



DHCS Coverage Ambassadors

Med-Cal Eligibility Division (2022)

Background

- » In January 2020, the U.S. Department of Health and Human Services declared a public health emergency (PHE) in response to the outbreak of COVID-19.
- » Families First Coronavirus Response Act Continuous Coverage Requirement

PHE Unwinding

- » **When the COVID-19 PHE ends, 2-3 million Medi-Cal beneficiaries could lose their coverage.**
- » **DHCS' Top Goal:** Minimize beneficiary burden and promote continuity of coverage for beneficiaries.
- » **DHCS Coverage Ambassador** campaign: Educate, Engage, and Provide Consistency.

Who are DHCS Coverage Ambassadors?

- » Trusted messengers who deliver important messages to Medi-Cal beneficiaries.
- » DHCS coverage ambassadors are made up of diverse organizations that can reach beneficiaries in culturally and linguistically appropriate ways.
- » DHCS Coverage Ambassadors will connect Medi-Cal beneficiaries at the local level with targeted and impactful communication.

Who can sign up to become a DHCS Coverage Ambassador?

- » State and Federal Agencies
- » Providers
- » Managed Care Plans
- » Local County Offices
- » Health Navigators
- » Advocates and Stakeholders
- » Community-Based Organizations
- » Health Care Facilities
- » Clinics
- » DHCS Employees

Ambassador Roles

- » Stay up to date on the latest information.
- » Communicate with Medi-Cal beneficiaries to encourage them to update their contact information and return requested information about their Medi-Cal coverage.

Communication Goals

- » **Educate** – Raise awareness of actions beneficiaries need to take and when they need to take them in order to maintain coverage.
- » **Engage** – Engage community partners with necessary tools for reaching beneficiaries.
- » **Provide Consistency** – Create a consistent voice across community partners.







DHCS PHE Unwind Communications Strategy

- **Phase One: Encourage Beneficiaries to Update Contact Information**
 - **Launched recently.**
 - Multi-channel communication campaign to encourage beneficiaries to update contact information with county offices.
 - » Flyers in provider/clinic offices, social media, call scripts, **and** website banners.
- **Phase Two: Watch for Renewal Packets in the mail. Remember to update your contact information!**
 - **Launch 60 days prior to end of COVID-19 PHE.**
 - Remind beneficiaries to watch for renewal packets in the mail and update contact information with their local county office if they have not already done so.

Communication Toolkit

- » Provides communication resources designed to support DHCS Coverage Ambassadors.
- » DHCS utilized CMS resources to develop content.
- » Stakeholders reviewed resources and provided feedback.

Using the Toolkit Content

	 Call Script	 IVR Call Script	 Flyers	 Social Media	 Website Banner	 Website Text
Ready-to-use messaging	×	×	×	×	×	×
Multi-platform			×	×		
Broad audience reach			×	×	×	
Focused audience reach	×	×	×		×	×

Best Practices

- » Use the messaging that is provided in the toolkit
- » Offer resources in preferred language
- » Provide appropriate county information, as needed
- » Reminders at every contact with beneficiary

DHCS Ambassadors Resources

- » [Join the DHCS Coverage Ambassador mailing list](#)
- » Download the Outreach Toolkit on the [DHCS Coverage Ambassador webpage](#)
- » Contact: Ambassadors@dhcs.ca.gov

Questions?

Contact: Ambassadors@dhcs.ca.gov