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

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<th>Call Script</th>
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<th>Flyers</th>
<th>Social Media</th>
<th>Website Banner</th>
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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