

DHCS Medi-Cal Continuous Coverage Unwinding

Unwinding Process Overview



Consolidated Appropriations Act of 2023

- » On December 29, 2022, President Biden signed into law the Consolidated Appropriations Act of 2023 which delinked the continuous coverage requirement from the public health emergency and established a March 31, 2023 end date to the continuous coverage requirement.
- » When continuous coverage requirements end, states will need to conduct a full redetermination for all beneficiaries who would have otherwise been subject to redetermination
- » As a result of the Consolidated Appropriations Act of 2023, CMS released updated guidance in a Centers for Medicaid and CHIP Services (CMCS) Informational Bulletin on January 5, 2023 that maintains the applicability of the unwinding rules from previous CMS guidance

DHCS Medi-Cal COVID-19 PHE and Continuous Coverage Operational Unwinding Plan

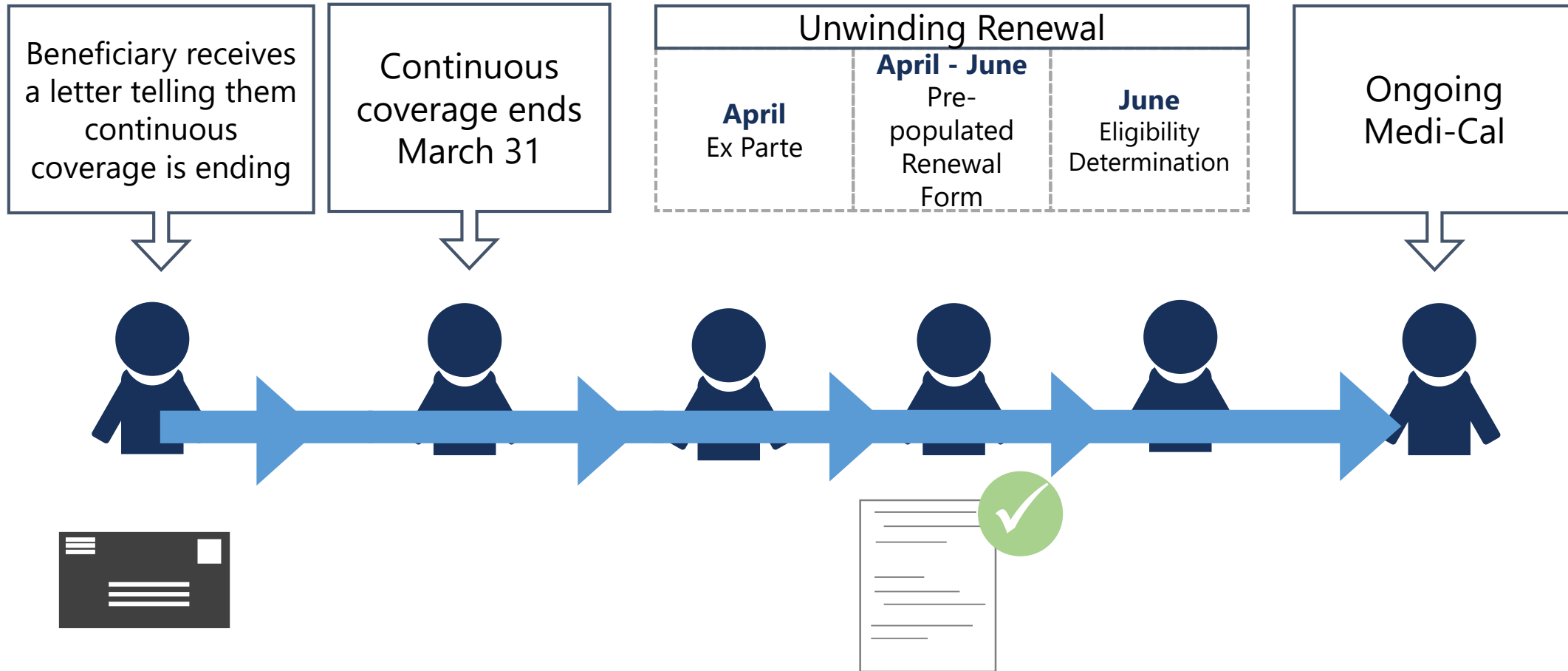
- » The [Medi-Cal COVID-19 PHE and Continuous Coverage Unwinding Plan](#) was originally released in May 2022 and last updated March 7, 2023 to incorporate policy changes as a result of the federal Consolidated Appropriations Act of 2023 and corresponding guidance released from CMS.
- » **The plan includes two main components:**
 - **Part 1: Unwinding Medi-Cal Program Flexibilities**
 - Details PHE-related non-eligibility flexibilities obtained during the PHE that DHCS has already made permanent, seeks to make permanent, or will expire at the end of the PHE.
 - **Part 2: Resumption of Normal Medi-Cal Redetermination Operations**
 - Overviews the DHCS guiding principles and implementation approach for redeterminations, retention strategies, federal eligibility flexibilities, outreach, county/system readiness, and data reporting.

Resuming Normal Business Operations

- » When the continuous coverage requirement ends, counties will process annual renewals on beneficiaries next normally scheduled annual renewal date.
- » Counties began renewal activities on **April 1, 2023** for beneficiaries with a **June 2023** renewal date.
- » The first Medi-Cal discontinuances will occur **July 1, 2023**.
 - A detailed sequencing of annual renewal processing during the Continuous Coverage Unwinding is included in the [Medi-Cal COVID-19 PHE and Continuous Coverage Operational Unwinding Plan](#)

Beneficiary Journey

Continuous Coverage Unwinding Period Renewal



Continuous Coverage for Young Adults

- » As enacted by Senate Bill 184 (Chapter 47, Statutes of 2022), California will implement state-funded full scope Medi-Cal to individuals age 26 through 49, regardless of immigration status if otherwise eligible beginning on January 1, 2024.
- » Once Medi-Cal redeterminations begin at the end of the continuous coverage requirement, the Young Adult Expansion population that turned 26 during the continuous coverage period or will turn 26 during the unwinding will most likely be determined ineligible for state-funded full scope Medi-Cal due to their age.
- » To maintain continuity of coverage for these individuals who would have aged out during the continuous coverage requirement until the new law takes effect DHCS will continue existing state-funded full scope Medi-Cal coverage for this population and instructed counties to deprioritize these renewals towards the end of the continuous coverage unwinding period.

DHCS Guidance to Counties

- » DHCS issued a series of All County Welfare Directors Letters (ACWDLs) and Medi-Cal Eligibility Information Division Letters (MEDILs) to provide counties with specific instructions in 2020, 2021, and 2022 in preparation for the end of the continuous coverage requirement, and also for managing the eligibility activities once the continuous coverage unwinding period begins.
- » Several significant ACWDLs and MEDILs are listed below:
 - ACWDL 22-18 (June 24, 2022): Case Processing Actions after the Conclusion of the COVID-19 PHE
 - ACWDL 22-20 (July 11, 2022): Senate Bill 260 Streamlines Transitioning to Covered California
 - MEDIL 23-26 (February 7, 2023): County Support Webinars Q&A: Continuous Coverage Unwinding Process
 - MEDIL 23-02 (January 10, 2023): Updated Guidance for Counties on Resuming Medi-Cal Redeterminations

Questions



Outreach Campaign



Campaign Goals & Objectives

Goals

- » Drive Medi-Cal renewals once the continuous coverage requirement expires
- » Drive Medi-Cal enrollment for newly eligible individuals

Objectives

- » Raise awareness about the need to renew Medi-Cal coverage and encourage enrollees to take the steps needed to do so
- » Raise awareness about new Medi-Cal eligibility
- » Engage the partner network to increase outreach and amplify messaging

Strategic Imperatives

- » Deploy a data-driven integrated communications campaign to raise awareness and drive action among enrollees
- » Equip partners with information and resources that leverage research-based messages
- » Enlist trusted messengers to convey information authentically and credibly
- » Recognize the diversity of the population and reach them in culturally and linguistically appropriate ways



Campaign Waves Correspond to Enrollee Actions

Awareness | February 2023 – March 2024

- Raise awareness of the need to renew coverage, update contact information, and provide basic timeline/process

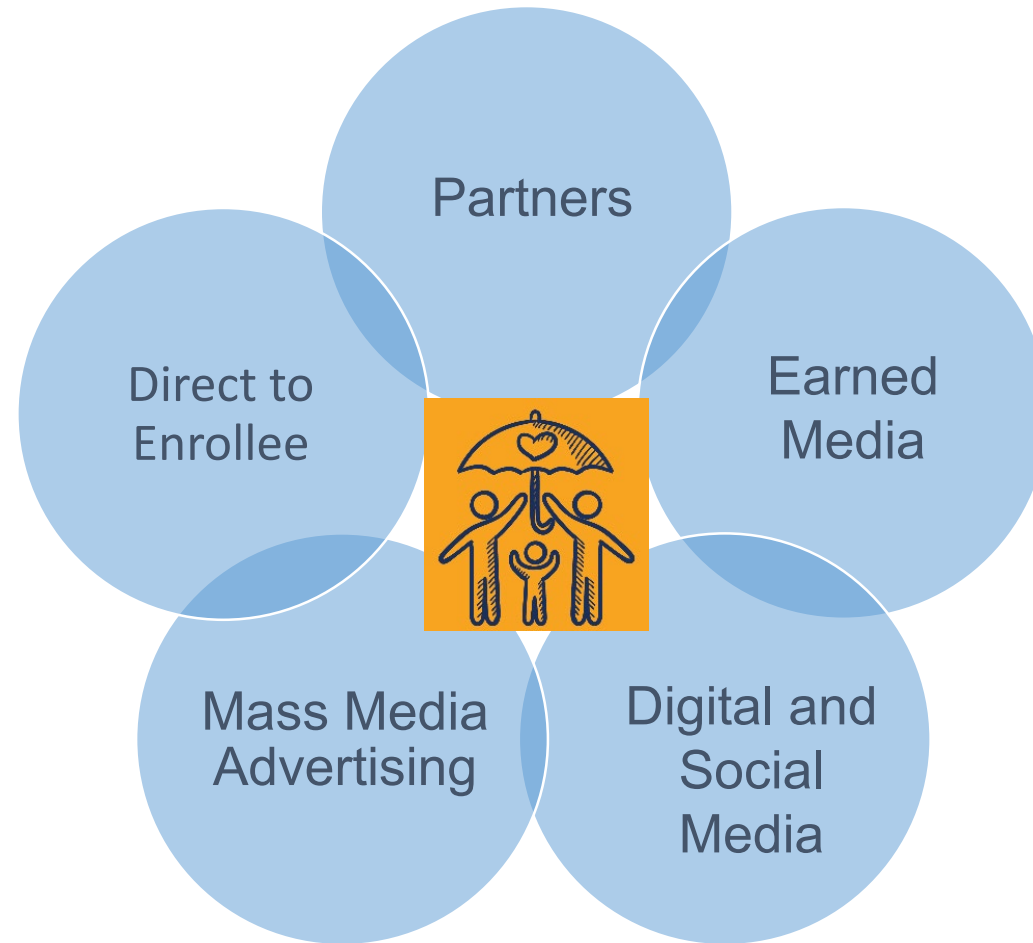
Renewals Focus | May 2023 – May 2024

- Drive timely completion of renewals, timely responses to renewal packets, and an understanding of the process
- Repeat sequence in 30-day cycles

Expanded Eligibility Enrollment | May 2023 – May 2024

- Enrollment begins for newly eligible non-citizens
- Eligibility changes for less restrictive asset calculations
- Eligibility extension for 12-month post-pregnancy coverage

Integrated Communications Strategies



Earned Media

- » Use **earned media tactics** to secure coverage that will help raise awareness, drive action.
- » Press releases and articles
- » Public service announcements

Los
Angeles
Times

The
Mercury
News

THE SACRAMENTO BEE

:30 Awareness Reader

Medi-Cal renewals will be happening soon.

So if you have Medi-Cal, make sure you keep yourself and your family covered.

If you've moved in the last three years, check that your local county office has your correct mailing address, email address, and phone number...

So you don't miss any important renewal information.

Learn more at KeepMediCalCoverage.org.

That's KeepMediCalCoverage.org.

Landing Pages


- » Drive communications to landing pages
 - KeepMediCalCoverage.org and MantengaSuMediCal.org

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

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Keep yourself and your family covered.



Helpful Information

Eligibility

Enrollment

DHCS Contacts

Medi-Cal covers vital health care services for you and your family, including doctor visits, prescriptions, vaccinations hospital visits, mental health care, and more. As COVID-19 becomes less of a threat, California will restart yearly Medicaid eligibility reviews using available information to decide if you or your family member(s) still qualify for coverage. So, if you have Medi-Cal, make sure you take the steps below to get ready to renew.

- 1 Update your information**
Log into your account to make sure Medi-Cal has your current:
 - Address
 - Phone number
 - Email address
- 2 Sign up for updates**
Get general updates about what is happening with Medi-Cal renewals by signing up for email and SMS text messages.
Enter your information:
First Name
Last Name
Email
Mobile Phone
Zip Code
- 3 Check your mailbox**
Counties will mail you a letter about your Medi-Cal eligibility. You may need to complete a renewal form. If you're sent a renewal form, submit your information by mail, phone, in-person, or online, so you don't lose your coverage.

Medi-Cal Members: Keep your coverage. Log on to your [account](#) or contact your [county office](#) to update your information.

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Mantenga su cobertura y la de su familia.



Información Útil

Eligibilidad

Inscripción

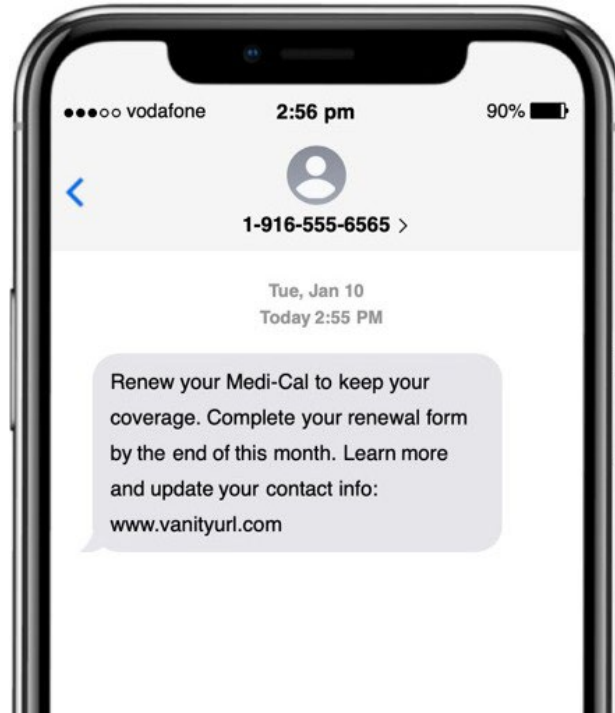
Contactos de DHCS

Medi-Cal cubre servicios de salud importantes para usted y su familia, incluyendo visitas al doctor, medicinas, vacunas, visitas al hospital, servicios de salud mental, entre otros. La emergencia de salud pública terminará, las oficinas de Medi-Cal en el estado de California comenzaran la renovación de beneficiarios de Medi-Cal usando la información disponible para decidir si usted o los miembros de su familia todavía califican para su cobertura. Entonces, si usted tiene Medi-Cal, asegúrese de tomar los pasos necesarios para estar preparados para su renovación.

- 1 Actualice su información**
Entre a su cuenta para asegurarse que la oficina de Medi-Cal tenga su información actualizada:
 - Domicilio
 - Número de teléfono
 - Correo electrónico
- 2 Regístrese para recibir información**
Reciba información sobre lo que está pasando con las renovaciones de Medi-Cal al regístrase por medio de correo electrónico y mensajes de texto.
Entregue su información:
Primer Nombre
Apellido
Correo electrónico
Número de celular
Código postal
- 3 Revise su correo**
Si su información no se puede confirmar electrónicamente, usted posiblemente tendrá que llenar su formulario de renovación. Las oficinas de Medi-Cal le mandaran una carta sobre su elegibilidad de Medi-Cal. Si usted debe mandar su formulario de renovación, entregue su información por correo, en persona, o en línea, para que no pierda su cobertura de Medi-Cal.

Direct-to-Enrollee Communications

- » **Direct mail** to enrollees
- » Leverage **email** and **text messages** for 1:1 communications



Keep yourself and your family covered.

Make sure your information is up to date.

Medi-Cal covers vital health care services for you and your family, including doctor visits, prescriptions, vaccinations, mental health care, and more. So, if you have Medi-Cal, make sure your information is up to date.

Update your contact information
Report any new changes to your contact information, including phone number, address, and email address.

Check your renewal status
Counties will mail you a renewal form. You may not be eligible. You may need to complete a renewal form. If you're sent a renewal form by mail, phone, or in person, complete it by the end of the month.

Create or check your account
You can sign up to receive alerts by email, text, or phone. Log into your account to update your contact information, renewals or request a renewal.

Complete your renewal (if you get one)
If you received a renewal form by mail, phone, or in person, complete it by the end of the month.

For more details and information, visit KeepMediCalCoverage.org

Mantenga su cobertura y la de su familia.

Asegúrese de que su información esté actualizada.

Medi-Cal cubre servicios de salud vitales para usted y su familia, incluyendo visitas al médico, recetas, vacunas, servicios de salud mental y más. Así que si tiene Medi-Cal, asegúrese de renovarlo cuando llegue el momento.

Actualice su información de contacto
Reporte cualquier cambio de información, como su nombre, dirección, número de teléfono y dirección de correo electrónico, para que su condado pueda comunicarse con usted.

Revise su correo
Los condados le enviarán una carta sobre su elegibilidad para Medi-Cal. Es posible que deba completar un formulario de renovación. Si le envían un formulario de renovación, envíe su información por correo, teléfono, en persona o en línea para no perder su cobertura.

Cree o revise su cuenta en línea
Puede suscribirse para recibir alertas sobre su caso. Cree o inicie sesión en su cuenta para recibir estas alertas. Puede enviar renovaciones o la información solicitada en línea.

Complete su formulario de renovación (si recibe uno)
Si recibió un formulario de renovación, envíe su información por correo, teléfono, en persona o en línea para ayudar a evitar la interrupción en su cobertura.

Para más detalles e información acerca de cómo actualizar su información de contacto, visite KeepMediCalCoverage.org

Medi-Cal

Advertising

Digital Media

- » Digital video
- » Digital display ads
- » Paid search
- » Social media

Ad · <http://www.vanityURL.org> ⋮

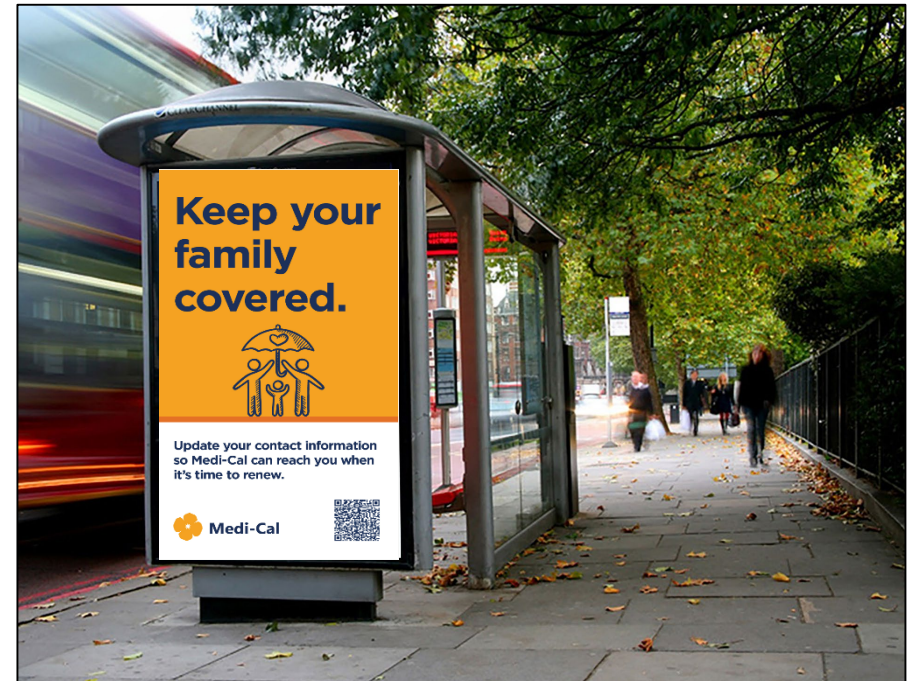
Renew Your Medi-Cal Coverage

It's almost time for renewals! Make sure your county office has your current contact info.



Out of Home

- » Public transit, billboards, retail locations



Advertising

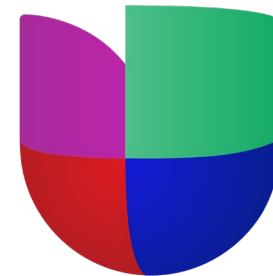
Radio

- » Digital Radio
- » Broadcast Radio



Spanish media partnership

- » Univision priority placements on Spanish TV and radio stations and online to leverage their personalities and platforms.



UNIVISION

How You Can Help



Partner Resources

» Available in 19 threshold languages

- English, Spanish, Arabic, Armenian, Cambodian, Mandarin, Farsi, Hindi, Hmong, Japanese, Korean, Laotian, Mien, Punjabi, Russian, Tagalog, Thai, Ukrainian, Vietnamese
- www.dhcs.ca.gov/toolkits/Pages/Medi-Cal-Continuous-Coverage-Unwinding.aspx



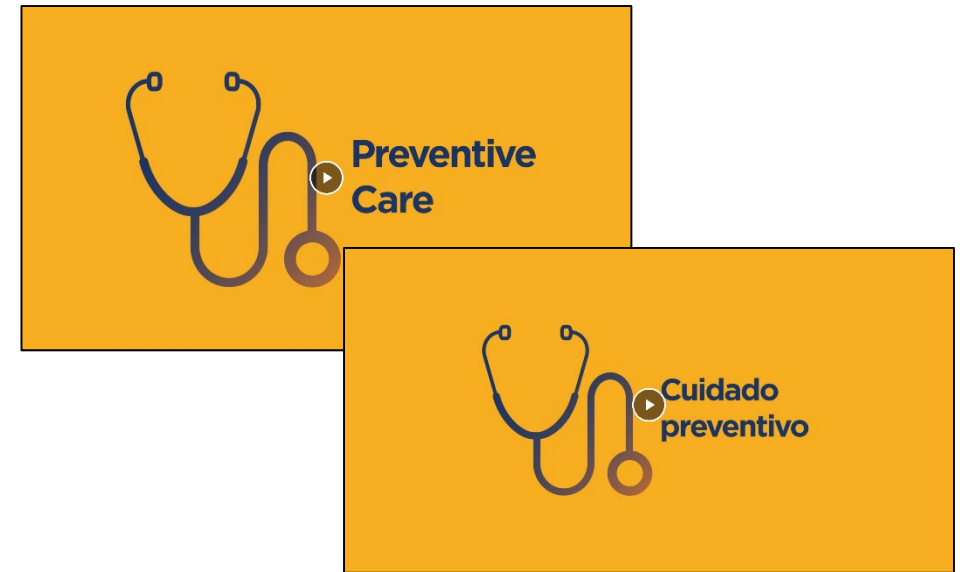
Outreach Materials

- Script for call center staff
- Emails and Text messages
- Flyer/Insert snippets
- Interactive voice response—scripted messages
- Messaging and FAQs
- Social media posts
- Website text
- Coming Soon:
 - New tailored resources for groups including: In-Home Supportive Services recipients, tribal communities, providers, schools, senior centers



Videos

- » "Take Care" and "Keep Covered" :30s, :15s, :06s videos
 - Available online in English and Spanish
 - Additional 17 threshold languages coming soon
- » How-To informational video
 - Step-by-step explanation of the renewal process



Downloadable Assets

- » English and Spanish print materials have been shipped to all 58 counties and 200 ambassadors who completed a survey in February
- » If you have not yet ordered print materials, fill out this survey: <https://www.surveymonkey.com/r/BRTMBNQ>

Medi-Cal Beneficiaries:

Take action to keep your Medi-Cal

Your local county office will mail you a letter about your Medi-Cal coverage.

The letter will tell you if:

- Your county needs information from you to renew your Medi-Cal
- or
- Your Medi-Cal was renewed automatically

If you get a renewal form, please fill it out and return it right away.

Check that your local county office has your updated information, including your name, current address, email address, and phone number.

For more details and to learn how to update your contact information, visit [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org)

Keep yourself and your family covered.

Make sure your information is up to date.

Medi-Cal covers vital health care services for you and your family, including doctor visits, prescriptions, vaccinations, mental health care, and more. So, if you have Medi-Cal, make sure you renew it when it's time.

Update your contact information
Report any new changes to your name, address, phone number, and email address, so your county can contact you.

Check your mail
Counties will mail you a letter about your Medi-Cal eligibility. You may need to complete a renewal form. If you're sent a renewal form, submit your information by mail, phone, in person, or online, so you don't lose your coverage.

Create or check your online account
You can sign up to receive alerts on your case. Create or log into your account to get these alerts. You may submit renewals or requested information online.

Complete your renewal form (if you get one)
If you received a renewal form, submit your information by mail, phone, in person, or online to help avoid a gap in your coverage.

 For more details and to learn how to update your contact information, visit [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org)





Become a Coverage Ambassador

- » Check the stakeholder resource page for up-to-date content and resources
 - Updated with new assets, additional languages
- » Become a DHCS Coverage Ambassador (in English and Spanish)
 - Currently, we have 1700+ DHCS Coverage Ambassadors signed up to help DHCS spread the word on the Continuous Coverage Unwinding Efforts
 - DHCS developed FAQs for our Coverage Ambassadors to assist with outreach efforts
 - [Sign up here](#)

The screenshot displays the DHCS website interface. At the top, there is a navigation bar with the DHCS logo and various service links. The main content area is titled "Medi-Cal Continuous Coverage Requirement" and includes an "Overview" section with text about the program's history and a "Two-Phase Approach to Communications" section detailing the "Phase 1, Awareness" and "Phase 2, Renewal" campaigns. A sidebar on the left lists various toolkits and resources available for users.

Medi-Cal Members: Keep your coverage. Log on to [your account](#) or contact [your county office](#) to update your information.

Medi-Cal Continuous Coverage Requirement

Overview

In March 2020, the Centers for Medicare & Medicaid Services (CMS) temporarily waived certain Medicaid and Children's Health Insurance Program (CHIP) requirements and conditions in response to COVID-19. The easing of these rules helped people with Medicaid (Medi-Cal in California) and CHIP—in all 50 states, the District of Columbia, and the five U.S. territories—keep their health coverage during the pandemic. However, a new law ends Medicaid continuous coverage on March 31, 2023 and requires states to restart eligibility renewals beginning April 1, 2023.

Two-Phase Approach to Communications

DHCS is implementing a two-phased communication campaign to reach beneficiaries with messages across multiple channels using trusted partners called [DHCS Coverage Ambassadors](#).

Phase 1, Awareness – Launched in spring 2022, to encourage beneficiaries to provide updated contact information, such as name, address, phone number, and email address, so they can be contacted with important information about keeping their Medi-Cal benefits. Messaging focuses on "Keep yourself and your family covered."

Phase 2, Renewal – Beginning in February, this stage will continue encouraging beneficiaries to update contact information and report any changes in personal circumstances.

DHCS Coverage Ambassadors can use content from the [Medi-Cal Continuous Coverage Communication Toolkit - Phase 1](#) to encourage beneficiaries to update contact information, if it has changed. Additionally, it will also remind beneficiaries to check their mail for upcoming renewal packets they will receive by mail that will be issued for those who could not be renewed using information the local county office already has available. Beneficiaries will also be encouraged to check their online accounts for renewal alerts. The template messaging in this toolkit for Phase 2 focuses on themes including "Renew it or lose it" and "Time to renew" language, to emphasize the importance and urgency of renewal. The resources provided in this toolkit will further assist DHCS Coverage Ambassadors with outreach to beneficiaries about their renewals, and what they need to do to avoid a gap in coverage.

The focus of the communications campaign messaging is to encourage beneficiaries to report any changes in contact information including name, current address, email address, or phone number. Beneficiaries can update contact information in person, phone, mail, or online, if it has changed.

DHCS Coverage Ambassadors

Sign up to become a [DHCS Coverage Ambassador](#) today.

The Medi-Cal continuous coverage toolkit and webpage are available to help DHCS Coverage Ambassadors to customize push communications to Medi-Cal beneficiaries to encourage them to update their contact information with their counties. This will help ensure they receive important information about keeping their Medi-Cal coverage.

As further communications are needed, updated toolkits will be posted on the DHCS website as they become available and will be distributed to DHCS Coverage Ambassadors.

Key Messages

DHCS Coverage Ambassadors should focus on encouraging beneficiaries to get ready to renew their Medi-Cal coverage. Messages should be simple, direct, and informative:

Awareness

- **Log into your account** – Make sure that Medi-Cal has up-to-date information. Visit [KeepMediCalCoverage.org](#) to learn more and to sign up for email and text message alerts to get general updates about what is happening with Medi-Cal renewals.
- **Update your contact information** – Make sure counties have your current name, mailing address, phone number, email address, or other contact information if it has changed. This way, counties can contact you about your Medi-Cal.

Renewal

- **Create or check your online account** – Create or check your Covered California, BenefitsCal, or MyBenefitsCaWIN account to sign up to get text or email alerts about your case. You may be able to submit renewals or requested information online.
- **Complete your renewal form (if you get one)** – If you received a renewal form in the mail, you may submit your information by mail, phone, in person, or online to help avoid a gap in your Medi-Cal coverage.

Outreach Tactics

The following section is a list of available outreach materials:

Thank You

