



State of California—Health and Human Services Agency
Department of Health Care Services



GAVIN NEWSOM
GOVERNOR

DATE: September 20, 2021

Medi-Cal Eligibility Division Information Letter No.: I 21-21

TO: ALL COUNTY WELFARE DIRECTORS
ALL COUNTY ADMINISTRATIVE OFFICERS
ALL COUNTY MEDI-CAL PROGRAM SPECIALISTS/LIASONS

SUBJECT: COVID-19 GLOBAL OUTREACH LANGUAGE

The purpose of this Medi-Cal Eligibility Division Information Letter (MEDIL) is to provide counties with COVID-19 related global outreach language for immediate use. The goal of the outreach language is to encourage beneficiaries to contact the county and report any changes in circumstances or provide updated contact information.

The global outreach language includes messaging that can be used in various forms of outreach including social media posts, call scripts, and includes language that can be used on county websites. While counties are not required to utilize this language, the Department of Health Care Services (DHCS) highly recommends counties utilize this messaging and integrate it into their outreach and social media campaigns. Counties may modify the global outreach language to meet any business need in utilizing the language; however, the intent of the language must remain the same to retain consistency in messaging.

DHCS is sharing the global outreach language broadly for use by Medi-Cal health plans, other State departments, Medi-Cal providers, and other community partners for use in their outreach activities. Due to this outreach effort, Counties may experience an increase of beneficiaries providing updated contact information.

If you have any questions or require additional information, please contact Derek Soiu by phone at (916) 345-8193 or by email at derek.soiu@dhcs.ca.gov.

ORIGINAL SIGNED BY

Theresa Hasbrouck
Acting Chief
Policy Development Branch

Enclosure



Global Language and Messaging Snippets

[Flyer/Insert Snippet]

Dear Medi-Cal Member,

During the COVID-19 public health emergency (PHE), you have been able to keep your coverage regardless of any changes in your circumstances. However, once the COVID-19 PHE ends, your county will check to see if you still qualify for free or low-cost Medi-Cal. If you or someone in your household receives a letter from the county asking for information about your Medi-Cal coverage, please provide the requested information.

Change in Circumstances

Please continue to report any changes in your household to your local county office. This includes changes to your income, disability status, phone number, or mailing address. You should also report if someone in your household becomes pregnant, if someone moves in, or anything else that may affect your Medi-Cal eligibility. Reporting these changes may help you continue to receive Medi-Cal coverage after the end of the COVID-19 PHE.

Reporting Contact Information

It is important for the county to have your current contact information. Please report any changes in your contact information so you don't miss important information about your Medi-Cal coverage. Please report all updated contact information, such as your phone number, email address, or home address, to your local county office online or by phone, email, fax, or in person. You can find a listing of county offices at <http://dhcs.ca.gov/COL>. You can also update your contact information online at CoveredCA.com or BenefitsCal.org.

Requests for Information

If you or someone in your household receives a letter from the county asking for information about your Medi-Cal coverage, please provide it. This will help the county ensure that your Medi-Cal coverage remains active.

Questions?

If you have any questions, or need help with accessing your Medi-Cal coverage, or if your Medi-Cal was discontinued, please contact your local county office. Frequently asked questions and answers can be found at [FAQ page].

[Website Banner]

Important: Are you enrolled in Medi-Cal? Has your contact information changed in the past two years? Give your county office your updated contact information so you can stay enrolled. Find your local county office.



DEPARTMENT OF HEALTH CARE SERVICES

Important Are you enrolled in Medi-Cal? Give your county office your updated contact information so you can stay enrolled after the COVID-19 Public Health Emergency ends. [Find your local county office.](#)

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DEPARTMENT OF HEALTH CARE SERVICES

Home and Community-Based Services Spending Plan

On July 12, the Department of Health Care Services submitted California's updated \$4.6 billion [Medicaid Home and Community-Based Services Spending Plan](#) to the Centers for Medicare & Medicaid Services (CMS). The plan is subject to CMS review and approval. This plan will expand services for California's most vulnerable and at-risk residents through the state's Medi-Cal program. These investments build on the bold proposals in the [California Comeback Plan](#) to build capacity and transform critical safety net programs, as well as promote economic mobility and social stability.

[CalAIM 1115 Demonstration & 1915\(b\) Waiver Updates](#)

[LEARN MORE](#)

California Advancing and Innovating Medi-Cal

CalAIM is a DHCS initiative to reform the Medi-Cal program and, in turn, improve the quality of life and health outcomes of Medi-Cal members. We will implement broad delivery system, program and payment reform across the Medi-Cal system, building upon the successful outcomes of various pilots.

[CalAIM 1115 Demonstration & 1915\(b\) Waiver Updates](#)

COVID-19 Latest Updates

- [APL 21-010: Medi-Cal COVID-19 Vaccination Incentive Program](#)
 - [APL 21-010: Vaccination Incentive Program – Health Plan Outcome Metrics](#)
- [IN 21-046 – Guidance for Behavioral Health Programs on COVID-19 Public Health Emergency Flexibilities](#)
- [IN 21-02 – New COVID-19 Vaccine and Visitation Requirements for HCBS, LTC and PACE](#)
- [Medi-Cal COVID-19 Vaccination Rates](#)

[MORE UPDATES](#)

[\[Website Text for County Office Page\]](#)

During the COVID-19 public health emergency (PHE), Medi-Cal beneficiaries have stayed enrolled in the program. If your contact information or household circumstances have changed, please update your information today by contacting your local county office at: [phone number, SAWS portal, and county link to directory]. This may help you keep your Medi-Cal coverage after the end of the COVID-19 PHE.



[Social Media]

Your Medi-Cal county eligibility worker may contact you soon to ensure your contact information is correct. If not, please provide the county with your updated information so you can continue receiving important information about your Medi-Cal coverage: <http://dhcs.ca.gov/COL>. [local county contact information can be inserted here]

Medi-Cal Beneficiaries

Keep your contact information (phone, address, or email) current to get important information about your Medi-Cal health coverage.

Contact your Medi-Cal county eligibility worker today.



Medi-Cal Beneficiaries

Has your contact information changed in the past two years?

Contact your Medi-Cal county eligibility worker today.



Have you moved? Let your Medi-Cal county eligibility worker know. It's important to provide your updated information so you can continue receiving Medi-Cal coverage information, such as renewal packets, benefit change notices, or other vital reminders: <http://dhcs.ca.gov/COL> [local county contact information can be inserted here]

Medi-Cal Beneficiaries

Have you moved?

Don't miss out on receiving important information. Let your Medi-Cal eligibility worker know you have a new address.





Medi-Cal Beneficiaries
Has your phone number changed?
Don't miss out on receiving important information. Let your Medi-Cal eligibility worker know you have a new phone number.



Did you start a new job? Let your Medi-Cal county eligibility worker know. It's important that you report your new income to the county as soon as possible. You will still keep your Medi-Cal coverage during the COVID-19 public health emergency:
<http://dhcs.ca.gov/COL>.

Are you pregnant? Let your Medi-Cal county eligibility worker know. It's important that you report any household changes as soon as possible. You will still keep your Medi-Cal coverage during the COVID-19 public health emergency:
<http://dhcs.ca.gov/COL>.

Medi-Cal Beneficiaries
Did you start a new job?
It's important that you report your new income as soon as possible.
Contact your Medi-Cal county eligibility worker today.



Medi-Cal Beneficiaries
Are you pregnant?
It's important that you report any household changes as soon as possible
Contact your Medi-Cal county eligibility worker today.





DEPARTMENT OF HEALTH CARE SERVICES

You must report any household changes to your Medi-Cal county office as soon as possible. You can report changes in person, online, or by phone, email, or fax.

You will still keep your Medi-Cal coverage during the COVID-19 public health emergency:

<http://dhcs.ca.gov/COL>.

Medi-Cal Beneficiaries

Do you have any household changes?

You can report changes in person, online, by phone, email, or fax.

Contact your Medi-Cal local county office today.

[Call Script Snippet]	
Beneficiary Caller	Agent
Do I need to report any household changes to keep my Medi-Cal coverage?	County/Managed Care Plan/Community Partners Response: Yes, you are required to report any changes in your household, such as income, if someone becomes pregnant, a new household member, and any changes to your address to your local county office. This may help ensure that you continue to receive your Medi-Cal coverage after the end of the federal COVID-19 public health emergency. [insert local county contact information]
Are we required to fill out and return renewal packets when we receive them?	County/Managed Care Plans/Community Partners Response: Yes, it is important that Medi-Cal beneficiaries respond to county requests for updated information, including renewal packets. This will make sure the county has the most current information it needs to renew your Medi-Cal coverage. It will also help the county see if you qualify for no-cost or lower cost coverage.
Will I be discontinued from Medi-Cal coverage if I got a raise during the COVID-19 public health emergency?	County/Managed Care Plans/Community Partners Response: Please report income changes to your local county office. If your income goes up or your household changes, as long as the COVID-19 public health emergency continues, you will not lose your Medi-Cal coverage.



DEPARTMENT OF HEALTH CARE SERVICES

<p>I moved. Whom should I tell that I moved?</p>	<p>County Response: We can update your address. You may report this change by phone, online, mail, fax, or in person.</p> <p>Managed Care Plan Response: We can update your address for your managed care plan. It's important that we share this information with the county so you can continue receiving important notices about your Medi-Cal. Is that OK with you? If you do not want us to share your new address with your local county office, you will need to contact them directly and provide your updated information. [insert local county contact information]</p> <p>Community Partners Response: Please contact your local county office to provide your new address to ensure that your Medi-Cal coverage continues. [insert local county contact information]</p>
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[IVR Call Script]
<p>If you've moved within the last two years, please provide your new address to your local county Medi-Cal office to ensure you continue to receive important information about your Medi-Cal coverage.</p>
<p>If you have changes in your household, such as income, someone becoming pregnant, a new household member, or address, please report those changes to your local county Medi-Cal office as soon as possible.</p>
<p>If your contact information (phone number, email, mailing address) has changed, report any changes to your local county Medi-Cal office online or by phone, email, fax, or in person.</p>