

# **MEDI-CAL CONTINUOUS COVERAGE REQUIREMENT**

**Department of Health Care Services  
Communication Toolkit Phase 1**



**DEPARTMENT OF  
HEALTH CARE SERVICES**

## Impact of COVID-19 on Medi-Cal Coverage

In January 2020, the U.S. Department of Health and Human Services (HHS) declared a [Public Health Emergency](#) (PHE) in response to the outbreak of COVID-19. Special rules were put in place during the COVID-19 PHE to allow more people to get access to and keep their Medi-Cal benefits. Prior to the PHE, California would review information provided by beneficiaries and renew their participation in Medi-Cal if they still qualified. However, when the continuous coverage requirement expires at the end of the PHE, California will need to conduct a full redetermination for all beneficiaries who would have otherwise been subject to redetermination.

## Why Communications is Important

Currently, states are required to keep all Medicaid members continuously enrolled in health coverage. When the federal continuous coverage requirement ends, the process of redetermining individuals presents the single largest health coverage transition event since the first open enrollment of the Affordable Care Act and the Medicaid expansion. As California plans to resume normal business operations, beneficiaries will need to know what to expect and what they need to do to keep their health coverage. Most beneficiaries will either remain eligible for Medi-Cal or qualify for tax subsidies that will allow them to buy affordable coverage through Covered California.

*This toolkit serves as a communications guide and provides resources to support ongoing preparations for the upcoming end of the continuous coverage requirement. Download the updated [Medi-Cal Continuous Coverage Resources](#) and start educating beneficiaries.*

## Communication Goals

The unwinding of federal Medicaid continuous coverage requirement necessitates a coordinated, phased communications plan to reach beneficiaries with messages across multiple channels using trusted messengers. The DHCS communication plan is designed to meet the following goals to help beneficiaries continue coverage once the COVID-19 PHE has ended:

- » **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.

## Two-Phase Approach to Communications

- » **Phase 1** – This phase encourages beneficiaries to provide updated contact information, such as name, address, phone number, and email, so they can be contacted with important information about keeping their Medi-Cal benefits.
- » **Phase 2** – This phase will encourage beneficiaries to continue to update contact information, report any changes in circumstances, as well as check for upcoming renewal packets that may come through regular mail for cases that could not be renewed using information the local county office has available. Phase 2 will begin 60 days prior to the end of the PHE. A Phase 2 Outreach Toolkit will be released in the future.

## DHCS Coverage Ambassadors

DHCS will engage community partners to serve as **DHCS Coverage Ambassadors** to deliver important messages to Medi-Cal beneficiaries about maintaining Medi-Cal coverage after the COVID-19 PHE ends. **DHCS Coverage Ambassadors** will be trusted messengers comprised of diverse organizations that can reach beneficiaries in culturally and linguistically appropriate ways. Additionally, **DHCS Coverage Ambassadors** will connect Medi-Cal beneficiaries at the local level with targeted and impactful communication.

Ambassadors may include, but are not limited to:



DHCS



Community Organizations



Providers



Stakeholders



Managed Care Plans



Health Care Facilities



Local County Offices



Clinics



Health Navigators



State Agencies



Advocates

## Communication Strategies:

PLAN	EDUCATE	RENEW	TRANSITION
<p><b>Objective:</b> State and partners engage in operational planning and develop coordinating mechanisms.</p>	<p><b>Objective:</b> Medi-Cal beneficiaries are informed of upcoming changes.</p>	<p><b>Objective:</b> Medi-Cal beneficiaries understand how to renew and take steps to do so.</p>	<p><b>Objective:</b> Individuals transition to new coverage if no longer eligible for Medi-Cal.</p>
<p><b>Primary Audience:</b> DHCS Coverage Ambassadors that work with Medi-Cal beneficiaries.</p>	<p><b>Primary Audience:</b> DHCS Coverage Ambassadors; beneficiaries who will need to take action to stay enrolled.</p>	<p><b>Primary Audience:</b> All Medi-Cal beneficiaries.</p>	<p><b>Primary Audience:</b> Medi-Cal ineligible individuals; uninsured; eligible individuals who lose coverage due to procedural reasons.</p>
<p><b>Update your contact information.</b></p> <p>Make sure local county offices and health plans have your correct mailing address, phone number, and email address to reach you with important updates about your health coverage.</p>	<p><b>Get ready.</b></p> <p>COVID-19 PHE is ending. Here's what you need to know about upcoming changes to Medi-Cal eligibility and what you can do to prepare.</p>	<p><b>It's time to renew.</b></p> <p>Renew your Medi-Cal health coverage now. Here's what you need to do to keep your coverage.</p>	<p>If you are no longer eligible for Medi-Cal, there are other low-cost health insurance options. Financial help is available to lower costs. Visit Covered California to find a plan.</p>

## DHCS Phase 1 Toolkit: Goals, Content Area, Tactics

Outreach Goals	Audience		
	Beneficiaries	Ambassadors	Call Centers
Raise awareness of actions beneficiaries need to take and when they need to take them in order to maintain coverage.		×	
Engage community partners with necessary tools for reaching beneficiaries.		×	
Create a consistent voice across community partners.		×	×
Toolkit Content			
Call Script		×	×
Interactive Voice Response (IVR) Call Script		×	×
Flyer/Insert Snippet	×	×	
Social Media	×	×	
Website Banner	×	×	
Website Text for County Office Page	×	×	

## **Raise Awareness**

- » Download the [updated Medi-Cal Continuous Coverage Resources](#) and start educating beneficiaries.

## **Outreach Tactics**

### **Call Script**

- » Scripted messages shared with call center staff

### **IVR Call Script**

- » Scripted messages shared with call center staff

### **Flyer/Insert Snippet**

- » Direct mail to beneficiaries
- » Share in ambassador locations, including:
  - » Community centers
  - » Women, Infants & Children (WIC) and Supplemental Nutrition Assistance Program (SNAP) offices
  - » Hospitals
  - » School nurse offices
  - » School health centers
  - » Local County Offices

### **Social Media**

- » Twitter
- » Facebook
- » Instagram
- » LinkedIn

### **Website Banner**

- » Share on local county office websites
- » Program websites

### **Website Text for County Office Page**

- » Share on local county office websites

## Toolkit Content

The following resources provide ready-to-use messaging and materials that can be shared in your community:

### Call Script Snippet

<b>Beneficiary Caller</b>	<b>County/Managed Care Plan/ Community Partner/Agent</b>
Do I need to report any household changes to keep my Medi-Cal coverage?	Yes, you are required to report any changes in your household, such as income, if someone becomes pregnant, a new household member, and any changes to your address, to your local county office. This may help ensure that you continue to receive your Medi-Cal coverage after the end of the federal COVID-19 public health emergency. [insert local county contact information]
Are we required to fill out and return renewal packets when we receive them?	Yes, it is important that Medi-Cal beneficiaries respond to county requests for updated information, including renewal packets. This will make sure the county has the most current information it needs to renew your Medi-Cal coverage. It will also help the county see if you qualify for other no-cost or lower cost coverage.
Will I be discontinued from Medi-Cal coverage if I got a raise during the COVID-19 public health emergency?	Please report income changes to your local county office. If your income goes up or your household changes, as long as the COVID-19 public health emergency continues, you will not lose your Medi-Cal coverage.

I moved. Whom should I tell that I moved?

**County Response:** We can update your address. You may report this change by phone, online, mail, fax, or in person.

**Managed Care Plan Response:** We can update your address for your managed care plan. It's important that we share this information with the county so you can continue receiving important notices about your Medi-Cal. Is that OK with you? If you do not want us to share your new address with your local county office, you will need to contact them directly and provide your updated information. [insert local county contact information]

**Community Partners Response:** Please contact your local county office to provide your new address to ensure that your Medi-Cal coverage continues. [insert local county contact information]

How do I sign up for an online account to access my Medi-Cal case or report changes?

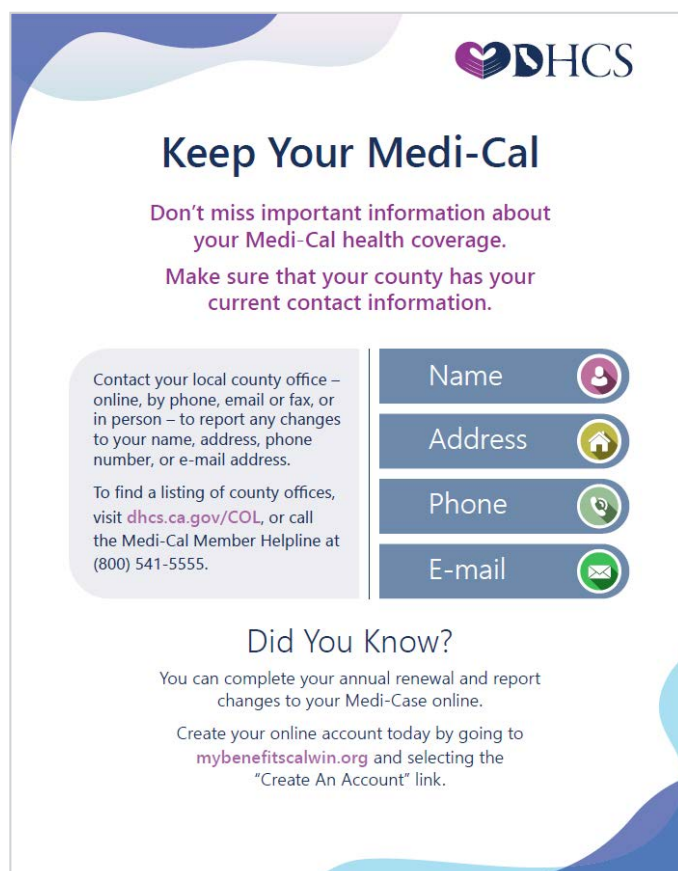
You can access your Medi-Cal case, complete your annual renewal, or report changes to your case by creating an online account. You can create one today by going to [benefitscal.com](https://benefitscal.com) and selecting the "Create an Account" link in the upper right hand corner of the page.



## IVR Call Script

- » If you've moved within the last two years, please provide your new address to your local county Medi-Cal office to ensure you continue to receive important information about your Medi-Cal coverage.
- » Please report changes in your household, such as income, pregnancy, a new household member, or address, to your local county Medi-Cal office as soon as possible.
- » Report any changes to your contact information (phone number, email, or mailing address) to your local county Medi-Cal office online or by phone, email, fax, or in person.

## Flyers



The flyer features the DHCS logo at the top right. The main heading is "Keep Your Medi-Cal" in a large, bold, dark blue font. Below this, there are two lines of purple text: "Don't miss important information about your Medi-Cal health coverage." and "Make sure that your county has your current contact information." To the left, a light blue box contains contact instructions: "Contact your local county office – online, by phone, email or fax, or in person – to report any changes to your name, address, phone number, or e-mail address." and "To find a listing of county offices, visit [dhcs.ca.gov/COL](http://dhcs.ca.gov/COL), or call the Medi-Cal Member Helpline at (800) 541-5555." To the right of this box is a vertical list of four contact methods: "Name" (person icon), "Address" (house icon), "Phone" (phone icon), and "E-mail" (envelope icon), each in a dark blue rounded rectangle. At the bottom, the heading "Did You Know?" is followed by two paragraphs: "You can complete your annual renewal and report changes to your Medi-Case online." and "Create your online account today by going to [mybenefitscalwin.org](http://mybenefitscalwin.org) and selecting the 'Create An Account' link."

**Keep Your Medi-Cal**

Don't miss important information about your Medi-Cal health coverage.

Make sure that your county has your current contact information.

Contact your local county office – online, by phone, email or fax, or in person – to report any changes to your name, address, phone number, or e-mail address.

To find a listing of county offices, visit [dhcs.ca.gov/COL](http://dhcs.ca.gov/COL), or call the Medi-Cal Member Helpline at (800) 541-5555.

Name

Address

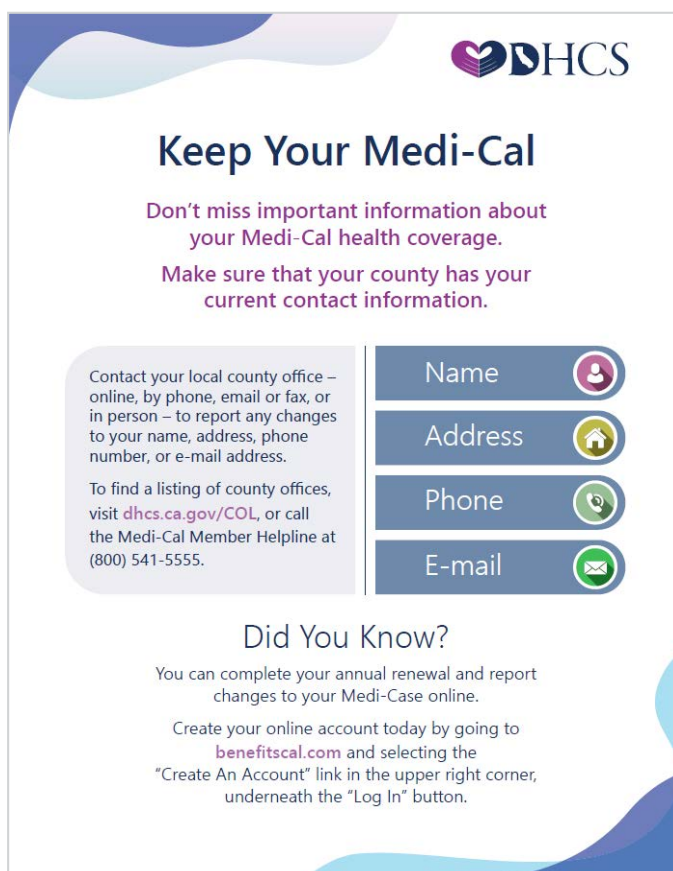
Phone

E-mail

**Did You Know?**

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**Keep Your Medi-Cal**

Don't miss important information about your Medi-Cal health coverage.

Make sure that your county has your current contact information.

Contact your local county office – online, by phone, email or fax, or in person – to report any changes to your name, address, phone number, or e-mail address.

To find a listing of county offices, visit [dhcs.ca.gov/COL](http://dhcs.ca.gov/COL), or call the Medi-Cal Member Helpline at (800) 541-5555.

Name

Address

Phone

E-mail

**Did You Know?**

You can complete your annual renewal and report changes to your Medi-Case online.

Create your online account today by going to [benefitscal.com](http://benefitscal.com) and selecting the "Create An Account" link in the upper right corner, underneath the "Log In" button.

## Social Media

Your Medi-Cal county eligibility worker may soon contact you to ensure your contact information is correct. If not, please provide the county with your updated information so you can continue receiving important information about your Medi-Cal coverage: <http://dhcs.ca.gov/COL>. [local county contact information can be inserted here]



**Medi-Cal Beneficiaries**

Keep your contact information  
(phone, address, or email)  
current to get important information about  
your Medi-Cal health coverage.

Contact your Medi-Cal county  
eligibility worker today.



**Medi-Cal Beneficiaries**

Has your contact information  
changed in the past two years?

Contact your Medi-Cal county  
eligibility worker today.



Have you moved? Let your Medi-Cal county eligibility worker know. It's important to provide the county with your updated information so you can continue receiving Medi-Cal coverage information, such as renewal packets, benefit change notices, or other vital reminders: <http://dhcs.ca.gov/COL>. [local county contact information can be inserted here]



**Medi-Cal Beneficiaries**

**Have you moved?**

Don't miss out receiving important  
information. Let your Medi-Cal eligibility  
worker know you have a new address.



## Medi-Cal Beneficiaries

### Has your phone number changed?

Don't miss out on receiving important information. Let your Medi-Cal eligibility worker know you have a new phone number.



Did you start a new job? Let your Medi-Cal county eligibility worker know. It's important that you report your new income to the county as soon as possible. You will still keep your Medi-Cal coverage during the COVID-19 public health emergency: <http://dhcs.ca.gov/COL>.

## Medi-Cal Beneficiaries

### Did you start a new job?

It's important that you report your new income as soon as possible

Contact your Medi-Cal county eligibility worker today.



Are you pregnant? Let your Medi-Cal county eligibility worker know. It's important that you report any household changes as soon as possible. You will still keep your Medi-Cal coverage during the COVID-19 public health emergency: <http://dhcs.ca.gov/COL>.

## Medi-Cal Beneficiaries

### Are you pregnant?

It's important that you report any household changes as soon as possible.

Contact your Medi-Cal county eligibility worker today.



You must report any household changes to your Medi-Cal county office as soon as possible. You can report changes in person, online, or by phone, email, or fax.

A graphic banner with a white background and blue and purple wavy borders. It contains the following text:

**Medi-Cal Beneficiaries**

**Do you have any household changes?**

**You can report changes in person, online, by phone, email, or fax.**

**Contact your Medi-Cal local county office today.**

The logo for the Department of Health Care Services (DHCS), featuring a stylized heart shape composed of two hands in purple and blue.

## Website Banner

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

## Website Text for County Office Page

During the COVID-19 public health emergency (PHE), Medi-Cal beneficiaries have stayed enrolled in the program. If your contact information or household circumstances have changed, please update your information today by contacting your local county office at: [phone number, SAWS portal, and county link to directory]. This may help you keep your Medi-Cal coverage after the COVID-19 PHE ends.