

Outreach Plan for the end of Medical Assistance (MA) Continuous Eligibility



Stay covered for all of
your health care needs

Managed Long-Term Services and Supports Subcommittee Meeting February 1, 2023

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**CARE IS THE HEART
OF OUR WORKSM**



Delivering the Next
Generation
of Health Care

AmeriHealth Caritas Community HealthChoices (CHC) Plans have created a 'Stay Covered' outreach campaign



Outreach
and educate
Participants

Connect
with
Providers,
Community
Partners and
Legislators

Engage and
train
Associates
throughout
the
organization

The outreach campaign encompasses various strategies and methods to engage stakeholders



- Direct Service Coordinator outreach to Participants, for education and assistance
- Engaged a vendor to conduct outreach to identified Participants who do not have a Service Coordinator and may be at risk for continuous eligibility
- Developed materials for all Associates who have Participant contact, including Service Coordination, Call Center, Wellness Centers, Provider Relations, etc.
- Created information regarding continuous eligibility to be posted on our Plan websites
- Discuss continuous eligibility at future Participant Advisory Committee meetings, which are scheduled in March (Northwest and Northeast are scheduled for 3/9/23, Lehigh/Capital is 3/14/23, Southwest is 3/15/23, Southeast is 3/16/23)
- Discuss continuous eligibility with direct care Providers, and at Provider forums, (i.e., the quarterly Pennsylvania Home Care Association meetings)
- Including an insert in the next Participant newsletter regarding continuous eligibility, scheduled for March 2023
- Partnering with Dual Eligible Special Needs Plans (D-SNPs) to inform them of their beneficiaries who were flagged by the State as having Medicaid issues

Outreach and engagement materials

(NOTE: Materials are in varying degrees of development, review and approval. No materials requiring Office of Long-Term Living approval will be disseminated prior to approval .)



Communication		Audience	Description
1	Stay Covered Talking Points	Associates	Background information and resources Associates can use to assist Participants with what to do and how.
2	Stay Covered Mailer for Participants	Participants	Intended as precursor to redetermination start date, reminds Participants they need to keep information up to date with DHS and the different ways to do that.
3	Quick Tip Check List	All	Quick reference guide for dissemination to Participants regarding what they need to do and how. Provided to Participants at events, Wellness Centers , etc., will give hard copies to Community Partners, Legislators and Providers for distribution, and will post online as a reference.
4	Notice for Providers	Providers	Background information and resources Providers can use to assist Participants with what to do and how.

Outreach and engagement materials

(NOTE: Materials are in varying degrees of development, review and approval. No materials requiring Office of Long-Term Living approval will be disseminated prior to approval .)



Communication		Audience	Description
5	Notice for Community Partners/Legislators	Community Partners/ Legislators	Background information and resources Community Partners/ Legislators can use to assist Participants with what to do and how
6	Text Messages	Participants	Quick reminder to keep information up to date with links to information and resources about how to do that
7	Web Copy	All	Background information and resources to assist Participants with what to do and how, and to inform anyone involved regarding what Participants need to do when and how.
8	It's Time Mailer	Participants	Intended to alert Participants that their redetermination paperwork is coming, they must complete it, and what to do once they know whether or not they are eligible for MA.

Stay Covered for all your health care needs

AmeriHealth Caritas Pennsylvania Community HealthChoices wants to make sure you stay covered for all of your health care needs.



Keystone First Community HealthChoices wants to make sure you stay covered.



Thank you

End of Continuous Medical Assistance (MA) Eligibility Outreach Plan

Managed Long Term Services and Supports Subcommittee Meeting
February 1, 2023



TARGET AUDIENCE

PHW Community HealthChoices (CHC) Participants and/or Authorized Representatives



KEY MESSAGING

- Prepare for the eventual end of the continuous MA coverage requirement. Take action now to make sure you receive important information about your coverage before your annual renewal date.
- 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.
- As of April 1, 2023, DHS will return to normal eligibility processes. 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 MA Continuous Eligibility 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 MA Continuous Eligibility and offer of assistance if participant has questions regarding eligibility.
- Call center scripting to confirm up to date contact information and explanation that MA Continuous Eligibility is ending 4/1/23 and importance of re-enrolling.
- Letters, emails and possible outbound texting (if approved) with key messaging and resource information.
- Leverage legislative/government relations outreach efforts, sharing various resources and contact information for both MA and other no/low-cost options

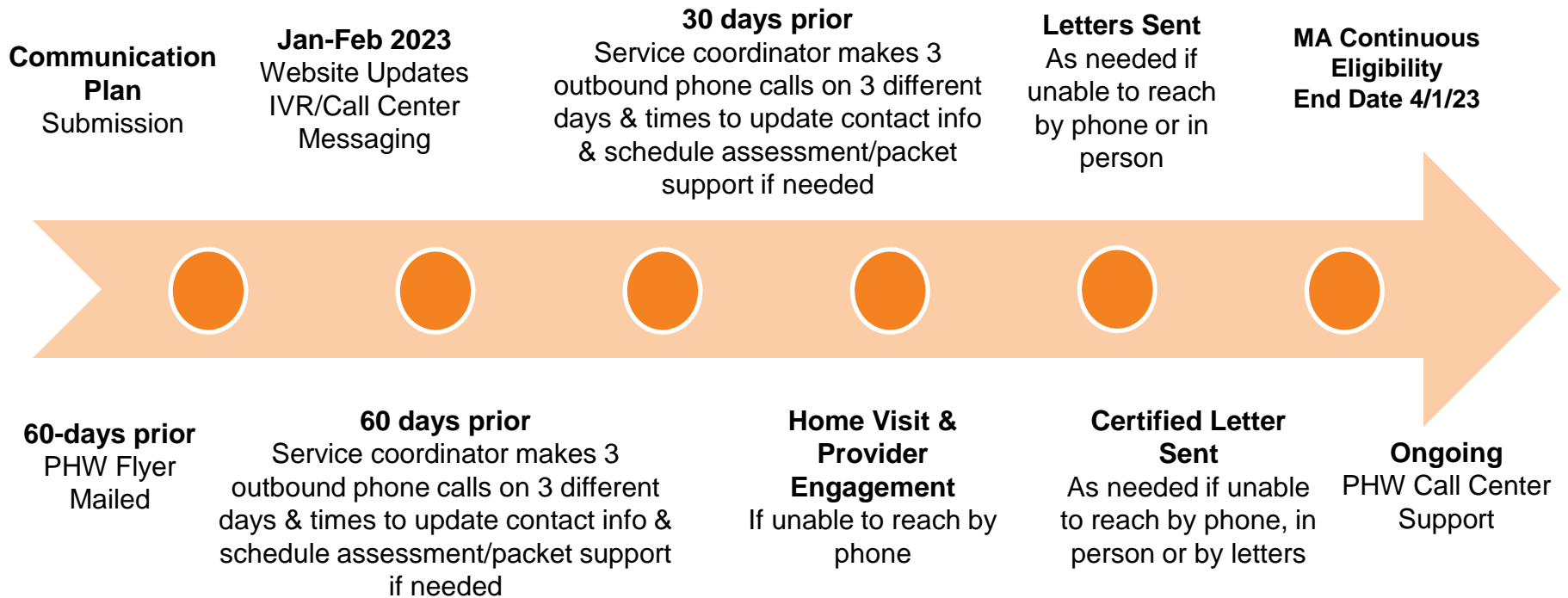


Support to Home & Community Based Participants HCBS



EXECUTION TIMELINE

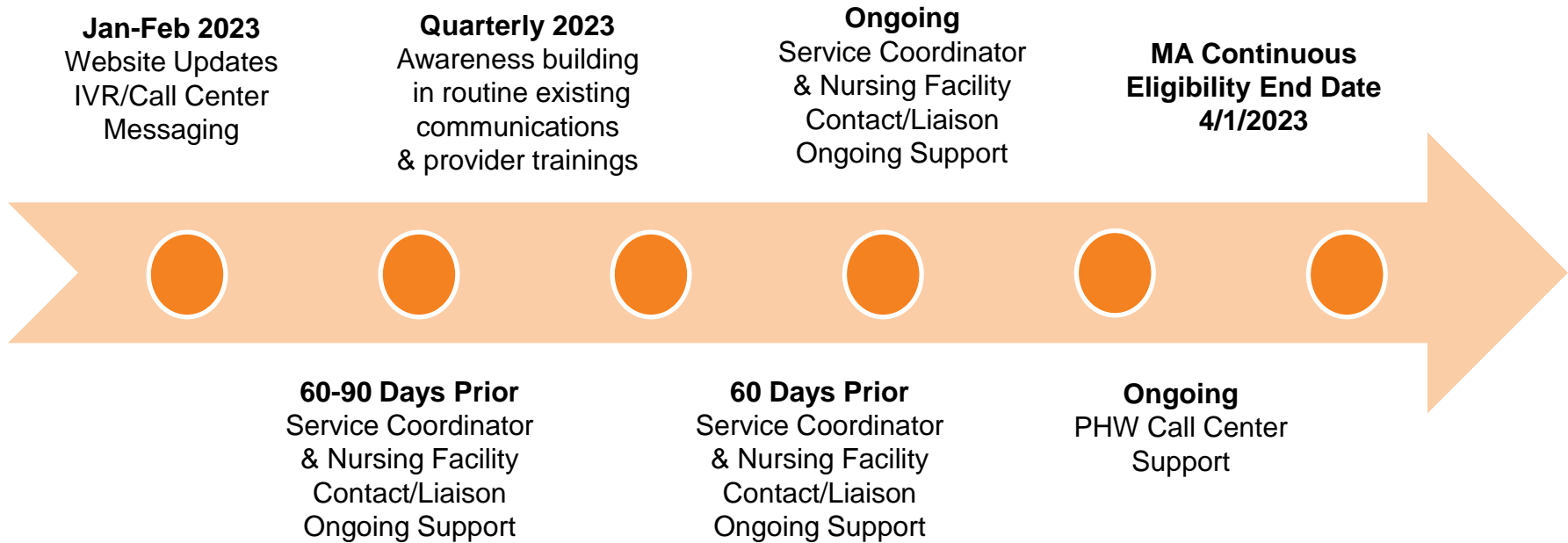
High-level timeline assuming a 12-month end of MA Continuous Eligibility period





EXECUTION TIMELINE

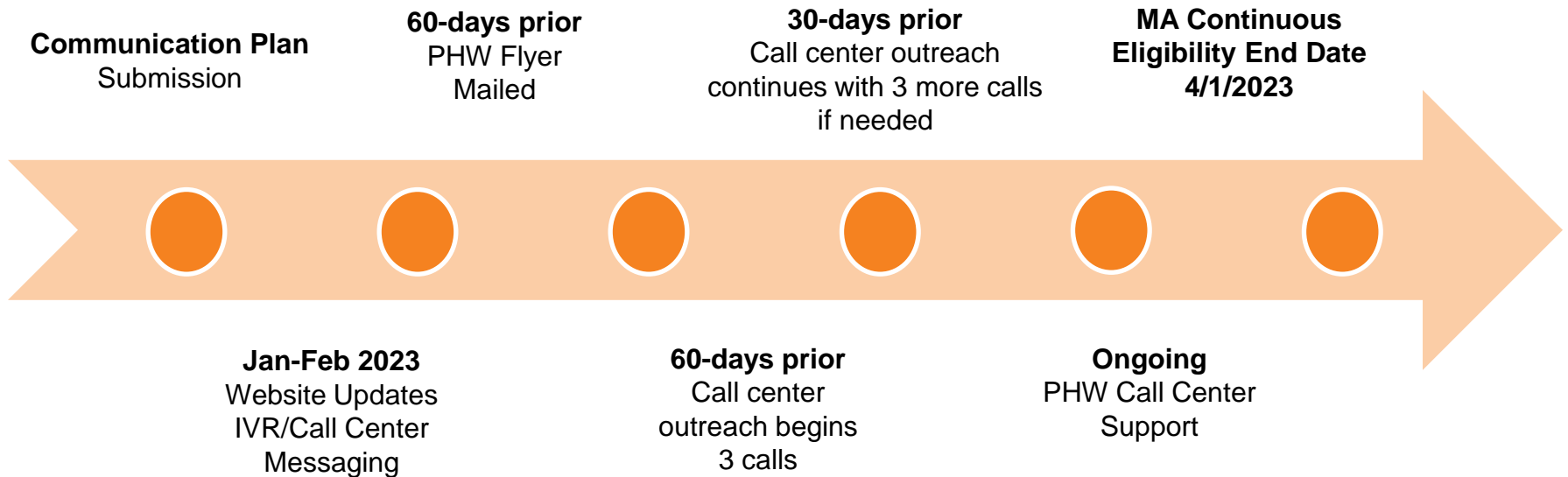
High-level timeline assuming a 12-month end of MA Continuous Eligibility period





EXECUTION TIMELINE

High-level timeline assuming a 12-month end of MA Continuous Eligibility period



Any questions?

End of Medical Assistance (MA) Continuous Coverage – Outreach Plan

MLTSS SubMAAC Presentation –February 1, 2023

UPMC
LIFE CHANGING MEDICINE

UPMC – End of MA Continuous Coverage – Outreach Plan

How does this impact Community HealthChoices (CHC) participants?

Every CHC participant will need to renew their Medicaid coverage.

The CHC Managed Care Organization (MCO) will work collaboratively with the Office of Long-Term Living (OLTL) to ensure each CHC participant is aware of what actions they will need to take and when it needs to occur by.

UPMC is committed to providing the highest level of assistance to our CHC participants to maintain coverage.

UPMC – End of MA Continuous Coverage – Outreach Plan

What is UPMC doing to help CHC participants?

UPMC has continued to outreach to participants during the MA continuous coverage period 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 – End of MA Continuous Coverage – Outreach Plan

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



UPMC – End of MA Continuous Coverage – Outreach Plan

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



Telephonic outreach



Written communications



Electronic communications



Social Media

UPMC – End of MA Continuous Coverage – Outreach Plan

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