In COHS/Single Plan Counties:** Members are automatically enrolled in a Medi-Cal health plan on 1/1/24.
- » **In Non-COHS/Non-Single Plan Counties:** Members have Medi-Cal health plan options and will receive a choice packet.

# My Medi-Cal Choice Packets

- » Medi-Cal Health Care Options will begin mailing Medi-Cal Choice Packets to the transitioning population in Non-COHS/Non-Single Plan counties in November 2023.
  
- » **Choice Packets Include:**
  - An enrollment choice form,
  - A self-addressed stamped envelope to return the completed form,
  - A Medi-Cal managed care plan enrollment choice booklet that provides plan information ,
  - Guidance on how to enroll in a Medi-Cal managed care plan or change plans,
  - The Health Care Options presentation schedule,
  - A summary list of Medi-Cal managed care plan benefits,
  - Instructions and forms for the Medical Exemption Request/Waiver, and
  - A Medi-Cal managed care plan provider directory for their county, if applicable.

# Outreach



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# Age 26-49 Adult Expansion Outreach

- » DHCS is developing a Global Outreach Toolkit that will be translated into all threshold languages.
- » DHCS highly recommends counties and partners utilize the messaging and integrate it into their outreach and social media campaigns.
- » DHCS will broadly share the global outreach language for use by Medi-Cal Managed Care Plans, other State departments, Medi-Cal providers, and other community partners for use in their outreach activities.

# Outreach GMMB



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# Agenda

- » Campaign timeline
- » Community testing and findings
- » Paid outreach campaign
- » Direct outreach resources

# Campaign Timeline

## **Awareness Focus | February 2023 – March 2024**

- Raise awareness of the need to renew coverage, update contact information, and provide basic timeline/process

## **Renewals Focus | May 2023 – May 2024**

- Drive timely completion of renewals, timely responses to renewal packets, and an understanding of the process
- Augment messages directly to newly eligible populations when/where possible

## **Expanded Eligibility Focus | November 2023 – May 2024**

- Direct outreach and ad campaigns

# Community Testing and Findings

# Community Testing

- » GMMB tested both content and design of the **flyer** and **first notice**
- » 11 **Ambassadors** participated in virtual interviews with GMMB to provide flyer feedback
  - 4 member-facing, 7 non-member-facing
- » Five **Community Partners** facilitated in-person, in-language interviews with members of the target audience to provide flyer and first notice letter feedback
  - Spanish, Chinese, Korean, Vietnamese, and Russian

# Key Learnings

- » People are happy about the expansion
- » Call wait times, work hours, and lack of childcare and/or transportation are **hurdles** to enrollment
- » Many appreciated reassurance that Medi-Cal is not considered a **public charge** determinant
- » **Community assistance** is vital to explain the process, assist with forms and troubleshoot services
- » People are more likely to seek help from **trusted organizations and community members** than local Medi-Cal offices

# Key Learnings

- » Include the **full list** of Medi-Cal services
- » Content should be clearly organized (ideally in **bullets**) and easy to read
- » **Phone numbers** are critical
- » The **state seal** adds legitimacy
- » The **QR code** and **URL** are very helpful
- » Use ethnicity-specific **photos** rather than animations on materials
- » **Next steps** should be clearly outlined



**You could soon be eligible for full Medi-Cal benefits!**

Starting January 1, 2024, more people will be eligible for full Medi-Cal benefits.

**Immigration status doesn't matter.**

Full Medi-Cal covers:

- Doctor visits
- Prescribed medications
- Vaccines
- Mental health care
- Substance use care
- Vision care/eyeglasses
- Dental care
- Emergency services
- Referrals to specialists

**These services are free.** Everyone is welcome to apply. Applying for or using Medi-Cal will not affect your immigration status.

Enroll today online, by phone, or at your local Medi-Cal office. Help is available in multiple languages and through trusted community organizations.

**You may soon be eligible if you:**

- Live in California
- Are 26 to 49 years old\*
- Meet household income eligibility requirements

\*Californians under the age of 26 or over 49 are already eligible for full Medi-Cal.



**Learn more at**  
[GetMedi-CalCoverage.dhcs.ca.gov](https://www.getmedicalcoverage.dhcs.ca.gov)



For more information, call:





# What materials would be most helpful to your organization?

- » Clear, simple, in-language, DHCS-branded materials
- » Reassuring messages about public charge/immigration status
- » Flyers/posters
- » Ads in ethnic newspapers
- » Ads on in-language radio
- » Social media messaging

# **Paid Outreach Campaign**

# Targeted Advertising

- » Statewide paid media campaign to run from November 2023 through May 2024
- » Targeting **potentially eligible adults** in 19 threshold languages
- » Featuring **ad placements** in print, digital display, digital video, social media, search, out-of-home display, and streaming channels
- » Digital and print ads connect people to the **expansion landing page**

# Earned Media

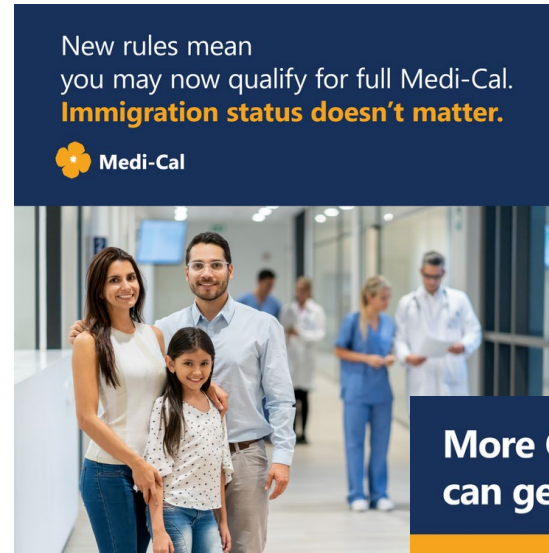
- » MAT release in English and Spanish
- » :30 Audio News Releases (ANRs) in English, Spanish and Mandarin
- » Adult expansion briefing for reporters via Ethnic Media Services with simultaneous translation in Spanish, Mandarin, and Korean

# Direct Outreach Resources

# Resources for Direct Outreach

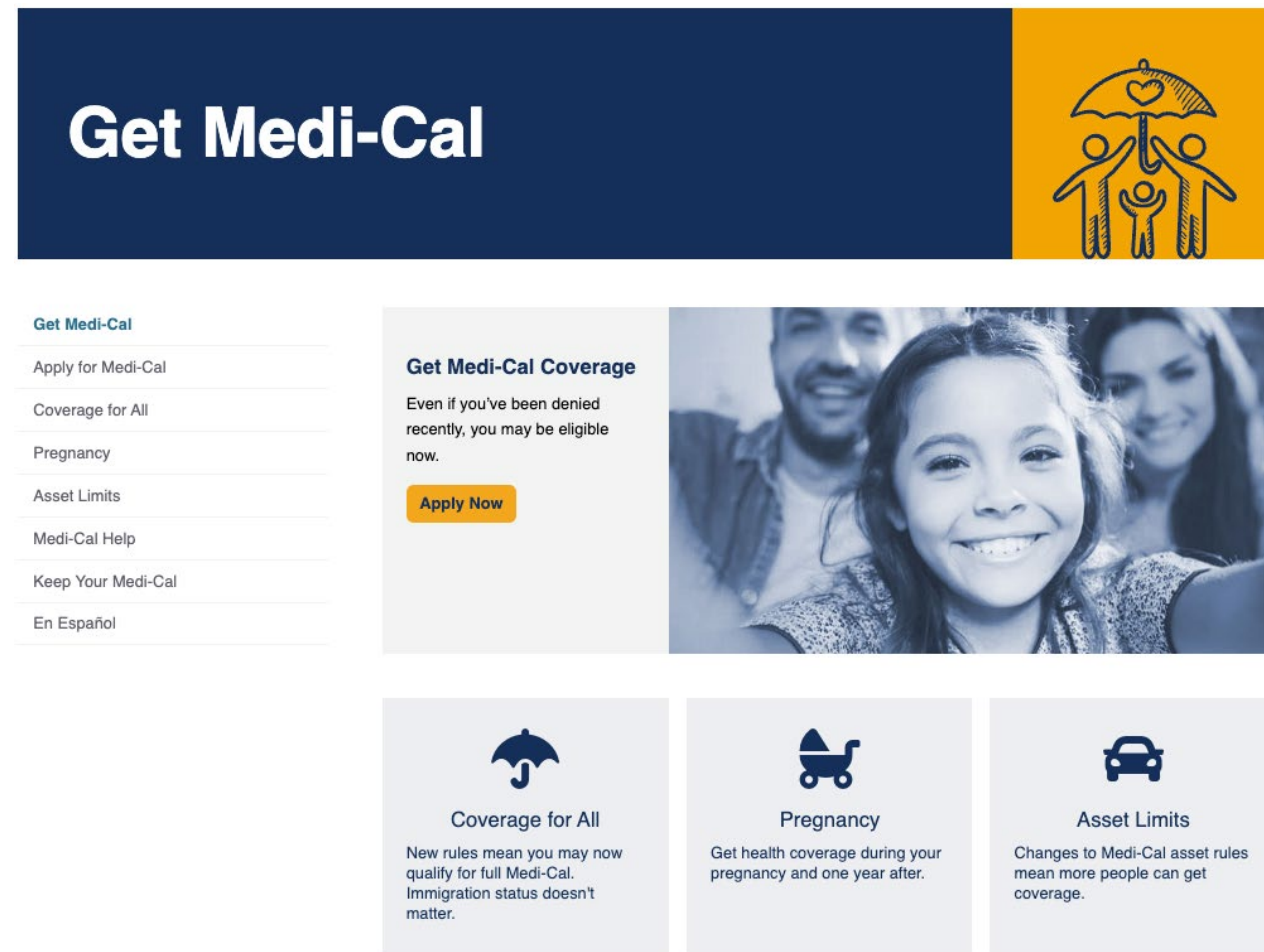
» DHCS providing for Navigators, Ambassadors and other partners:

- Key messages
- Video
- Flyers
- Call scripts
- Email copy
- Web copy
- Social media graphics/copy



# Resources for Direct Outreach

- » New .gov landing pages in English and Spanish with information on expanded eligibility and how to apply for Medi-Cal
- » Dedicated Get Your Community Covered Resource Hub



The screenshot displays the 'Get Medi-Cal' website. At the top, a dark blue banner features the text 'Get Medi-Cal' in white, alongside a yellow icon of a family under an umbrella. Below the banner is a navigation menu with links: 'Get Medi-Cal', 'Apply for Medi-Cal', 'Coverage for All', 'Pregnancy', 'Asset Limits', 'Medi-Cal Help', 'Keep Your Medi-Cal', and 'En Español'. The main content area includes a 'Get Medi-Cal Coverage' section with a blue-tinted photo of a smiling family and an 'Apply Now' button. Below this are three informational cards: 'Coverage for All' (with an umbrella icon), 'Pregnancy' (with a stroller icon), and 'Asset Limits' (with a car icon).

## Get Medi-Cal

- Get Medi-Cal
- Apply for Medi-Cal
- Coverage for All
- Pregnancy
- Asset Limits
- Medi-Cal Help
- Keep Your Medi-Cal
- En Español

### Get Medi-Cal Coverage

Even if you've been denied recently, you may be eligible now.

[Apply Now](#)

#### Coverage for All

New rules mean you may now qualify for full Medi-Cal. Immigration status doesn't matter.

#### Pregnancy

Get health coverage during your pregnancy and one year after.

#### Asset Limits

Changes to Medi-Cal asset rules mean more people can get coverage.

# Navigators



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# Health Enrollment Navigators

- » How the Navigators Project is leveraging the GMMB outreach resources for its efforts:
  - Stays apprised of GMMB developed toolkits
  - Reviews materials and information, and notifies partners of the information and tools available for their use
  
- » Joint efforts between the Navigators and GMMB to reach newly eligible populations:
  - Navigators Project Partners are provided with the outreach information and benefits continuation materials developed by GMMB
  - Remind partners of available materials, which can be modified as necessary for their local efforts

# Health Enrollment Navigators

- » To engage with these hard-to-reach populations served by the Navigators Project, partners have established booths at the following types of community outreach events:
  - Food distribution locations
  - Places of worship
  - School campuses
  - Swap meets
  - Farmers markets
  - Community Centers
  - Farms/Fields
  - Health Fairs
  - Public Events
  - Movie theaters
  - Grocery stores
  - Panaderias (bakery)
  - Social Media

# Health Enrollment Navigators

- Partners specifically identified the following languages for targeted outreach efforts:
  - English
  - Spanish
  - Mandarin
  - Cantonese
  - Tagalog
  - Vietnamese
  - Farsi
  - Cambodian
  - Korean
  - Mixteco
  - Russian
  - Arabic
  - Chinese
  - Hmong

# Health Enrollment Navigators

## » The Health Enrollment Navigators landing page:

- The Navigators Project landing page contains links to all public-facing information, resources, and toolkits that interested entities can leverage.
- <https://www.dhcs.ca.gov/services/medi-cal/eligibility/Pages/NavigatorsProject.aspx>

## » Upcoming (Sept – Nov 2023) local Partner events:

- Partners provide information on local events that they plan to host or to attend.
- Serves as a centralized source of events and is routinely updated for a three-month preview.
- Advocates can help by spreading the word that the information can be found on the webpage.
- <https://www.dhcs.ca.gov/services/medi-cal/eligibility/Pages/Partner-Community-Events.aspx>

# Health Enrollment Navigators

- » The advocate community provided the Navigators Project with statewide demographics broken down by county. As such, the Navigators Project took the following actions:
  - Provided the information and data to partners so that they could reference it and utilize it as needed
  - Continues to encourage partners to add services in other languages when possible
  - Frequently reminds Partners that they can adjust line items within their existing budgets to adapt for changing approaches and their local implementation needs
    - Any significant changes within approved budgets and/or work plans require Navigators Project approval prior to implementation.

# Resources

- » The [DHCS Adult Expansion webpage](#) provides Age 26- 49 Adult Expansion publications and information
- » FULL SCOPE MEDI-CAL EXPANSION FOR PERSONS 26 THROUGH 49 YEARS OF AGE [ACWDL 23-08](#)
- » To learn about public charge: [California Health and Human Services Agency Public Charge Guide](#)

# Questions?

Email [AdultExpansion@dhcs.ca.gov](mailto:AdultExpansion@dhcs.ca.gov)

