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CenCal Health's Outreach Strategy for Medi-Cal Eligibility Renewals

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Overview/Background

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) keep their health coverage during the pandemic.

However, a new law passed on December 23, 2022, called the Consolidated Appropriations Act, an omnibus funding package, that provided a fixed end date for Medicaid continuous coverage for March 31, 2023.

States are required to restart eligibility renewals **beginning April 1, 2023.**



DHCS Statewide Outreach Campaign

The California Department of Health Care Services (DHCS) launched a statewide public information, education, and outreach campaign to raise awareness about the upcoming return of the Medi-Cal eligibility renewal process for all 15.4 million Medi-Cal members, and to encourage them to take steps to keep their coverage.

DHCS' statewide campaign will run from February 2023 through June 2024 and hopes to drive Medi-Cal members to take necessary steps to keep themselves and their families covered. Recognizing the diversity of Californians, the campaign will include a range of integrated communications tools designed to reach Medi-Cal members in 19 Medi-Cal threshold languages where they live, work, and spend time with vital information.



Additional DHCS campaign information

The campaign will reach individuals across traditional and digital media channels, including radio, Facebook, and display advertising, as well as through out-of-home advertising, such as billboards and public transit signage. Direct mail, text messaging, and email will be utilized to reach members individually. Working with diverse stakeholders that have relationships in communities across the state will ensure that the campaign reaches populations in culturally and linguistically appropriate ways.

Collateral materials, including call center scripts, text and social media scripts, flyers, posters, etc. are available for government agencies, county enrollment offices, and community partners. **DHCS provided a “Renewal Toolkit” for Plans like CenCal Health to use and to share with our community partners.**



Most Important Website for Beneficiaries

- DHCS also asks that all beneficiaries are given the new, Medi-Cal Renewal Website: www.KeepMediCalCoverage.org
- Here, beneficiaries can update their contact information, sign up for updates to ensure renewal packets are received and report changes and complete their renewal packets directly on-line with the inclusion of a direct link to: www.mybenefitscalwin.org/
- We want all beneficiaries to visit this website now, to ensure any address, phone and email information on file is accurate in order to receive their renewal packets timely.

Key Outreach Materials / DHCS Toolkit

- **DHCS is requiring the use of their materials and messaging verbatim.** CenCal Health must request approval from DHCS if wanting to edit in any way other than adding our logo.
- All scripts for text, calls, social media, website and samples of the flyers and posters that DHCS supplied are available and recommended for use at: www.dhcs.ca.gov/toolkits/Pages/Medi-Cal-Continuous-Coverage-Unwinding.aspx
- Spanish translation of all materials is available from the menu on the website and 18 other languages will be posted soon.

Sample DHCS Renewal Toolkit Components

DHCS-approved “Social Media” documentation:

MEDI-CAL BENEFICIARIES

Take action to keep your Medi-Cal!

Watch for an important renewal letter coming soon.



MEDI-CAL BENEFICIARIES

It's almost time to renew your Medi-Cal coverage.

Report any changes to your contact information.



Keep your family covered.

Update your contact information so Medi-Cal can reach you when it's time to renew.



More Renewal Toolkit Components

DHCS-approved “Posters/ Flyers” documentation:

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)



CenCal Health's Outreach Plan



Social Media



Website



Text campaign



Robocall
campaign



Press
Releases



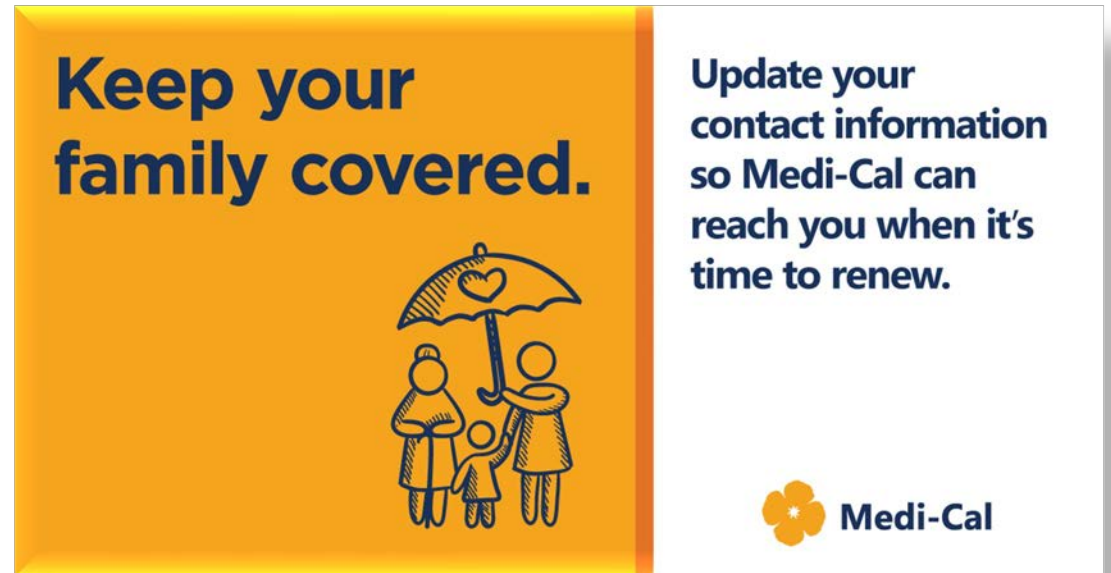
MSR call
scripting



Promote www.KeepMediCalCoverage.org

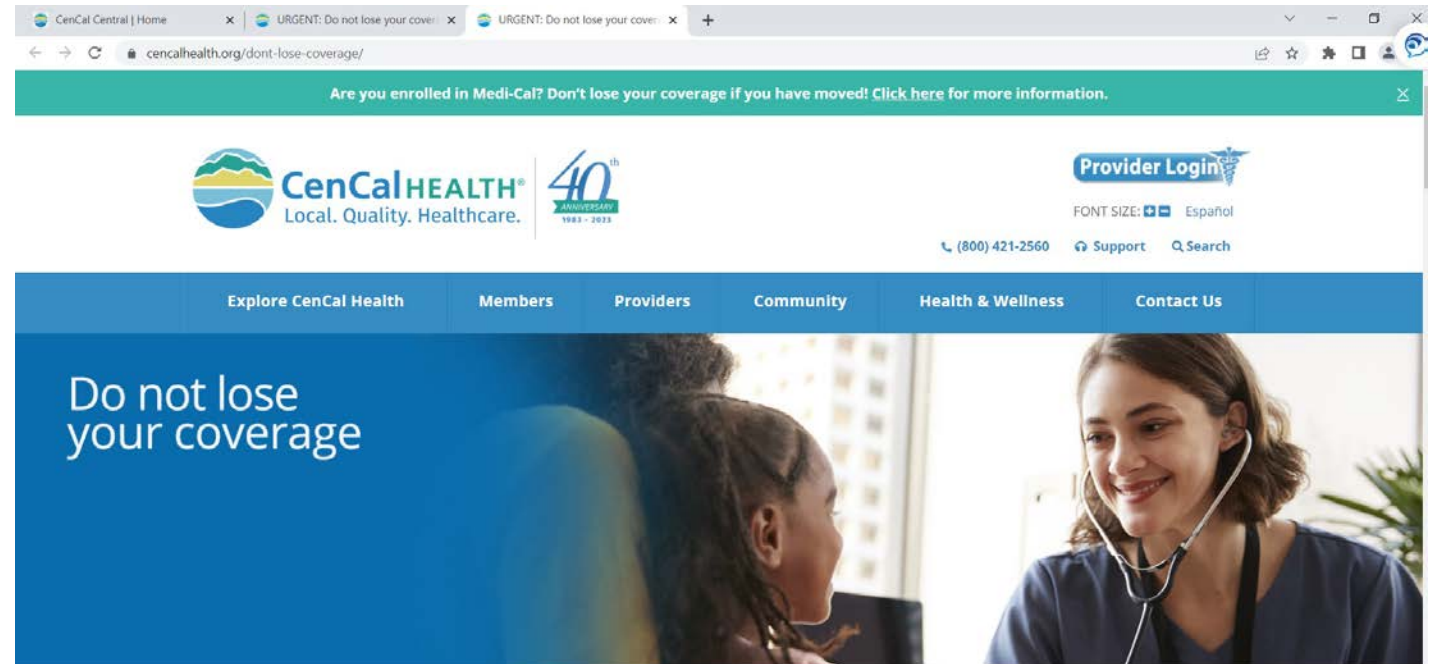
Social Media

- CenCal Health will use the DHCS toolkit social media samples for an outreach campaign through Twitter, Facebook, Instagram, etc.



Website

- CenCal Health created a “Don’t Lose Coverage” page on our website with key information for members about renewing coverage.
- DHCS Toolkit Flyer samples will be added here.



Visit: www.cencalhealth.org/dont-lose-coverage/



Website (continued)

- Additionally, CenCal Health has a “How to Apply for Medi-Cal” page on our website providing key information for members and potential members on how to apply for Medi-Cal.



Visit: www.cencalhealth.org/explore-cencal-health/how-to-apply/



Text Campaign

DHCS Toolkit-approved text samples below:

- *You can report information in person, phone, mail, or online.*
- *To get your Medi-Cal renewal letter, make sure you've updated your contact information if it changed recently. You can report information in person, phone, mail, or online at www.KeepMedicalCoverage.org*
- *Don't miss your Medi-Cal renewal letter. Update your contact information in person, phone, mail, or online, if it changed at www.KeepMedicalCoverage.org*
- *Take action to keep your Medi-Cal. Make sure your address is up to date so you get your renewal letter. If your information has changed, you can report information in person, phone, mail, or online at www.KeepMedicalCoverage.org*
- *Medi-Cal renewals are coming soon. Make sure your address is up to date. If your information has changed, you can report information in person, phone, mail, or online at www.KeepMedicalCoverage.org*
- *Did you get a Medi-Cal renewal packet? Fill it out and return it to your county in person, phone, mail, or online, as soon as possible. Visit www.KeepMedicalCoverage.org for more information.*

Robocal/IVR Campaign

DHCS Toolkit-approved call/IVR scripts below:

- *It's almost time to renew your Medi-Cal coverage. You may need to take action to keep your coverage. If your current address, email address or phone number have changed, please update your information with your local county office. Remember to check your mail for a letter about your Medi-Cal coverage.*
- *It's almost time to renew your Medi-Cal coverage. You may need to take action to keep your coverage. Please respond as soon as possible to all requests for information from your local county office.*
- *It's almost time to renew your Medi-Cal coverage. If you receive a renewal packet or a letter asking for more information, you may submit the information by mail, phone, in person, or online.*

Press Releases

- Press releases have begun through local media across both counties about the redetermination process beginning again in April 2023.
- Will continue to provide updates and key information through press releases as deemed necessary.



Member Services Call Center Scripts

DHCS provided the scripts Plans should provide for the following types of questions:

- Do I need to complete a Medi-Cal renewal?
- When do I need to fill out and return my Medi-Cal renewal packet?
- What can I do to prepare for my Medi-Cal renewal?
- How do I report a change if I have SSI?
- What if I am no longer eligible for Medi-Cal?



Final Thoughts

- CenCal Health supports the DHCS outreach strategy and shares the same goal: **Keep Medi-Cal coverage for ALL beneficiaries!**
- We want to ensure no one loses coverage because of lack of returning their eligibility renewal packet.
- We are dedicated to use the common messaging being used statewide for clarity.
- CenCal Health would greatly appreciate those in our communities who enrolled as “Coverage Ambassadors” to let us know who you are so we can work together to assist our membership.
- We are here to support our local DSS offices and other community-based organizations assisting our members in the renewal process however else we can, beyond what was shared today.



QUESTIONS?



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