



# Department of Health Care Services

## **BULLETIN 2022-002**

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**DATE:** 4/6/2022

**TO:** Navigators Project Partners Counties and Community-Based Organizations

**FROM:** Medi-Cal Health Enrollment Navigators Project (Navigators Project)

**SUBJECT:** Focusing of Navigators Activities on Beneficiary Outreach and Direct Contact Efforts

The Department of Health Care Services (DHCS) is in the process of preparing for the eventual termination of the COVID-19 Public Health Emergency (PHE) and the unwinding of flexibilities and efforts implemented as part of the response to this emergency. As DHCS begins to prepare for the resumption of normal operations, we are directing all current partners to focus their efforts on outreach assistance and the associated tasks outlined in this bulletin.

### Outreach Campaign: DHCS Coverage Ambassadors

Though the date of the termination of the PHE has not been formally published, DHCS is directing all Navigators partners to assist with socializing the message that the PHE will eventually be ending. DHCS is announcing a new initiative, the [DHCS Coverage Ambassadors](#), to engage community partners who want to deliver important messages to Medi-Cal beneficiaries about maintaining Medi-Cal coverage after the COVID-19 PHE ends.

The DHCS Coverage Ambassadors will be trusted messengers made up of diverse organizations that can reach beneficiaries in culturally and linguistically appropriate ways. Additionally, DHCS Coverage Ambassadors will connect Medi-Cal beneficiaries at the local level with targeted and impactful communication. Ambassadors may include, but are not limited to:

- Local County Social Services Agencies
- Health Navigators
- Managed Care Plans
- Community Organizations
- Advocates
- Stakeholders
- Providers
- Clinics/Healthcare Facilities
- Legislative Offices/Other State Agencies

Those interested in becoming DHCS Coverage Ambassadors can subscribe to the DHCS Coverage Ambassador [mailing list](#) and will receive breaking news and information on this initiative.

Those wanting additional information or have questions regarding the DHCS Coverage Ambassadors can reach out to [Ambassadors@dhcs.ca.gov](mailto:Ambassadors@dhcs.ca.gov).

#### Outreach Campaign: Current Contact Information Efforts

Due to the profound impacts this pandemic has had upon beneficiaries, DHCS wants Navigators partners to make all available efforts to proactively encourage and assist current Medi-Cal beneficiaries to ensure that their current contact information is on file with their local county social services agency now. DHCS recommends taking a two-phased approach.

**Phase 1.0 and effective now**– This phase is designed to encourage beneficiaries to provide their local county social services agency with any updated contact information such as: name, address, phone number, and email so the county can contact beneficiaries with important information about keeping their Medi-Cal.

**Phase 2.0 and effective 60 days prior to the end of PHE (DHCS to notify you)** – This phase is designed to encourage beneficiaries to continue to update their contact information, if it changes, with their local county social services agency, and report any change in circumstances, as well as check for upcoming renewal packets, for beneficiaries whose cases have not auto-renewed.

#### DHCS PHE Unwind Resources

As part of the DHCS Coverage Ambassadors initiative, DHCS has developed a [toolkit](#) with resources to assist with outreach, contact, and engagement for beneficiaries. The resource toolkit contains information regarding approved flyers, website banners, social media templates, call script snippets, and interactive voice response (IVR) call scripts.

- [Medi-Cal Continuous Coverage Global Outreach Language Toolkit](#)
- [Medi-Cal Continuous Coverage Global Outreach Language Toolkit Translations](#)
- Medi-Cal Continuous Coverage Toolkit - Under Development
- Centers for Medicare & Medicaid Services - Medicaid and CHIP Continuous Enrollment Unwinding Toolkit ([English](#))([Spanish](#))
- [CMS Medicaid Unwinding Toolkit Graphics](#)

#### Funding for Redirection Efforts

To achieve the desired results, DHCS also encourages its partners to redirect line-item funds (contingent upon DHCS approval) within their existing budgets to engage in an outreach campaign to achieve this goal. As part of these efforts, we encourage partners

to refer to bulletins [2020-001 Permissible and Excluded Activities for Counties](#) and [2020-002 Permissible and Excluded Activities for CBOs](#) which provides a list of acceptable and excluded activities for partners when they engage in this effort. At this time, we are working to develop items for an outreach toolkit specific to this effort and will provide further guidance once it becomes available.

Further conversation will be had at our next meeting. In the meantime, if you have any immediate questions or concerns regarding the information listed in this bulletin, please contact your Navigators Analyst or send an e-mail to the Navigators mailbox at [HealthNavigators@dhcs.ca.gov](mailto:HealthNavigators@dhcs.ca.gov).