

Welcome to the Age 26-49 Adult Expansion Webinar

December 4, 2023

Age 26-49 Adult Expansion

January 1, 2024

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:

- » **November 21-November 30** California Statewide Automated Welfare System (CalSAWS) will process transitioning batches.
- » **December 1-December 5**, 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
 - October Provider Bulletin on the Medi-Cal Provider website.
 - NewsFlash posted in November and December.

- » 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:



October 2023

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 mailed the notices to the transition population on November 28th.
 - The notices include a link to the FAQ that is 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 began 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

Age 26-49 Adult Expansion Outreach

- » DHCS developed a Global Outreach Toolkit that is 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 is broadly sharing 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.

Resources for Direct Outreach

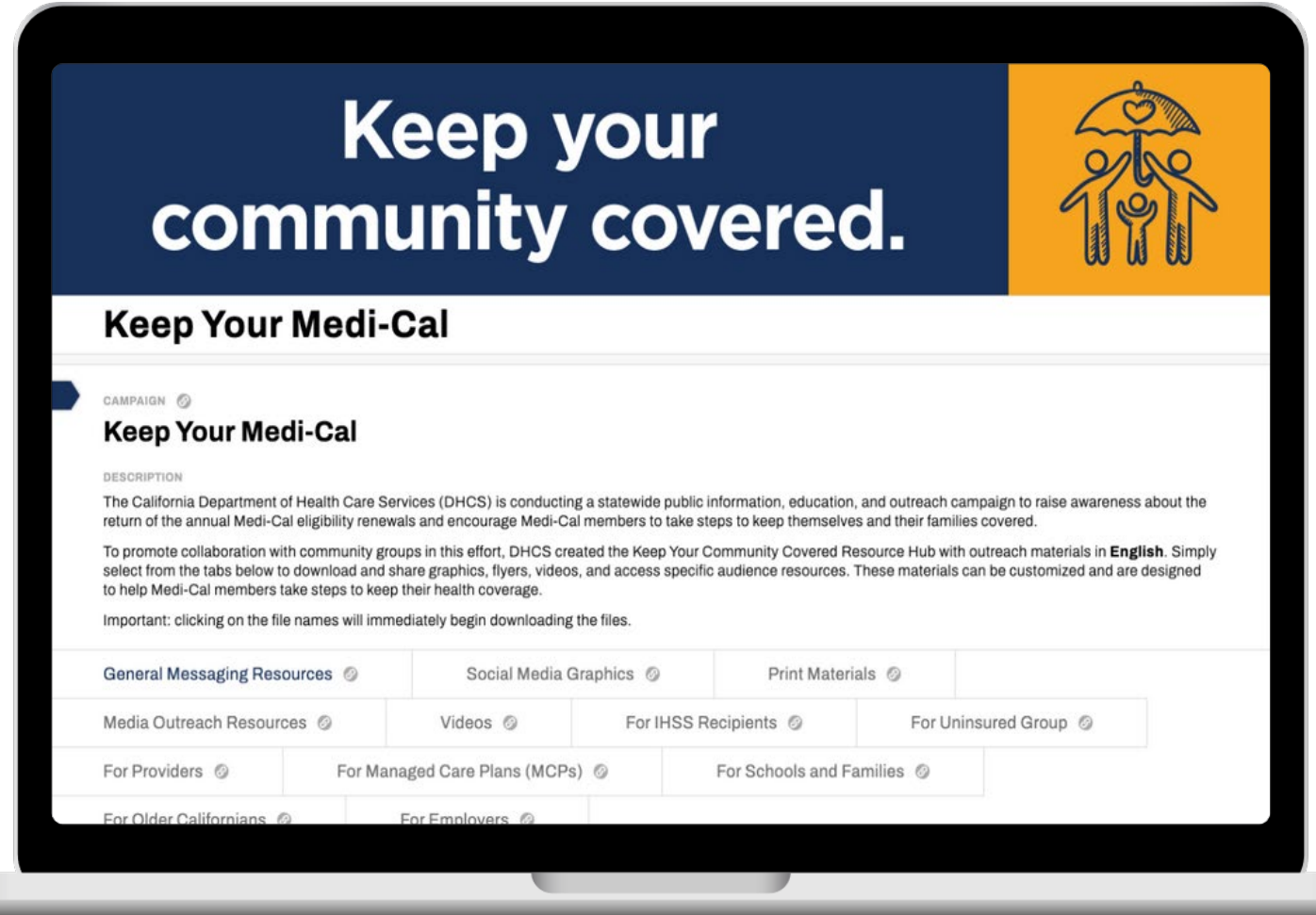
- » New .gov landing pages in English and Spanish with information on eligibility and how to get Medi-Cal or keep Medi-Cal
- » Dedicated Get Your Community Covered Resource Hub



Keep Your Community Covered Resources Hub

» DHCS launched the Your Community Covered Resources Hub to support collaboration in this effort.

» Download and share resources in all 19 threshold languages.



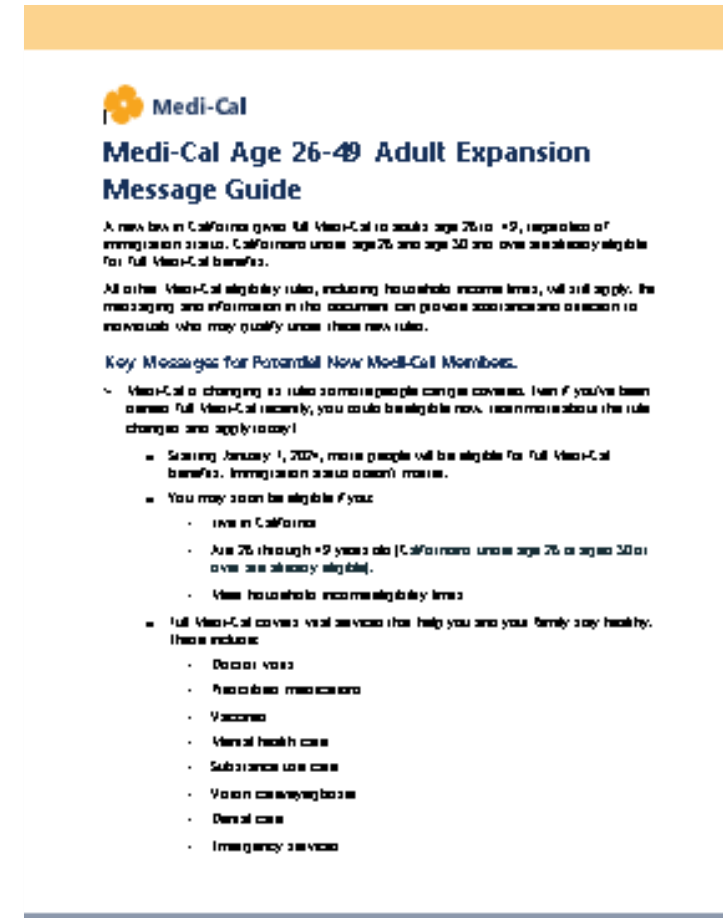
Resources for Direct Outreach

- » DHCS providing for Navigators, Ambassadors and other partners:
- Key messages
 - Video
 - Flyers
 - Call scripts
 - Email copy
 - Web copy
 - Social media graphics/copy



General Messaging Resources

- » The toolkits include messaging for landing pages, call centers, emails, and much more.
- » Messaging provides easy-to-reference messages about:
 - How to apply
 - Renewal process
 - Updating contacting information
 - Completing a renewal form
 - What happens once their renewal form is submitted
 - Transition to Covered California
 - New Initiatives



Social Media Graphics

GOT MEDI-CAL?



Look for important renewal info.



DON'T LOSE YOUR COVERAGE.

Got Medi-Cal Tweet

Medi-Cal renewals are starting! If your contact info has changed in the last three years, log into your Medi-Cal account to update it. Then look for renewal info in the mail and respond right away to keep your coverage. Find where to update your info at KeepMediCalCoverage.org



Take action to keep your Medi-Cal!



Watch for an important renewal letter coming soon.

Take Action FB Post Copy

Make sure Medi-Cal can reach you. Visit KeepMediCalCoverage.org to learn how to log in and check that Medi-Cal has your current contact information – and update it if you need to.



Medi-Cal is not a public charge!

It does not affect immigration status.



¡Medi-Cal no se considera una carga pública!

Y no afectará su estatus migratorio.



تعني القواعد الجديدة أنك قد تكون مُهملًا الآن للاستفادة من Full Medi-Cal. لن يُؤخذ وضع الهجرة في الاعتبار.



新规则意味着您现在可能有资格获得 Full Medi-Cal。不会考虑移民身份。



Print Materials

- » Customizable flyers, poster, and palm card are available in 19 threshold languages.
- » You can add a logo and contact information using free Adobe Reader.
- » To add your organization's logo, click on the grey mountain icon and upload your logo.
- » There is also a text box to add contact information.

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.dhcs.ca.gov/GetMedi-CalCoverage)



For more information, call:
Enter Phone Number Here



**¿Tiene Medi-Cal de emergencia?
¡Pronto podría recibir Medi-Cal completo!**



A partir del 1 de enero de 2024, más personas serán elegibles para Medi-Cal completo.

No importa su estatus migratorio.

Si usted califica y actualmente tiene Medi-Cal de emergencia:

- En diciembre de 2023, recibirá una carta por correo diciéndole si va a recibir Medi-Cal completo y cuándo lo recibirá.
- No tiene que llenar una solicitud nueva para Medi-Cal completo. Si califica, lo inscribirán automáticamente.

Medi-Cal completo es distinto al Medi-Cal de emergencia que posiblemente tenga ahora. Medi-Cal de emergencia solo cubre servicios de emergencia. Medi-Cal completo cubre:

- Visitas médicas
- Medicamentos recetados
- Vacunas
- Atención de salud mental
- Atención por consumo de sustancias
- Cuidado de la vista/anteojos
- Cuidado dental
- Servicios de emergencia
- Consultas con especialistas

Pronto podría ser elegible si:

- Vive en California
- Tiene entre 26 y 49 años*
- Cumple con los requisitos de elegibilidad por ingreso familiar

* Los californianos menores de 26 años y mayores de 49 ya son elegibles para Medi-Cal completo.



Más información en
[ObtengaMedi-Cal.dhcs.ca.gov](https://www.dhcs.ca.gov/ObtengaMedi-Cal)



Para más información, llame a:
Enter Phone Number Here




Videos

» Detailed How-To explaining the step-by-step renewal process. This is perfect for lobbies and waiting rooms.

Top 3 things to know about Medi-Cal renewal.



Las 3 cosas más importantes que debe saber sobre la renovación de Medi-Cal.

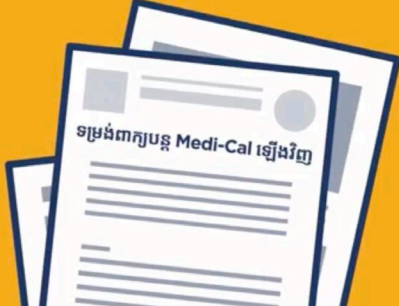


» Short videos made for social media and advertising, including "Take Care" and "Stay Covered".

يحافظ برنامج
على Medi-Cal
تأمينك وتأمين
عائلتك.



អ្នកត្រូវផ្តល់ព័ត៌មានដែលបានស្នើសុំ
ដើម្បីដឹងថាតើ អ្នកនៅតែមានលក្ខណៈសម្បត្តិសម្រាប់
Medi-Cal ឬយ៉ាងណា។



Media Outreach Resources

- » Radio readers are scripts for radio hosts to read on air and share information about Medi-Cal renewals.
- » A MAT release is a pre-written article about renewals for community newspapers, websites, and newsletters.
- » There are pitch emails to send with each of these to ask news outlets to use them.

Medi-Cal 加入者の方へ：Medi-Cal 資格を保つために必要な情報について

(BPT) – ご注意ください – カリフォルニア州は 4 月に Medi-Cal 加入者の更新手続きを開始しました。あなたが Medi-Cal 医療保険に加入されている場合、更新が必要です。Medi-Cal 医療保険が中断されないよう、来年にかけて加入者全員に重要情報が送付されます。

Medi-Cal は医師の診療、In-Home Supportive Services (IHSS: 在宅支援サービス)、入院、歯科治療、小児科健診、予防接種、処方薬、心の健康に関するサービスなどに適用されます。Medi-Cal を通じてあなたとご家族の医療保険を継続するための必要事項を以下にご案内します。

1. あなたの情報が最新であるか確認してください

過去 3 年以内に引越した、または連絡先情報が変わった場合、お近くの Medi-Cal オフィスに現住所、電話番号、メールアドレス、希望する連絡手段をお知らせください。お近くの Medi-Cal オフィスに最新情報を知らせることで、重要な案内を受け取れるようになります。

連絡先の確認と変更については BenefitsCal.com または MyBenefitsCal.WIY.org のオンラインアカウントにログインするのが最も便利な方法です。オンラインアカウントをお持ちでない場合は、アカウント登録すると更新手続きが簡単に行えます。

または、お近くの Medi-Cal オフィスまで郵送や電話で、またオフィス窓口でも情報を提出することができます。

2. 郵送される通知をお受け取りください

更新日は加入者ごとに異なります。加入者のお手元に 2023 年 4 月から 2024 年 5 月の間に、Medi-Cal 更新に関する重要な情報が届きます。

- **自動更新通知:** 地域の Medi-Cal オフィスがあなたの Medi-Cal 資格を自動更新したという通知を受け取った場合は、何もする必要はありません。
- **更新書類:** 地域の Medi-Cal オフィスがあなたの Medi-Cal を自動更新できなかった場合、**黄色い封筒**に入った更新書類が送付されます。書類を受け取ったら記入し、医療保険を継続するために必要な追加情報を提出しなければなりません。

Earned Media Radio Reader Pitch

હેલો **[Insert Reporter Name]**,

જિવેં કિ લગાડાર વલેરેન ઈ લેડ ખતમ હેલેગી, ઘંટ આપદની વાલે 15 મિલીઅન ઝે વેંપ વેલેલેવનીઆ વાસીઆ નું જલદી ઠી ઈવ યકીની ઘટાઉટ લથી કદમ ચુંકદ ઈ લેડ હેલેગી કિ ઉવ આપદી Medi-Cal રૈલથ વલેરેન નું વાદિમ રંથ સકદા. મૈથરા નું ડિન સાલા લથી નવિઆઉટ ઈ લેડ નઠી પથી હે, અઝે ઈવ અદિમ હૈ કિ ઉવ આપદી સંપરક નાદકારી વિંચ આથી કિસે વી ઝબદીલી ઈ રિપેરટ વરન ઝાં કિ ઉવનાં વા સથાનક Medi-Cal દરઝર ઉવનાં ઝંક નવિઆઉટ ઈ નાદકારી દે નાલ પઠુંચ સકે, અઝે નેકર ઉવનાં નું નવિનીકરન ટારમ પૂપર ઠુંદા હૈ ઝાં ઉવ ઉસનું ઝર સકદા.

કિરપા વલેરે **[Insert Radio Station name]** વિચાર વરન લથી નંધી કીઝે ગઝે :30s અઝે :15s વેડીઈ રીઢર દેધે કિઉકિ આસીં ઉમૈદ વલેરે ઝાં કિ ઝુસીં રાન ઝર દે Medi-Cal મૈથરા ઝંક ઈવ પૂલાર વરન વિંચ સાઢી મલદ વર સકદે હે. ઈવ યકીની ઘટાઉટા નાદે કિ નવિઆઉટ ઈ પુકિરિઆ ઘાવે નાગરુકઝા વપાઉટા જરુરી હૈ ઝાંકિ મૈથરા આપદે અઝે આપદે પલિવારા લથી જરુરી સિઝઝ ઘીમા વલેરેન નું રંથદ લથી લેઝીંદે વલેરેનું ઝર સકદા.

કિરપા વલેરે આપદે સરેઝિઆં નું ઉવનાં ઈ Medi-Cal વલેરેન નું ઘટાઈ રંથદ લથી મરંઝવપૂરન નાદકારી મુરંધીઆ વરન લથી વેડીઈ રીઢર ઈ વલેરેં વલે. નેકર ઝુઠાઢે વેધી સુઆલ વન નાં વાપુ નાદકારી ઠાંરુદે હે, ઝાં કિરપા વલેરે ઘિન ઝિઝક સંપરક વલેરે નાં KeepMediCalCoverage.org ઝે જાઈ.

ધંનવાદ,

:30 Renewal – Earned Reader

નેકર ઝુઠાઢે વેલ Medi-Cal સિઝઝ ઘીમા હૈ, ઝાં યકીની ઘટાઉ કિ ઝુસીં ઈસ નું ઘટાઈ રંથે.

Medi-Cal દે નવિનીકરન ઝુરુ હે ગઝે વન.

પુસટી ઈ રિંઠી નાં નવિનીકરન ટારમ લથી ઢાક વિંચ દેધે.

નેકર ઝુઠાનું નવિનીકરન ટારમ નાલ પીલા **લિઠાઢા** પૂપર ઠુંદા હૈ...!

આપદી વલેરેન નું ઘટાઈ રંથદ લથી ઝુરંઝ નવાઘ દેવા યકીની ઘટાઉ

KeepMediCalCoverage.org ઝે હેવ જાદે.

ઉવ હૈ KeepMediCalCoverage.org

:15 Renewal – Earned Reader

Medi-Cal દે નવિનીકરન ઝુરુ હે ગઝે વન, ઈસ લથી ઝુસીં આપદી વલેરેન નું ઘટાઈ રંથદ નું યકીની ઘટાઉ.

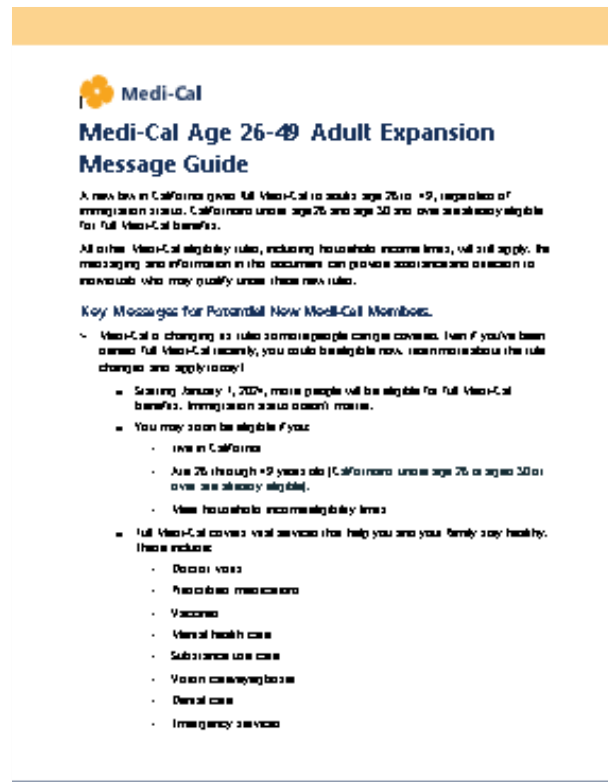
ઢાક વિંચ પૂપર હેટ વાલી નાદકારી ઝે નજર રંથે અઝે ઝુરંઝ નવાઘ ઈઈ.

KeepMediCalCoverage.org ઝે હેવ જાદે.

ઉવ હૈ KeepMediCalCoverage.org

Tailored Audience Resources

Tailored resources for specific audiences and outreach partners, including In-Home Supportive Services (IHSS), Managed Care Plans (MCP), Providers, Schools and Families, pregnant individuals, individuals without satisfactory immigration status, and older Californians.



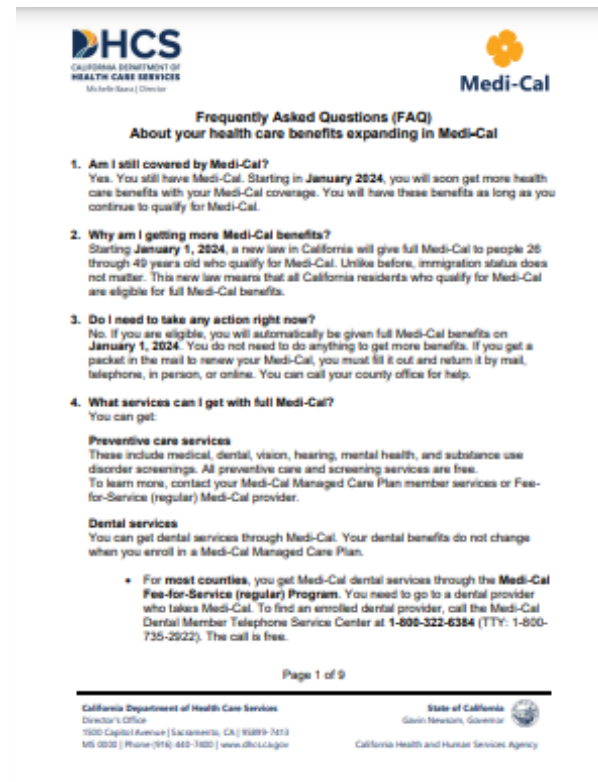
Medi-Cal
Medi-Cal Age 26-49 Adult Expansion
Message Guide

A new law in California gives full Medi-Cal to adults age 26 to 49, regardless of immigration status. Californians under age 26 and age 50 and over are already eligible for full Medi-Cal benefits.

All other Medi-Cal eligibility rules, including household income limits, will still apply. The messaging and information in this document can provide assistance and a reason to enroll to individuals who may qualify under these new rules.

Key Messages for Potential New Medi-Cal Members:

- Medi-Cal is changing so more people can get covered. Even if you've been denied full Medi-Cal recently, you could be eligible now. Learn more about the rule changes and apply today!
 - Starting January 1, 2024, more people will be eligible for full Medi-Cal benefits. Immigration status doesn't matter.
 - You may soon be eligible if you:
 - live in California
 - are 26 through 49 years old (Californians under age 26 or age 50 and over are already eligible).
 - meet household income eligibility limits
 - Full Medi-Cal covers vital services that help you and your family stay healthy. These include:
 - Doctor visits
 - Prescription medications
 - Vaccines
 - Mental health care
 - Substance use care
 - Vision care (eye exams)
 - Dental care
 - Emergency services



DHCS CALIFORNIA DEPARTMENT OF HEALTH CARE SERVICES
Medi-Cal

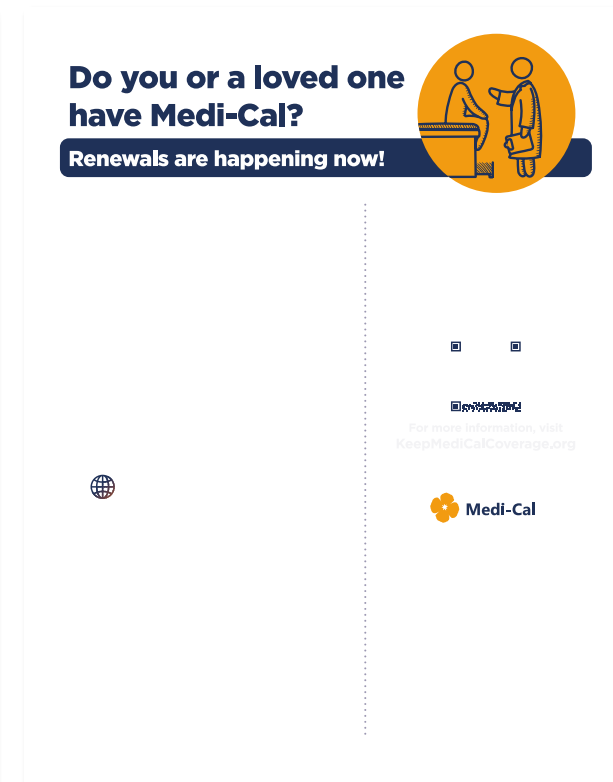
Frequently Asked Questions (FAQ)
About your health care benefits expanding in Medi-Cal

- 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.
- 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.
- 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.
- 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.

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California Department of Health Care Services
Director's Office
1500 Capital Avenue | Sacramento, CA | 95839-7412
MS 0022 | Phone (916) 645-7400 | www.dhcs.ca.gov

State of California
Gavin Newsom, Governor
California Health and Human Services Agency



Do you or a loved one have Medi-Cal?
Renewals are happening now!

For more information, visit KeepMediCalCoverage.org

Medi-Cal

Outreach Campaign

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
- Repeat sequence in 30-day cycles

Expanded Eligibility Focus | November 2023 – May 2024

- Direct outreach and ad campaigns

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 and individual interviews for reporters via Ethnic Media Channels with simultaneous translation in Spanish, Mandarin, and Korean

User Testing and Findings

User Testing Benefits & Purpose

- » Ensure Clarity and Accessibility: Ensures that outreach materials are clear, concise, and easy to understand for the target audience.
- » Enhance the User Experience: Provides insight into how outreach materials are received and experienced by users with the goal to improve the user experience.
- » Identify Barriers and Concerns: Allows for the identification of potential barriers or concerns that may prevent individuals from engaging with the Medi-Cal program.
- » Tailor Outreach Efforts: Helps the Department align outreach efforts with the specific needs and preferences of the target audience.

User 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, Mixteco and Russian

Key Learnings

- » People are happy about the expansion
- » **Community assistance** is vital to explain the process, assist with forms and troubleshoot services
- » Many appreciated reassurance that Medi-Cal is not considered a **public charge** determinant
- » 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.dhcs.ca.gov/GetMedi-CalCoverage)



For more information, call:
Enter Phone Number Here



Navigators

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 – Dec 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

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](#)

Post Resources in an Accessible Location

DHCS post all outreach materials on specific Coverage Ambassador webpages:

- » [Ambassador sign-up page](#)
- » [Medi-Cal Continuous Coverage Requirement, Unwinding and Renewal Tool kit](#)
- » [Keep Your Community Covered Resource Hub](#)
- » [Get Medi-Cal Resource Hub – Adult Expansion Outreach Assets](#)

DHCS created targeted Medi-Cal member-facing webpages:

- » [Get or Keep Your Medi-Cal Coverage - English member landing page](#)
- » [Obtenga Cobertura o Mantenga Su Medi-Cal - Spanish member landing page](#)

Questions?

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Medi-Cal Eligibility Division

