

Public Health Emergency Unwinding Strategies & Activities

September 7, 2022



TARGET AUDIENCE

PHW Community HealthChoices Participants and/or Authorized Representatives



KEY MESSAGING

- Prepare for the eventual end of the COVID-19 Public Health Emergency. Take action now to make sure you receive important information about your coverage.
- The most important step you can take right now is to make sure your contact information-including your address, email and phone numbers- is correct and up to date.
- You can update information using the Department of Human Services (DHS) COMPASS website or by downloading the myCOMPASS PA app on your mobile phone.
- When the PHE ends, DHS will reach out to see if people are still eligible for Medical Assistance (MA). If your renewal shows you're no longer eligible, there are options for you to stay covered.
- If you need help with re-applying for your CHC, PHW representatives are available to assist you accessing the resources you need.



COMMUNICATIONS TACTICS

- Leverage existing OLTL and DHS communications activities. Leverage Pennie communications activities.
- Outreach activities (inclusive of phone calls) for identified participants - both nursing facility ineligible (NFI) and nursing facility clinically eligible (NFCE)- who have a renewal due and assist with completion of required documentation.
- For NFCE, Service Coordination engagement via phone and personal visit.
- For participants, whose renewal show they're no longer eligible for MA, referral to Pennie- Pennsylvania's official health and dental marketplace- for other affordable coverage options.





COMMUNICATIONS TACTICS

- PHW website messaging regarding end of PHE and links to important state resources including myCOMPASS PA app, COMPASS website and Pennie website; leverage PHW social media channels.
- Interactive Voice Response (IVR)/on hold messaging explaining end of PHE and offer of assistance if participant has questions regarding eligibility.
- Call center scripting to confirm up to date contact information and explanation that PHE is eventually ending and importance of re-enrolling.
- Letters, emails and possible outbound texting (if Federal Communications Commission (FCC) waiver approved, and state allows) with key messaging and resource information.
- Leverage legislative/government relations outreach efforts, sharing various resources and contact information for both MA and other affordable coverage

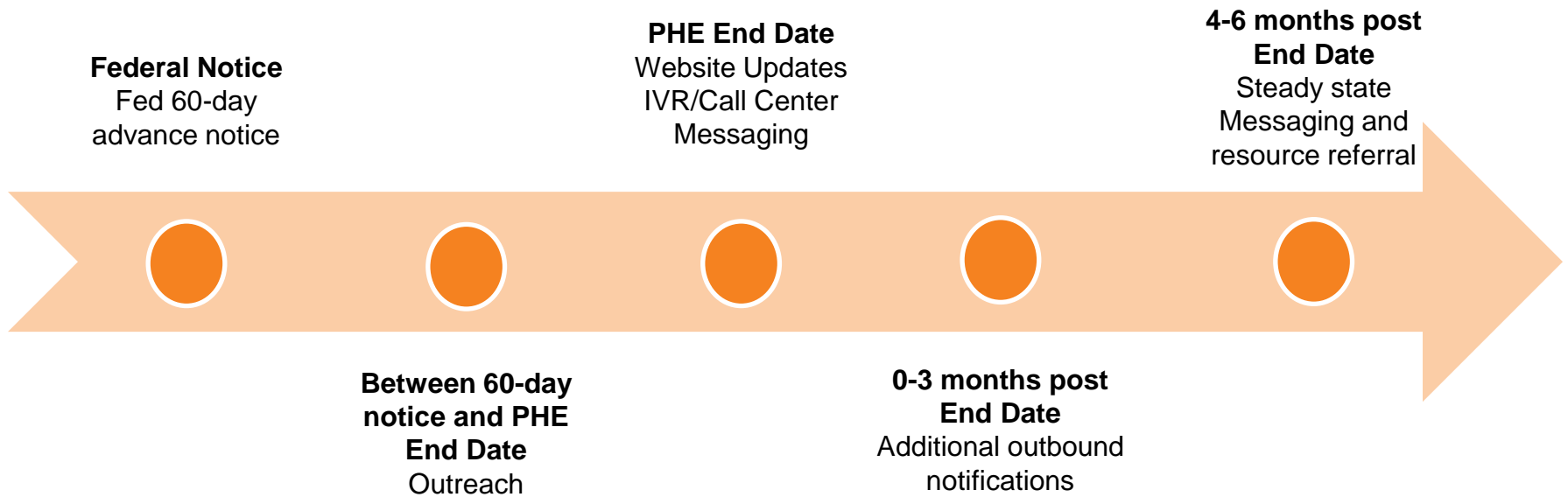


PHW PHE Unwinding Communications



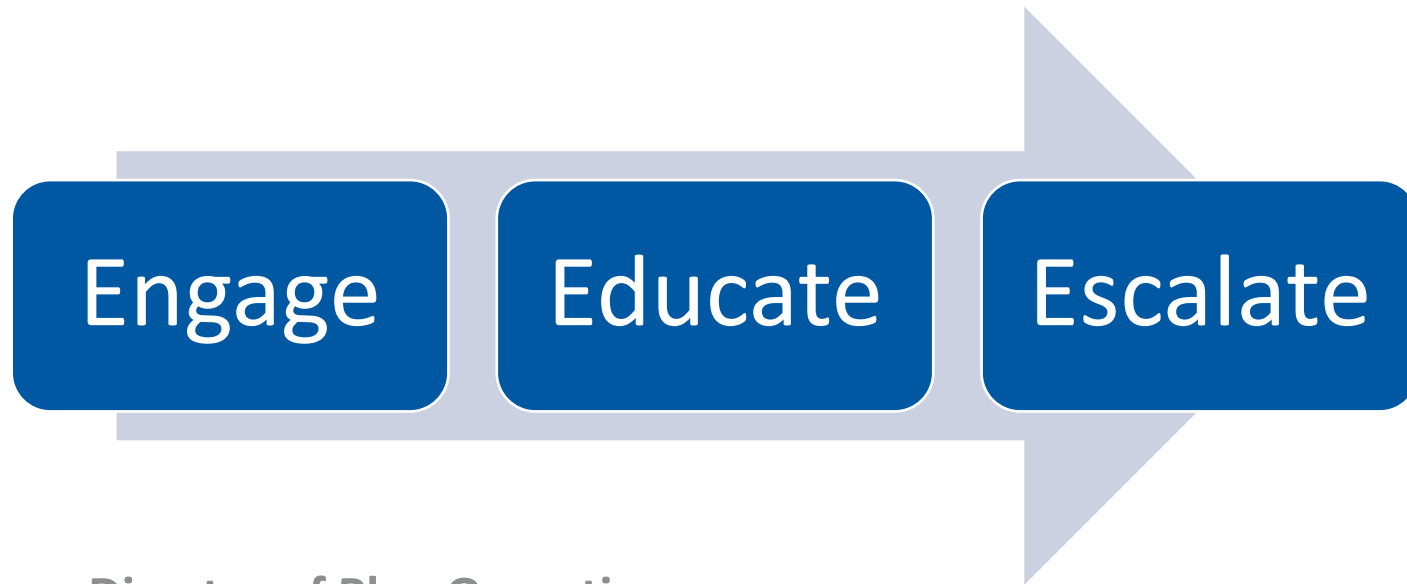
EXECUTION TIMELINE

High-level timeline assuming a 6-month unwinding period



Any questions?

MCO strategies related to the unwinding of the Public Health Emergency (PHE)



Frank Santoro, Director of Plan Operations



**CARE IS THE HEART
OF OUR WORKSM**

Delivering the Next
Generation
of Health Care



Engage

- AmeriHealth Caritas Pennsylvania Community HealthChoices (ACP CHC)/ Keystone First Community HealthChoices (KF CHC) will engage Participants/Caregivers, and stakeholders through various means and activities:
- ***Participant Engagement***
 - Call and text campaigns for both Nursing Facility Ineligible (NFI) and Nursing Facility Clinically Eligible (NCFE) Participants
 - Live agent outreach (for NFI) and Service Coordinators outreach (for NFCE)
 - Special emphasis on those Participants who were flagged as not returning a prior renewal / redetermination paperwork
 - Updated website to inform Participants and Providers of the end of the PHE, how to access and update COMPASS.
 - Include in future Participant Advisory Committee (PAC) meetings agendas.
- ***Stakeholder engagement:***
 - Partner and brainstorm with organizations like Community Based Organizations, Centers for Independent Living, SEIU to determine messaging strategies.



Educate

- ACP CHC / KF CHC will leverage our Service Coordinators, Call Center and stakeholder relationships to educate Participants/Caregivers on various elements of the unwinding of the PHE.
 - What is the PHE?
 - The importance of returning their renewal / redetermination paperwork.
 - The importance of, and process to, update information through COMPASS or the Statewide Customer Service Center.
 - How to sign up for text or e-notes alerts through COMPASS.
 - Information on local County Assistance Offices.
 - How Service Coordinators can address questions they may have.



Escalate

ACP CHC / KF CHC is creating an environment where Participants can receive additional assistance with Medicaid renewals.

- Call Center staff will have tools and scripts to assist with in-bound inquiries.
- Calls will be routed from Call Center to assigned Service Coordinators, if individualized attention is needed.
- ‘Tier 2’ inquiries for NFI participants will be triaged.
- Service Coordinators are available to conduct in-home visits to assist with the completion of the renewal.

More than
35 YEARS
of making
care the heart
of our **work.**



Unwinding the Public Health Emergency: UPMC Update

MLTSS SubMAAC Presentation - September 2022

UPMC
LIFE CHANGING MEDICINE

UPMC – Unwinding the Public Health Emergency

- During the Public Health Emergency, PA was required to continue Medical Assistance (MA) for most CHC participants unless they: moved out of state, passed away, or asked to end their MA.
- After the Public Health Emergency ends, CHC Participants will have to complete a renewal with the County Assistance Office to maintain their MA, as long as they are eligible.
- The shared goal of the Managed Care Organizations, the Centers for Medicare & Medicaid Services, and the Office of Long-Term Living is to ensure that participants have coverage after the Public Health Emergency ends.

UPMC – Unwinding the Public Health Emergency

What is UPMC doing to help CHC participants?

UPMC has continued to outreach to participants during the Public Health Emergency to perform annual renewals

UPMC CHC has received participant-level data from OLTL and is currently using this information, combined with our own data analytics, to prioritize our outreach efforts for those most at risk

UPMC has a dedicated team that specializes in eligibility and the renewal process that will assist any UPMC participant that needs extra help

UPMC's Eligibility Team is also working collaboratively alongside of our Service Coordinators, and our Community Outreach Team to help our participants maintain their coverage

UPMC – Unwinding the Public Health Emergency

UPMC is leveraging all resources to reach participants and assist with renewals:



UPMC – Unwinding the Public Health Emergency

UPMC is leveraging multiple means of communication to reach participants, including:



Telephonic outreach – IVR, robocalls



Written communications – letters, brochures*



Electronic communications – e-mails, texts



Social Media – Facebook, Twitter

UPMC – Unwinding the Public Health Emergency

UPMC is leveraging multiple means of communication to reach participants, including:

Other areas of consideration include:

- Materials will be provided in languages of preference
- TTY capabilities available for those who are deaf or hard of hearing
- Leverage community organizations that represent diverse communities to inform and educate about the need to renew
- UPMC will assist participants with enrollment in other plans that may better fit their needs such as Marketplace plans, etc.

Connect with UPMC!

To request additional assistance from UPMC, please call the Service Coordination HUB at 844-860-9302, to:

- Talk to your Service Coordinator
- Ask to speak to an Eligibility Specialist