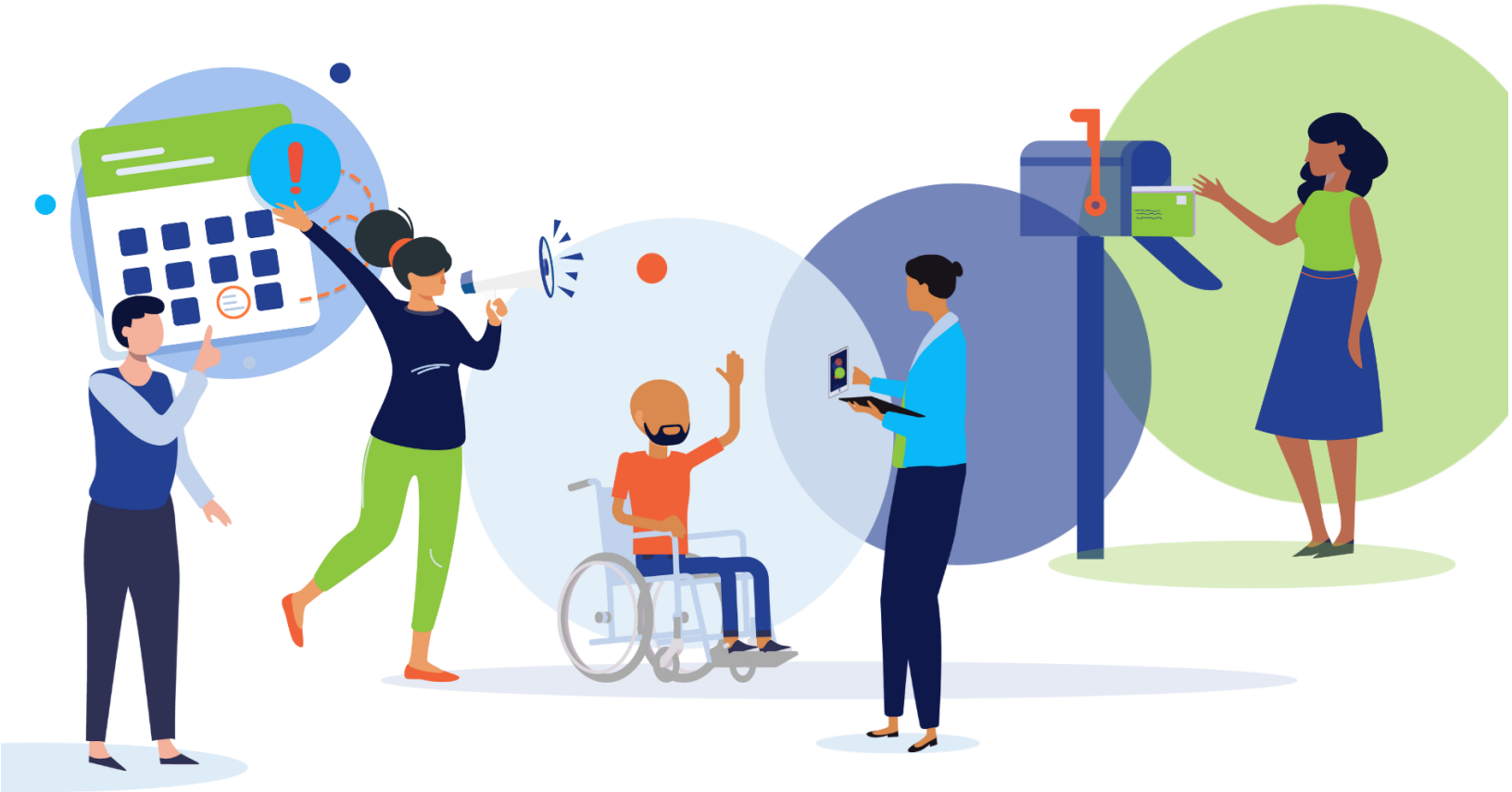
Unwinding Toolkit

Normal Medicaid Enrollment Processes Will Start Soon (Phases II and III)



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VIRGINIA DEPARTMENT OF SOCIAL SERVICES

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DMAS

Unwinding Toolkit:

Normal Medicaid Enrollment Processes Will Start Soon

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Phase II: Member Flier/Poster – Review, Respond, Renew! Virginia Medicaid is restarting renewals

- 8.5 x 11 Printable flier (front and back)
- 11 x 17 Poster example

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Phase III: Social Media Copy and Graphics

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Phase III: Member Flier/Poster – Ineligible for Virginia Medicaid

- 8.5 x 11 Printable flier (front and back)
- 11 x 17 Poster example

Additional Resources

- Virginia Association of Free and Chartable Clinics (VAFCC)
- Virginia Health Care Foundation (VHCF)
- Virginia Poverty Law Center (VPLC)
- CommonHelp

COMMONWEALTH of VIRGINIA

Department of Medical Assistance Services

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DATE: JANUARY 11, 2023

TO: COMMUNITY PARTNERS, STAKEHOLDERS, & ADVOCATES

SUBJECT: DMAS RETURN TO NORMAL MEDICAID ENROLLMENT PROCESS: PHASE II & III TOOLKIT

The purpose of this toolkit is to provide our community partners, stakeholders, and advocates with messaging and resources to support local and state agencies as Virginia prepares to restart renewals. The goal of the enclosed outreach and engagement messages and resources is to encourage members to review, respond, and renew their health coverage. Since March 2020, the federal Public Health Emergency has helped maintain coverage for members and support health care providers as they delivered care during the historic pandemic.

In order to help members and stakeholders understand any potential impacts and steps they can take to be ready, we have expanded our toolkit to include the second and final stages of our outreach, engagement and communications plan. The outreach and engagement resources include messaging and materials that can be used in various forms of outreach, including print, telephonic communications, and digital media. We encourage stakeholders and partners to use this messaging in all three phases and integrate it into their outreach, engagement, and communications campaigns. Per our previous guidance, partners may modify the outreach language to meet any business need; however, the language of the central messaging in these resources must remain the same to ensure consistency.

The Department of Medical Assistance Services (DMAS) will update this resource and add materials as new federal guidance and additional insights are available. Please visit the Cover Virginia and Virginia Department of Medical Assistance Services websites regularly to make sure you have the latest information and updated resources. As always, if you have any questions or feedback, do not hesitate to contact our team at covervirginia@dmas.virginia.gov.

We are eternally grateful for your continued partnership and commitment to improving the health and well-being of Virginians through access to high-quality health care coverage.

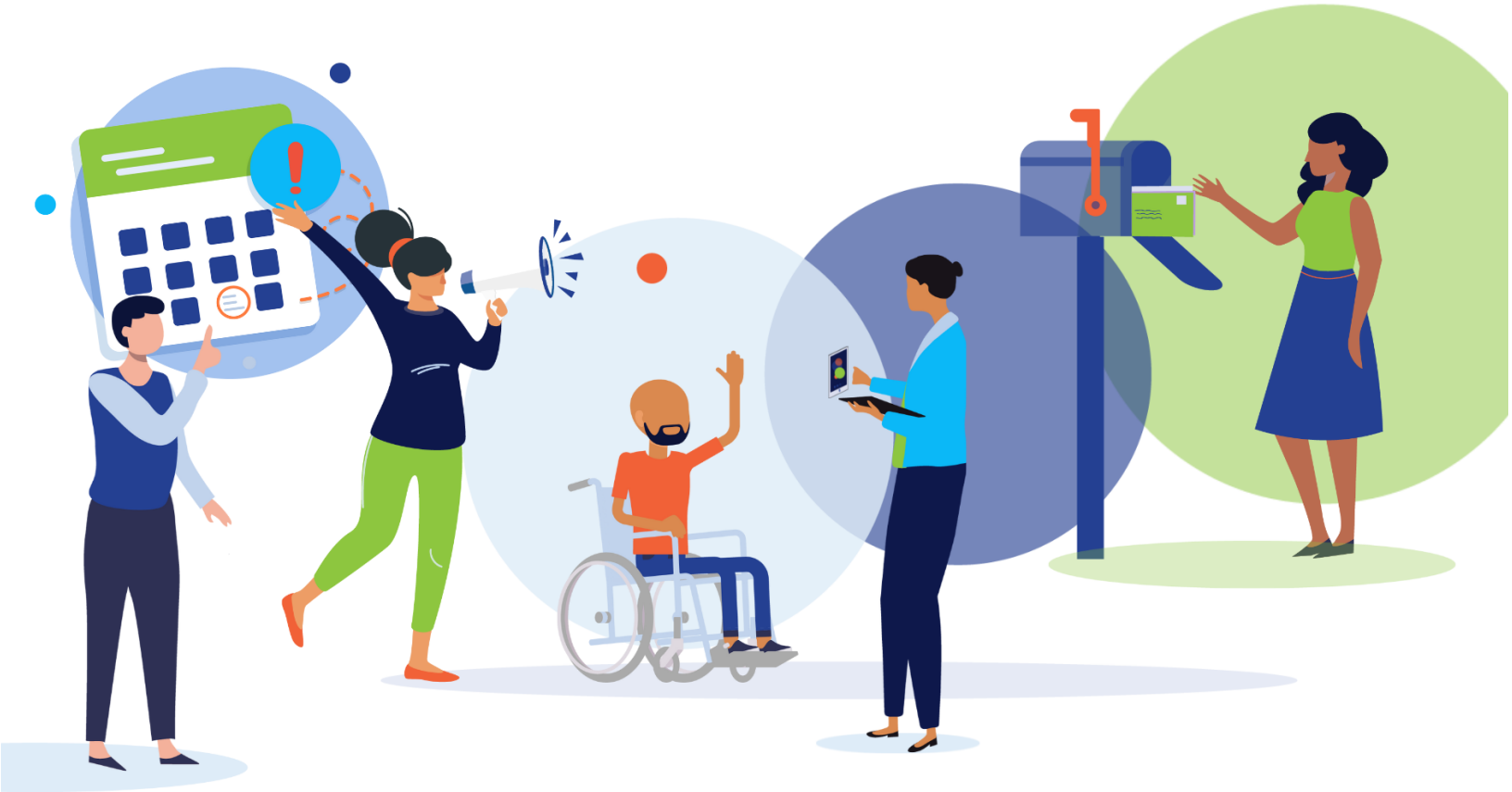
Sarah Hatton, MHSA
Deputy of Administration
Director's Office
Virginia Department of Medical Assistance Services

CC: Jessica Annecchini, Senior Advisor, Administration
Natalie Pennywell, MPH, CHES, Outreach and Community Engagement Manager
Mariam Siddiqui, MS, Senior Operations Advisor, Administration

Enclosure

Phase I Reminder:

Updating Contact Information



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Phase I Reminder: Updating Contact Information

Primary Message:
Update your contact information

Key Information:

We need the most up-to-date mailing address and phone number to make sure Medicaid members get important paperwork. Members can make updates:

- Online at commonhelp.virginia.gov,
- By calling Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) , or
- By calling your local Department of Social Services.

Member Action Steps:

- Update your contact information. You can make updates:
  - Online at commonhelp.virginia.gov,
  - By calling your local Department of Social Services,
  - By calling Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590); or
  - By contacting your Medicaid Managed Care Organization (MCO, or "health plan")

- Take action when you get official notices from Virginia Medicaid, other state agencies, community groups and health care providers asking you to:
  - Update contact information (mailing addresses and phone numbers)
  - Respond to notices/renewals to confirm that you are eligible
  - Use your coverage to catch up on preventive or delayed care

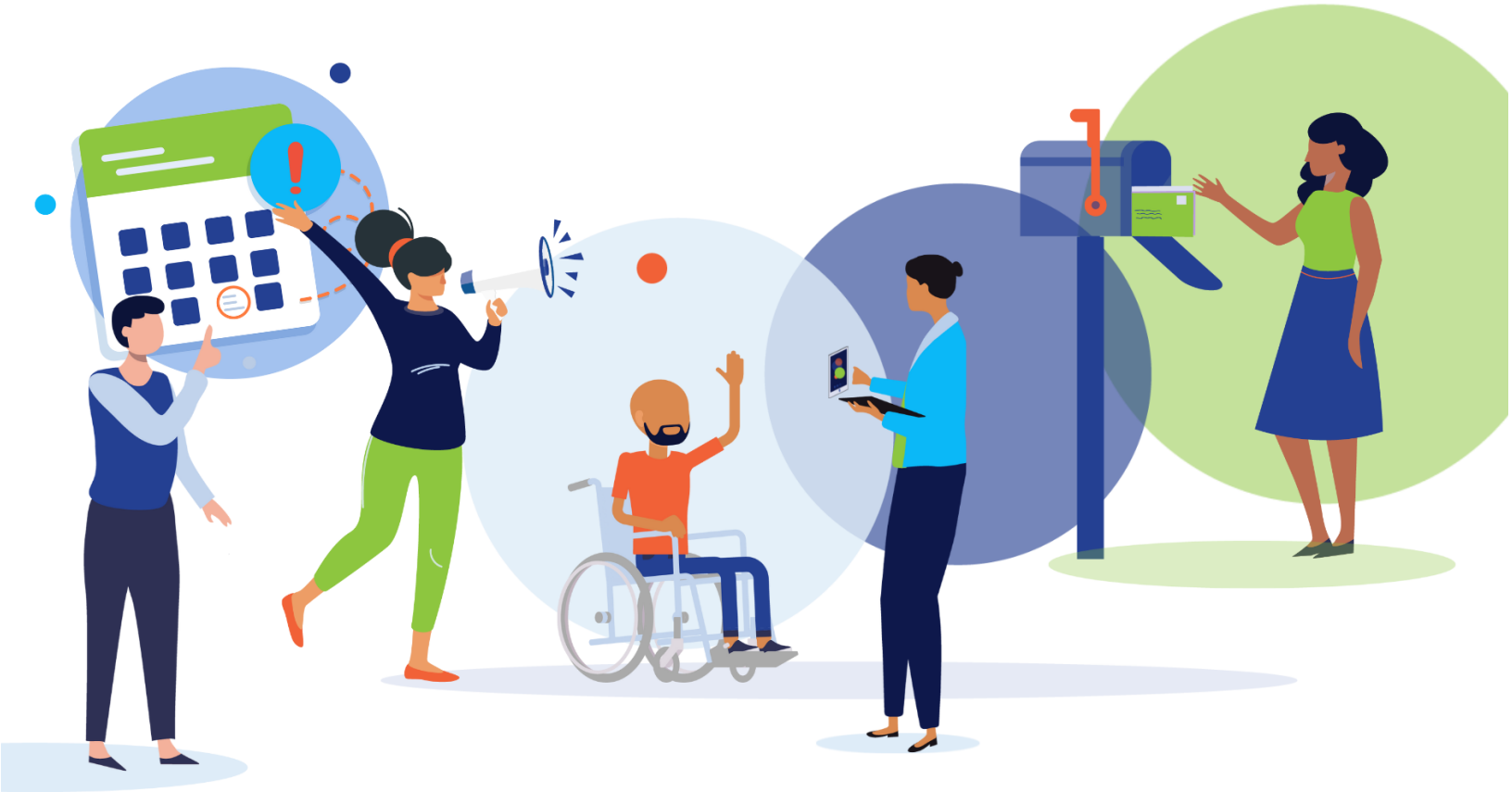
- Learn more about Virginia's plans
  - Visit the Cover Virginia website for updates.
  - Sign up for email and text updates, and follow us on social media.

Available Resources and Tools:

- Toolkit
  - FAQs
  - Factsheets
  - Fliers/Posters
  - Member letters
  - Messaging Samples
  - Outreach Templates
  - Community Outreach and Engagement Presentations
  - Cover Virginia and DMAS websites

Phase II:

Completing the Renewal Process



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Phase II: Completing the Renewal Process

Phase II has begun. Virginia DMAS will continue to encourage members 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 cannot be auto-renewed using existing data sources. Virginia Medicaid will work to make sure that all eligible members maintain coverage while meeting all state and federal laws, rules, and regulations.

Primary Message:

Review, Respond, Renew!

Key Information:

Virginia Medicaid is restarting renewals.

- Medicaid will not cancel or reduce health coverage for our members without asking for updated information.
- Starting in March 2023, Virginia will begin reviewing members' health coverage on a staggered schedule to make sure they still qualify. Members should read all official mail, email or texts asking them for updated information for themselves and their family members to keep their health coverage.
- It is important that they respond right away to avoid losing coverage. Not responding to requests for information may result in loss of health coverage. Terminations of coverage will not occur prior to April 30, 2023.
- It will take an entire year to review and renew all 2.1 million Virginians currently covered by Medicaid. Members should not be concerned if they do not receive correspondence right away.

Member Action Steps:

Review information regarding Virginia's renewal process.

- Carefully read all official mail, email or texts about how to renew their coverage.
- Visit the Cover Virginia website for updates and resources.
- Sign up for email and text updates, and follow Cover Virginia on social media.

Respond to official notices from the Department of Medical Assistance Services (Virginia Medicaid), Social Services, Cover Virginia and health plans asking for:

- Updated contact information (mailing address, email address, and phone numbers)
- Key information that will be needed to renew coverage.

Phase II: Completing the Renewal Process

Renew coverage by answering all questions and/or making any necessary changes. This information must be submitted by the due date in one of the following ways:

- Online at commonhelp.virginia.gov using the case number and client ID on the renewal form to associate the member's case to a CommonHelp account;
- Call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590). (Have the requested information gathered and ready to give over the phone);
- By completing the form/documents and sending them in the prepaid return envelope by the due date; or
- By completing the form/documents and submitting them by fax or in person at the member's local Department of Social Services.

Questions about the form or checklist?

Contact the local Department of Social Services or Cover Virginia with the information requested when calling. This will help speed the process along. Member scan request to meet with someone at their local agency if needed.

For questions, additional help, or language assistance services or large-print, call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or email covervirginia@dmas.virginia.gov.

Renewal Process Flowchart

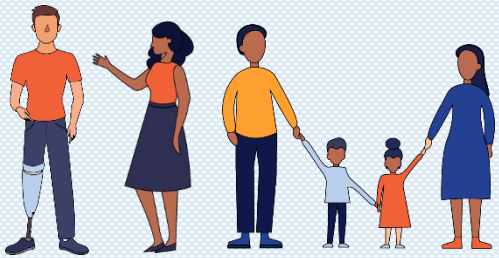
- Virginia Medicaid Responsibility
- Member Responsibility

Automated Process (ie. Ex Parte) Begins

Before your renewal is due. As we restart the renewal process this timeframe will shift.

Automatically Renewed

Receive a letter - your coverage continues and you are set for another year with Virginia Medicaid!



If your coverage continues….

You will receive a letter letting you know what you are eligible for.

You are set with Virginia Medicaid!

Not Automatically Renewed

We will contact you via mail or your secure inbox on CommonHelp asking for more information.

Receives a Renewal Form

Complete your renewal (call Cover Virginia, go online to CommonHelp, or return the paper form in person or by phone/fax) by the due date.

Virginia Medicaid reviews your coverage

Once all requested information is received, we will review your case and contact you.

If your coverage does not continue….

You will receive a letter letting you know next steps*.

If you failed to renew you can return your information within 90 days for review.

Receives a Checklist**

Tells you exactly what we need in order to complete your renewal. Make sure to return all information by the due date on the checklist.

*** Not everyone will receive a checklist*

Look for important information

If you think we made a mistake, your letter includes information on how to file an appeal.

If your information is referred to the marketplace, they will explore if you're eligible for other coverage.

* If you're no longer eligible for full coverage you can learn more about coverage outside of Virginia Medicaid by going to enrollva.org or calling 888-392-5132. Enroll Virginia has trained assisters, called navigators, who help you sign up for health coverage online or in person. They can compare plans and costs with an easy, anonymous online tool - find out how much financial help you may qualify to receive and get enrolled!

Medicaid Renewal Process Flow Sheet

Understanding the process step-by-step

Before your renewal is due, we will attempt to renew your Medicaid/FAMIS coverage automatically. Note that as we resume our normal redeterminations, the month in which we start your renewal may be different – keep an eye out for communications from us!

If you are automatically renewed, then you will receive a letter letting you know your coverage continues, and your Medicaid health coverage is all set!

If you are not automatically renewed, you will receive something in the mail letting you know that we need more information.

If you receive a renewal form, you will need to take action as soon as possible. The due date will be printed on the form when you receive it. If you'd like, once you receive the form you have multiple options to renew: 1) call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590), 2) or go online to CommonHelp.virginia.gov, or 3) return the paper form in person or by mail or fax. Your form will have the information you need to submit your renewal by phone, online, or on paper.

If you receive a checklist, it will tell you exactly what we need in order to complete your renewal, like your paystubs. You can also return your verifications in person, or by mail or fax, or through CommonHelp. Pay attention to the due date, however, if you need more time or are having difficulties getting the information we need, please reach out as soon as possible so that we can work with you so that we can review your health care coverage in full.

Once we receive your form and all your verifications (if needed), we will review your case. You will receive a letter after your review is complete, letting you know what happened to your coverage. If you are no longer eligible, or are moved from full to limited coverage and you don't have Medicare, we will also send your information to the Marketplace for a review for other coverage and/or the Advanced Premium Tax Credits. If you think we made a mistake, there are appeal rights listed on your letter. Also, if your situation changes, you can always reapply by phone, online, or on paper.

If we don't receive your form or your verifications, your health coverage will end for "failure to renew" and you will receive a letter letting you know when your benefits will close. It is very important that you return your paperwork, even if you think you might not be eligible for two reasons: 1) you may be eligible for coverage you may be unaware of or other programs that provide limited coverage and 2) we cannot send your information to the Marketplace if we cannot review your case. However, if you are closed for a "failure to renew" reason, you have three months after your closure to return the form or verifications in order for us to review your benefits – you don't have to reapply! After the three months if we don't hear from you then you will need to reapply if you would like us to see if you might be eligible again.

If you are no longer eligible for full coverage you can learn more about coverage outside of Virginia Medicaid by going to enrollva.org or calling 888-392-5132. Enroll Virginia has trained assisters, called navigators, who help you sign up for health coverage online or in person. They can compare plans and costs with an easy, anonymous online tool - find out how much financial help you may qualify to receive and get enrolled!

Renewal Process Flow Sheet

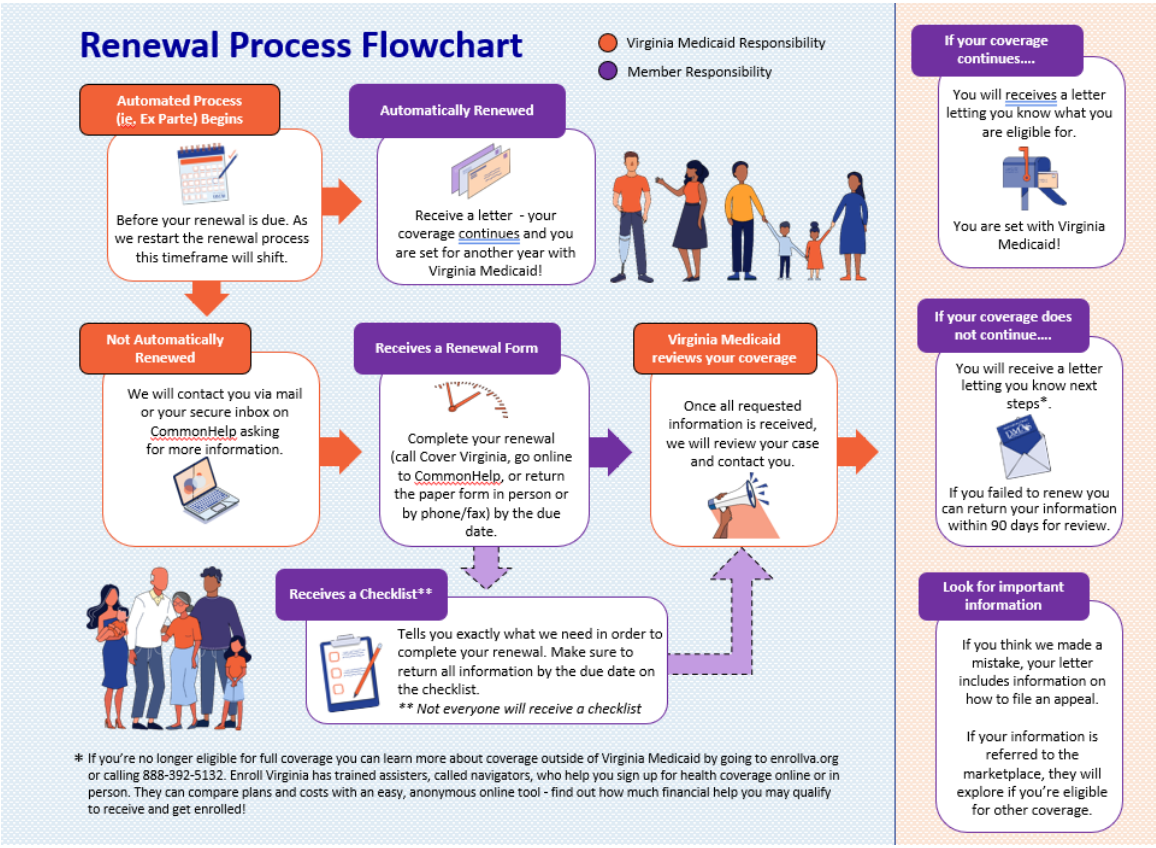
Where are you in this process?

Before your renewal is due, the automated process begins. You will receive something from us whether your benefits continue or if we need more information.

If you receive a letter letting you know you are eligible, you are good to go with Virginia Medicaid!

If you receive a form or checklist, complete it and return it by the due date [the renewal can be submitted by phone at Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590), online at CommonHelp.virginia.gov, or in person at your local agency and by mail/fax – information from a checklist can be sent online or in person and by mail/fax. It's very important to return your information so that we can see what you may be eligible for and help send your information to the Marketplace where you may obtain other health care coverage.

If you return your form and all your information, we will review your benefits. You will receive a letter letting you know our decisions, as well as information if you think we made a mistake and how to prepare, and additional steps you can take if your information was referred to the Marketplace.



If you do not return your form or information, then we will close your case for "failure to renew." You will not be referred to the Marketplace, however you have three months after your case closes to turn in that information without needing to reapply. If you return your information and are eligible we will review your case back to when it closed.

Phase II: Messaging Samples

Messaging Timing:

Feel free to share with audiences keeping in mind the March and April 2023 dates.

ENewsletter Blurb

Starting in March 2023, Virginia will begin reviewing members' eligibility for health coverage to make sure they still qualify. Terminations will not occur prior to April 30, 2023. Medicaid will not cancel or reduce coverage for members without asking for updated information. In fact, Medicaid may be able to renew your coverage without asking you for anything. If so, you will get a letter in the mail letting you know your health care coverage will continue. If Medicaid does not have all information to renew your benefits, you will get a form or a checklist in the mail to complete and return by a certain date. Please make sure we have your updated contact information so we can reach you. Members who do not respond will not be eligible to keep their Medicaid health coverage. Members can respond in one of the following ways:

- Online at commonhelp.virginia.gov using the case number and client ID on the renewal form to associate the member's case to a CommonHelp account;
- Call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590). (Have the requested information gathered and ready to give over the phone);
- By completing the form/documents and sending them in the prepaid return envelope by the due date; or
- By completing the form/documents and submitting them by fax or in person at the member's local Department of Social Services.

For questions, additional help, or language assistance services or large-print, call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or email covervirginia@dmas.virginia.gov.

ENewsletter Text

Starting in March 2023, Virginia will begin reviewing members' eligibility for health coverage to make sure they still qualify. Terminations will not occur prior to April 30, 2023. If Medicaid does not have all information necessary to renew your benefits, you will get a form or a checklist in the mail to complete and return by a certain date. Members who do not complete the renewal form/checklist will not be eligible to keep their Medicaid health coverage. Visit the Cover Virginia website at coverva.org for more information or call 1-855-242-8282 (TTY: 1-888-221-1590) to update your contact information today so you can receive official mail, email and texts.

Phase II: Messaging Samples

Text Messages

- Get ready to renew your Virginia Medicaid health coverage! Make sure we can reach you with important coverage updates. Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590) to update your phone number, email and mailing address today.

- This is [AGENCY/ORGANIZATION] with a reminder that it's time to renew your Virginia Medicaid health coverage. Go to your online account at commonhelp.virginia.gov or look for a notice in the mail with the steps you need to take now to keep your coverage. For more information visit coverva.org.

Email Text Message #1:

Re: Get Ready to Renew Your Virginia Medicaid Coverage

Get ready to renew your Virginia Medicaid health coverage! Make sure we can reach you with important coverage updates. Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590) to update your phone number, email and mailing address today.

Look out for official mail, email or texts to tell you what you need to do to renew your coverage. Respond right away. You will need to share updated information for you and your family members to keep your coverage. Because we need to look at everyone's coverage, you may not hear from us for a while after normal processes begin. Keeping an eye out for communications from us is key to ensure you meet important deadlines!

Email Text Message #2: *(To be sent at the end of March 2023)*

Re: It's Time to Renew Your Virginia Medicaid Coverage

Virginia is in the process of reviewing your eligibility for Medicaid. You may be able to renew your coverage without doing anything. If so, you will get a letter in the mail letting you know your health care coverage will continue. If Medicaid does not have all the information to renew your benefits, you will get a form or a checklist in the mail to complete and return by a certain date. Members who do not complete the renewal form may not be eligible to keep their Medicaid health coverage. Members can complete their renewal form/checklist in the following ways:

- Online at commonhelp.virginia.gov using the case number and client ID on the renewal form to associate the member's case to a CommonHelp account;
- Call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590). (Have the requested information gathered and ready to give over the phone);
- By completing the form/documents and sending them in the prepaid return envelope by the due date; or
- By completing the form/documents and submitting them by fax or in person at the member's local Department of Social Services.

Phase II: Messaging Samples

Website Text

Starting in March 2023, Virginia will begin reviewing members' eligibility for health coverage to make sure they still qualify. Terminations will not occur prior to April 30, 2023. They may be able to renew your case without asking you for anything, and if so you will receive a letter in the mail letting you know your health care coverage will continue. If they do not have all information necessary to renew your benefits, they will send you a form or a checklist to complete and return by a certain date. Please make sure [AGENCY/ORGANIZATION] has your updated contact information so they can reach you. Members who do not complete the renewal form will not be eligible to keep their Medicaid health coverage. Members can complete their renewal form/ checklist by:

- Submitting the completed form/documents online at commonhelp.virginia.gov using the case number and client ID on your form to associate your case to your account.
- Calling Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) to submit your renewal information. Have the requested information gathered and ready to give over the phone.
- Mailing the completed form/documents to the address listed on the form or checklist by the due date. A prepaid return envelope will be provided to you or you can turn in the form/ documents by fax or in person at your local Department of Social Services.

For questions, additional help, or language assistance services or large-print, call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or email covervirginia@dmas.virginia.gov.

Phase II: Social Media Copy and Graphics

Messaging Timing: Feel free to share with audiences keeping in mind the March and April 2023 dates.

Target Audience: Medicaid members

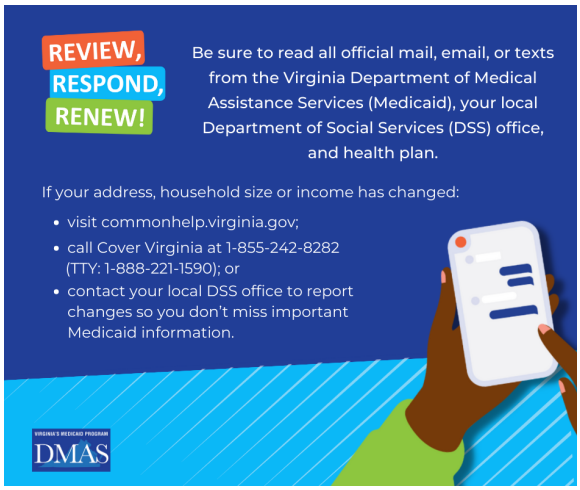
Shareable Social Media Graphics can be found at https://www.coverva.org/en/toolkits-materials

GENERAL

- **Post #1: Read Official Information and Notices**

  Facebook and Instagram
  Be sure to read all official mail, email, or texts from the Virginia Department of Medical Assistance Services (Medicaid), your local Department of Social Services (DSS) office, and health plan. If your address, household size or income has changed: visit commonhelp.virginia.gov; call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590); or contact your local DSS office to report changes so you don't miss important Medicaid information.

  Twitter
  Be sure to read all official mail, email, or texts from Virginia Medicaid, your local DSS, and health plan. If your address, household size or income has changed: visit commonhelp.virginia.gov; call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590); or contact your local DSS office.



- **Post #2: Change in Household Size**

  Facebook and Instagram
  Are you pregnant or has your household size changed? It is important to notify Virginia Medicaid by visiting commonhelp.virginia.gov; calling Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590); or contacting your local DSS office to report household changes now because they may affect your Medicaid eligibility.

  Twitter
  Are you pregnant or has your household size changed? It is important to notify Virginia Medicaid by visiting commonhelp.virginia.gov; calling Cover Virginia **1-855-242-8282** (TTY: 1-888-221-1590); or contacting your local DSS office to report changes now because they may affect your Medicaid eligibility.

Phase II: Social Media Copy and Graphics

- **Post #3: Change in Income**

  Facebook and Instagram
  Have you started a new job or had a change in income? It is important to notify Virginia Medicaid by visiting commonhelp.virginia.gov; calling Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590); or contacting your local DSS office to report income changes now because they may affect your Medicaid eligibility.

  Twitter
  Have you started a new job or had a change in income? It is important to notify Virginia Medicaid by visiting commonhelp.virginia.gov; calling Cover Virginia **1-855-242-8282** (TTY: 1-888-221-1590); or contacting your local DSS office to report changes now because they may affect your Medicaid eligibility.

- **Post #4: Encourage the use of** commonhelp.virginia.gov

  Facebook, Instagram, and Twitter
  Did you know you can apply and renew your Virginia Medicaid benefits online? You can also check the status of your application or renewal, manage your case, report changes, upload documents, and replace a lost Medicaid card at commonhelp.virginia.gov.

- **Post #5: Encourage the use of** commonhelp.virginia.gov ***(bulleted)***

  Facebook and Instagram
  If you are currently a Virginia Medicaid member, create a CommonHelp account at commonhelp.virginia.gov. Use your account to:
  - Apply and renew online.
  - Check the status of your application or renewal.
  - Manage your case.
  - Report changes and upload documents.
  - Replace a lost Medicaid card.

Phase II: Social Media Copy and Graphics

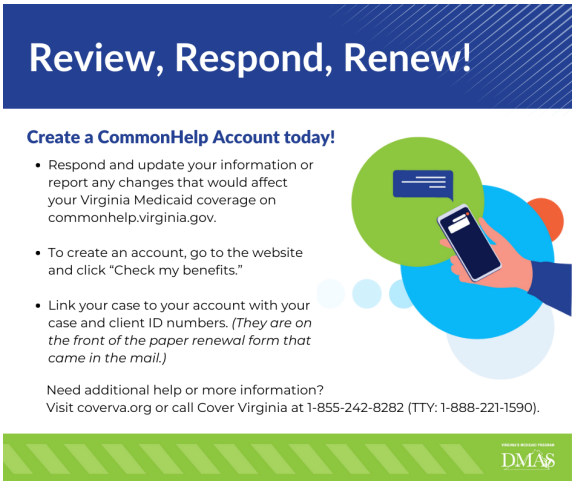
- **Post #6: Create an account at CommonHelp**

  Facebook and Instagram

  Create a CommonHelp Account today! Respond and update your information or report any changes that would affect your Virginia Medicaid coverage on commonhelp.virginia.gov. To create an account, go to the website and click "Check my benefits." Link your case to your account with your case and client ID numbers. They are on the front of the paper renewal form that came in the mail. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

  Twitter

  Create a CommonHelp Account! Update your information or report changes that affect your Virginia Medicaid coverage on commonhelp.virginia.gov. To create an account, go to the website & click "Check my benefits." Link your case to your account with your case and client ID numbers.



- **Post #7: Report a change to CommonHelp**

  Facebook and Instagram

  Reporting changes is easy when you have a CommonHelp account. Send documents through commonhelp.virginia.gov. Report any information that changed from your last application or renewal. This includes changes to your phone number, address, job or income, and people in your household. Report any information that changed from your last application or renewal at commonhelp.virginia.gov. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

  Twitter

  Reporting changes is easy with a CommonHelp account. Send documents and changes to your phone number, address, job or income, and household through commonhelp.virginia.gov. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

Phase II: Social Media Copy and Graphics

PREGNANT OR POSTPARTUM MEMBERS

- **Post #1**

Facebook and Instagram

Are you pregnant or did you recently have a child? This is [AGENCY/ORGANIZATION] with a reminder that it is time to renew your Virginia Medicaid health coverage. Medicaid covers care for you before and 12 months after birth, and you also can get coverage to make sure your baby stays healthy. Go to your commonhelp.virginia.gov account or look for a notice in the mail. Not responding to requests for information may result in loss of coverage. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

Twitter

Are you pregnant or did you recently have a child? It is time to renew your health coverage. Medicaid covers care for you before and 12 months after birth. Look for a notice. Not responding may result in loss of coverage. Visit coverva.org or call Cover Virginia **1-855-242-8282** (TTY: 1-888-221-1590).

MEMBERS IN THE AGED, BLIND, OR DISABLED ELIGIBILITY GROUP

- **Post #1: Visually Impaired or Blind**

Facebook and Instagram

For those who are visually impaired or blind, Virginia Medicaid provides coverage for a broad range of health services, including some medical equipment. Make sure you keep these essential benefits and renew your Medicaid coverage. Go to your commonhelp.virginia.gov account, look for a notice in the mail or other updates from us and take the steps you need to do to keep your coverage. Not responding to requests for information may result in loss of coverage. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

Twitter

Medicaid covers services for people with disabilities, like occupational therapy, speech/language services, case management, and medical equipment. Look for a notice and renew your coverage. Not responding may result in loss of coverage. Visit coverva.org or call **1-855-242-8282** (TTY: 1-888-221-1590).

Phase II: Social Media Copy and Graphics

- **Post #2: People with Disabilities**

  Facebook and Instagram

  Medicaid covers important services for people with disabilities, like occupational therapy, speech and language services, case management, and medical equipment, such as wheelchairs. Renew your Medicaid coverage today to ensure access to vital services and health care. Go to your commonhelp.virginia.gov account, look for a notice in the mail and take the steps you need to do to keep your coverage. Not responding to requests for information may result in loss of coverage. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY) 1-888-221-1590.

  Twitter

  Medicaid covers services for people with disabilities, like occupational therapy, speech/language services, case management, and medical equipment. Look for a notice and renew your coverage. Not responding may result in loss of coverage. Visit coverva.org or call **1-855-242-8282** (TTY: 1-888-221-1590).

- **Post #3: Older Adults**

  Facebook and Instagram

  Did you know that Medicaid helps older adults pay for important health care such as nursing home care and in-home care, in addition to things like doctor visits, prescriptions and more? Make sure you keep these essential benefits and renew your Medicaid coverage. Go to your commonhelp.virginia.gov account, look for a notice in the mail and take the steps you need to do to keep your coverage. Not responding to requests for information may result in loss of coverage. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

  Twitter

  Did you know Medicaid helps older adults pay for important health care such as nursing home care and in-home care, doctor visits, prescriptions and more? Look for a notice and renew your coverage. Not responding may result in loss of coverage. Visit coverva.org or **1-855-242-8282** (TTY: 1-888-221-1590).

Phase II: Social Media Copy and Graphics

MEMBERS RECEIVING HOME AND COMMUNITY-BASED SERVICES (HCBS) THROUGH A WAIVER OR THE STATE PLAN

- **Post #1**

Facebook and Instagram

Medicaid covers important services like home health aides, adult day health services, respite care, and more. Make sure you renew your Medicaid coverage today to keep these vital benefits. Go to your commonhelp.virginia.gov account, look for a notice in the mail and take the steps you need to do to keep your coverage. Not responding to requests for information may result in loss of coverage. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

Twitter

Medicaid covers important services like home health aides, adult day health services, respite care, and more. Renew your coverage today. Go to your commonhelp.virginia.gov account or look for a notice in the mail. Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

CHILDREN WITH SPECIAL HEALTH NEEDS

- **Post #1**

Facebook and Instagram

This is [AGENCY/ORGANIZATION] with a reminder that it is time to renew your child's health coverage. Medicaid covers services for your child, including doctor visits, medical equipment like mobility chairs, respite care, and even needed construction changes to the home. Go to your commonhelp.virginia.gov account, look for a notice in the mail and take the steps you need to do to keep your coverage. Not responding to requests for information may result in loss of coverage. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

Twitter

Renew your child's health coverage! Medicaid covers services for your child, including doctor visits, medical equipment, respite care, and construction changes to the home. Look for a notice. Not responding may result in coverage loss. Visit coverva.org or **1-855-242-8282** (TTY: 1-888-221-1590).

Phase II: Social Media Copy and Graphics

MEMBERS WHO ARE IDENTIFIED AS SERIOUSLY MENTALLY ILL OR WITH A SUBSTANCE USE DISORDER, INCLUDING BY VIRTUE OF HEALTH HOME OR WAIVER PROGRAM ENROLLMENT

- **Post #1**

Facebook and Instagram

Medicaid health coverage covers mental health and substance use disorder services, such as therapy, rehabilitation, prescriptions, and more. Make sure to renew your health coverage so you can get the care you need. Members will receive a notice in the mail with instructions on what they need to do and the deadline for submitting updated information. Go to your commonhelp.virginia.gov account, look for a notice in the mail and take the steps you need to do to keep your coverage. Not responding to requests for information may result in loss of coverage. Need additional help or more information? Visit coverva.org or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).

Twitter

Medicaid health coverage covers mental health and substance use disorder services, such as therapy, rehabilitation, prescriptions, and more. Look for a notice in the mail. Renew your coverage. Not responding may result in loss of coverage. Visit coverva.org or **1-855-242-8282** (TTY: 1-888-221-1590).

You Will Be Hearing From Us!

Starting in March 2023, Virginia will begin reviewing members' health coverage to make sure they still qualify, however closures will not occur prior to April 30, 2023.

Take the following action steps to make sure you stay covered:

- **Review** information regarding Virginia's renewal process.
  - Read carefully all official mail, email or texts about what you need to do to renew your coverage.
  - Visit the Cover Virginia website for updates and resources.
  - Sign up for email and text updates, and follow Cover Virginia on social media.

- **Respond** when you get official notices from the Department of Medical Assistance Services (Virginia Medicaid), Social Services, Cover Virginia and your health plan asking you to:
  - Update contact information (mailing address, email address, and phone numbers)
  - Respond to official notices that include a form or checklist about your renewal to confirm that you are eligible

(over)

- **Renew** your coverage by sending the information requested by the due date. Answer all questions and make any changes if necessary through one of the following ways:

    - Submit the completed form/documents at commonhelp.virginia.gov using the case number and client ID on your form to associate your case with your account.

    - Call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) to submit your renewal information. Have the requested information gathered and ready to give over the phone.

    - Mail the completed form/documents to the address listed on the form or checklist by the due date. Medicaid will send you a prepaid return envelope, or you can turn in the form/documents by fax or in person at your local Department of Social Services.

Questions about the form or checklist?

Call your local Department of Social Services or Cover Virginia. Have the requested information gathered when you call so we can answer your questions. You can request to meet with someone at your local agency if needed.

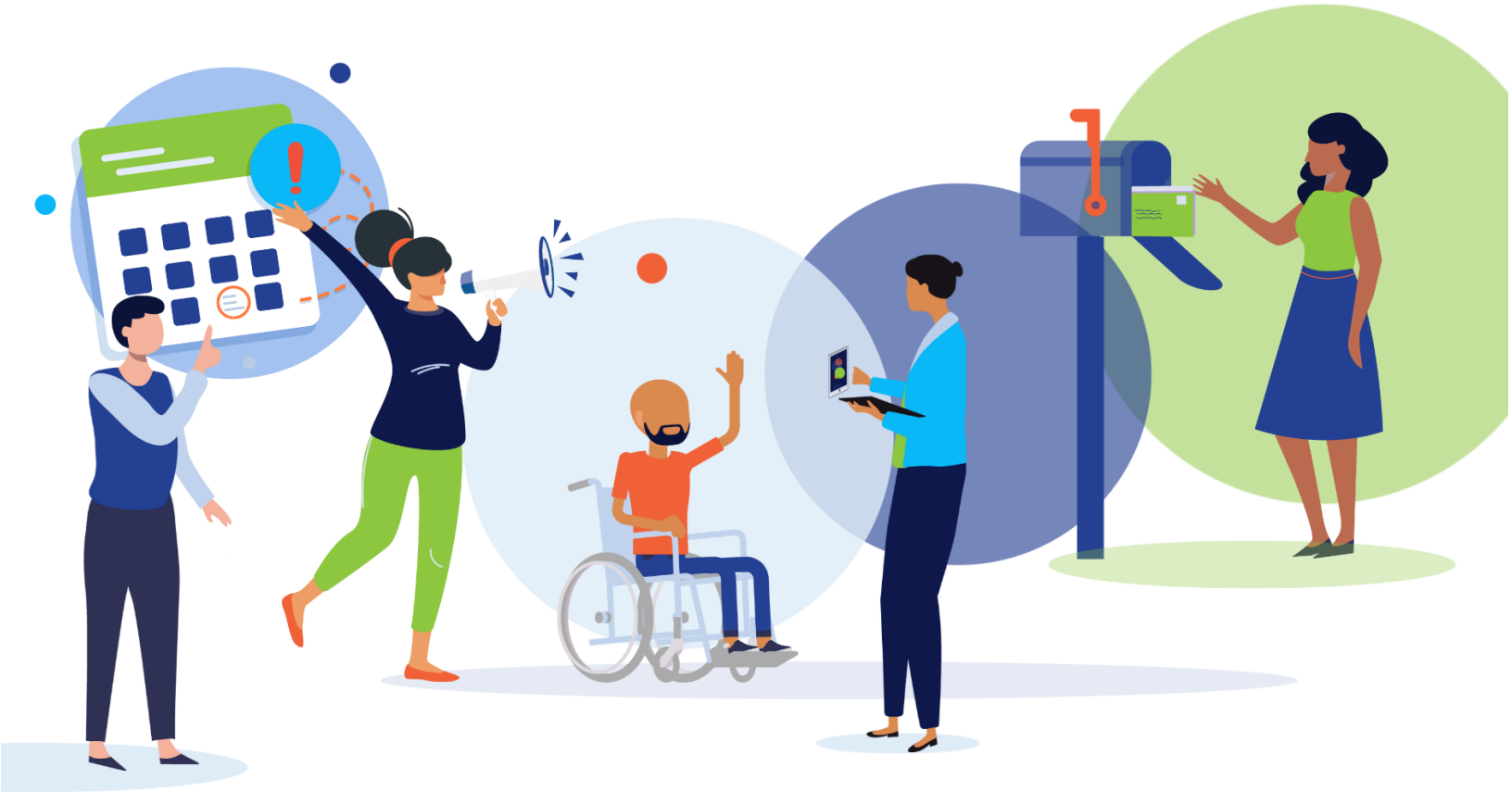
For questions, additional help, or language assistance services or large-print, call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or email covervirginia@dmas.virginia.gov.

Phase II: Member Poster: Virginia Medicaid is restarting renewals (11 x 17)

Please request 11x17 poster print file from the Cover Virginia website at https://www.coverva.org/en/materials

Phase III:

Losing Coverage– Next Steps (Reconsideration Period)



COVER VIRGINIA
Connecting Virginians to Affordable Health Insurance

CardinalCare
Virginia's Medicaid Program

VIRGINIA DEPARTMENT OF SOCIAL SERVICES

VIRGINIA'S MEDICAID PROGRAM
DMAS

Phase III : Losing Coverage– Next Steps (Reconsideration Period)

For the final phase, Virginia Medicaid will continue work to make sure that all eligible members maintain coverage while meeting all state and federal laws, rules and regulations. When some individuals are found to be ineligible for Medicaid, Virginia will electronically transfer their information to the Health Insurance Marketplace, where other health care coverage options are available.

Primary Message:
It is important for all eligible Virginians to get and stay covered.

Key Information:
If members no longer qualify for health coverage from Virginia Medicaid, they will get:

- Notice of when the Medicaid coverage will end,
- Information on how to file an appeal if the member thinks we made a mistake, **and**
- A referral to the Health Insurance Marketplace and information about buying other health care coverage.

Member Action Steps:

- **Review** information about buying health coverage through the Health Insurance Marketplace.
  - Read carefully all official mail, email, or texts about what you need to do if you do not qualify for Virginia Medicaid.
  - Visit the Enroll Virginia website for resources.

- **Sign Up** for coverage on the Health Insurance Marketplace on HealthCare.gov. There are special rules that allow those who have lost Medicaid to apply for health insurance and subsidies.

- **Learn more** at enrollva.org or **1-888-392-5132**:
  - Get help from trained assisters, called navigators, to sign up for health coverage online or in person.
  - Compare plans and costs with an easy, anonymous online tool
  - Find out how much financial help you may qualify to receive
  - Get enrolled!

If members have any questions or need help connecting to Enroll Virginia they can email us at covervirginia@dmas.virginia.gov.

Phase III: Social Media Copy and Graphics

Messaging Timing: Feel free to share with audiences keeping in mind the March and April 2023 dates.

Target Audience: Virginians who no longer qualify for Medicaid

Shareable Social Media Graphics can be found at https://www.coverva.org/en/toolkits-materials

GENERAL

- **Post #1:**

  Facebook and Instagram
  If you no longer qualify for Virginia Medicaid, you may be able to get health coverage and financial assistance to help pay for it. Virginians can sign up for coverage on the Health Insurance Marketplace at HealthCare.gov. Enroll Virginia has offices in communities across the state and helps Virginians get high quality, low-cost health coverage. To learn more and complete an application, visit enrollva.org or call 888-392-5132.

  Twitter
  No longer qualify for Virginia Medicaid? You may be able to get health coverage and financial assistance. Virginians can sign up for coverage on the Health Insurance Marketplace at HealthCare.gov. Visit enrollva.org or call 888-392-5132.

- **Post #2:**

  Facebook and Instagram
  If you are no longer eligible for Medicaid, there are other free and low-cost health coverage options for you and your family. You can sign up for coverage on the Health Insurance Marketplace on HealthCare.gov. Visit Healthcare.gov or call 888-392-5132 to enroll today.

  Twitter
  No longer eligible for Medicaid? There are free and low-cost health coverage options for you and your family. You can sign up for coverage on the Health Insurance Marketplace on HealthCare.gov. Visit Healthcare.gov or call 888-392-5132 to enroll today.

Phase III: Social Media Copy and Graphics

- **Post #3:**

  Facebook and Instagram

  Virginians who do not qualify for Virginia Medicaid can buy health coverage through the Health Insurance Marketplace. Enroll Virginia has offices in communities across the state. Learn more at enrollva.org or call 1-888-392-5132 to get help from trained assisters, called navigators, to sign up for health coverage online or in person. You can compare plans and costs with an easy, anonymous online tool. Find out how much financial help you may qualify to receive, and enroll now!

  Twitter

  Virginians who do not qualify for Virginia Medicaid can buy health coverage through the health insurance marketplace. Visit enrollva.org or call 1-888-392-5132 to get help from trained assisters across the state to sign up for health coverage online or in person.

- **Post #4:**

  Facebook and Instagram

  If you receive a letter letting you know you failed to renew, you still have 90 days to return your information so that we can review your case. Make sure you turn in your form or any other documents we need as soon as possible! If you have questions about what you need to send us, call your health plan or Cover Virginia at 1-855-242-8282 (TTY:1-888-221-1590).

  Twitter

  If you receive a letter stating you failed to renew, you still have 90 days to return your information. Call your health plan or Cover Virginia 855-242-8282 (TTY: 1-888-221-1590).

It Is Important for All Eligible Virginians to Get and Stay Covered!

Unless members have died, moved from the state permanently, or asked to end their coverage, Virginia Medicaid will not cancel their coverage without first asking for updated information to check and make sure they are no longer eligible.

IMPORTANT NOTES:
Keep your eye out for any mail regarding your health care coverage so that you can return your information by the due date.

Even if you think you might not be able to keep your Medicaid health coverage, please return your information anyway so Virginia Medicaid can look at your case and send your full information to the Health Insurance Marketplace for a review.

If you do not return the information we need to review your case, we cannot automatically send your information to the Health Insurance Marketplace to check if you are eligible for other low-cost coverage or the Advanced Premium Tax Credits. You will have 90 days to return your information so we can review your coverage.

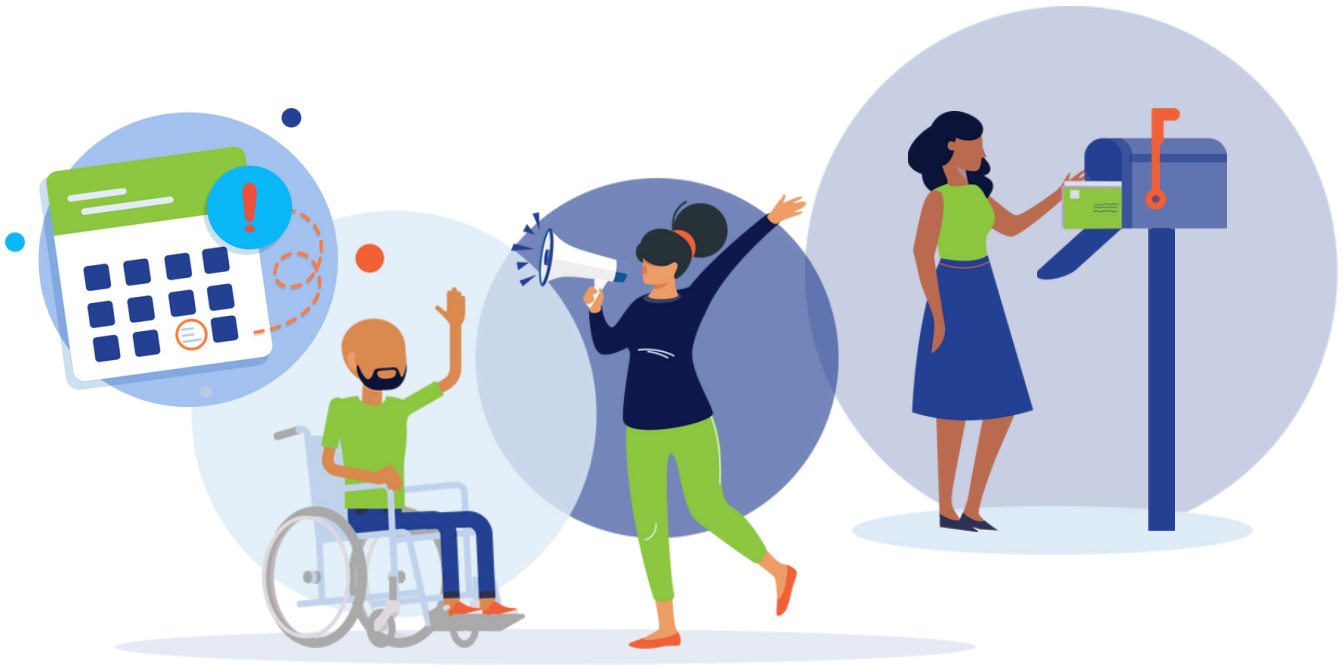
Overall Action Steps:

- **Review** information about buying health coverage through the Health Insurance Marketplace.
  - Read carefully all official mail, email, or texts about what you need to do if you no longer qualify for Virginia Medicaid.
  - Visit the Enroll Virginia website for resources

- **Sign Up** for coverage on the Health Insurance Marketplace on HealthCare.gov
  - There are special rules that allow those who have lost Medicaid to apply for health insurance and subsidies.

- **Learn more** at enrollva.org or call 1-888-392-5132:
  - Get help from trained assisters, called navigators, to sign up for health coverage online or in person.
  - Compare plans and costs with an easy, anonymous online tool
  - Find out how much financial help you may qualify to receive
  - Get enrolled!

For questions, additional help, or language assistance services or large-print, call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or email covervirginia@dmas.virginia.gov.



Phase III: Member Poster : Ineligible for Virginia Medicaid (11 x 17)

It Is Important for All Eligible Virginians to Get and Stay Covered

Unless members have died, moved from the state permanently, or asked to end their coverage, Virginia Medicaid will not cancel their coverage without first asking for updated information to check and make sure they are no longer eligible.

Important Notes:

- ☐ Keep your eye out for any mail regarding your health care coverage so that you can return your information by the due date.
- ☐ Even if you think you might not be able to keep your Medicaid health coverage, please return your information anyway.
- ☐ If you do not return the information we need to review your case, we cannot automatically send your information to the Health Insurance Marketplace to check if you are eligible for other low-cost coverage or the Advanced Premium Tax Credits. You will have 90 days to return your information.

Overall Action Steps:

- Review information about buying health coverage through the Health Insurance Marketplace
  - Visit the Enroll Virginia website for resources
- Sign Up for coverage on the Health Insurance Marketplace on HealthCare.gov:
  - There are special rules that allowthose who have lost Medicaid to apply for health insurance and subsidies
- Learn more at enrollva.org or 888-392-5132:
  - Get help from trained assisters, called navigators, to sign up online or in person
  - Compare plans and costs with an easy, anonymous online tool
  - Find out how much financial help you may qualify to receive
  - Get enrolled!

For questions, additional help, or language assistance services or large-print, call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or email covervirginia@dmas.virginia.gov.

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Connecting Virginians to Affordable Health Insurance

This entity does not discriminate on the basis of race, color, national origin, sex, age, or disability in its programs and services.

DMAS Unwind III Post 0223 v2

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Please request 11x17 poster print file from the Cover Virginia website at https://www.coverva.org/en/materials

Additional Resources

- Virginia Association of Free and Chartable Clinics (VAFCC)
- Virginia Health Care Foundation (VHCF)
- Virginia Poverty Law Center (VPLC)
- CommonHelp

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FREE CLINICS CARE FOR VIRGINIA

60+ FREE CLINICS
ENGAGED **6,700+** VOLUNTEERS

PROVIDED **$129+ MILLION** WORTH OF CARE

TO **63,000+** VULNERABLE PATIENTS IN **239,000+** PATIENT VISITS

PRIMARY CARE SERVICES:

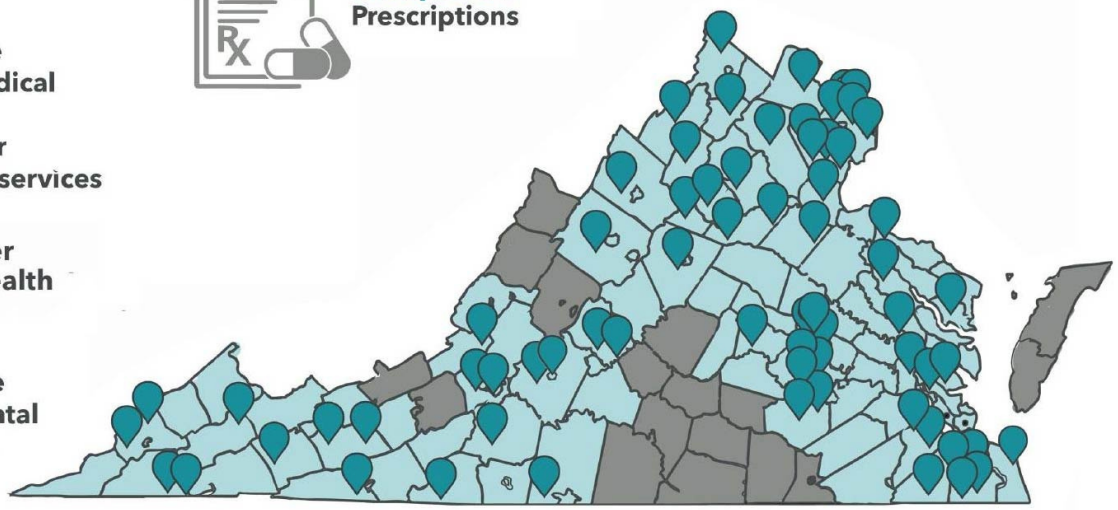
92% have on-site medical

92% offer pharmacy services

55% offer mental health services

64% have on-site dental

346,000+ Prescriptions



*Calendar Year 2021 Data

AREA SERVED

CLINIC LOCATION

PLAYING AN IMPORTANT ROLE IN PREVENTATIVE CARE

Good health is the foundation for stable employment, education, and maintaining social connections that support positive mental health. Virginia's free and charitable clinics provide accessible, comprehensive and quality preventative care as well as chronic care. This helps uninsured individuals remain healthy while reducing unnecessary visits to the emergency room and avoidable hospital admissions.

RESPONSE TO COVID-19 PANDEMIC

Clinics remained open throughout the pandemic, helping to keep patients healthy and out of crowded emergency rooms during the worst of the COVID-19 surges. Never pausing in their commitment to excellence, clinics found new and innovative ways to reach and serve patients. Many of these positive changes remain in place as clinics work to better serve vulnerable populations moving forward.

www.VaFreeClinics.org

www.FreeClinicsCare.org

VAFCC

VIRGINIA ASSOCIATION OF FREE AND CHARITABLE CLINICS

VIRGINIA HEALTH CARE FOUNDATION

Project Connect Application Assisters

What is *Project Connect*?

Since 1999, Application Assisters (*AA*) from the Virginia Health Care Foundation's (*VHCF*) *Project Connect* initiative have helped more than 133,000 Virginians enroll in or renew their eligibility for Medicaid or FAMIS coverage.

These specially trained AAs are located in areas of the state with high numbers of uninsured Virginians. They work closely with local schools, medical providers, health departments, childcare providers, faith-based organizations, and businesses to identify those who are eligible for coverage. They provide 1:1 help completing applications and coordinate with the state call center or the applicant's local Department of Social Services to solve problems, as necessary.

In addition, *Project Connect* AAs contact members they've helped, to remind them to renew their Medicaid/FAMIS each year.

Project Connect Application Assisters also:

- Conduct public awareness and outreach campaigns/activities in their communities;
- Develop and sustain referral partnerships with community organizations;
- Present information about the Medicaid/FAMIS programs to individuals and small groups;
- Educate individuals and families about Medicaid/FAMIS; and
- Assist with and participate in community outreach events.

How do I find my local *Project Connect* Application Assister?

A coverage map, including *Project Connect* Application Assisters' contact information, is attached. For updated contact information for *Project Connect* Application Assisters, please go to vhcf.org/who-and-how-we-help/medicaid-famis-outreach-enrollment/project-connect/.

What is the best way to contact a *Project Connect* Application Assister?

Assisters are available by phone or email. You can also call VHCF at 804-828-6062, or email signupnow@vhcf.org, for help connecting with your local *Project Connect* Application Assister.

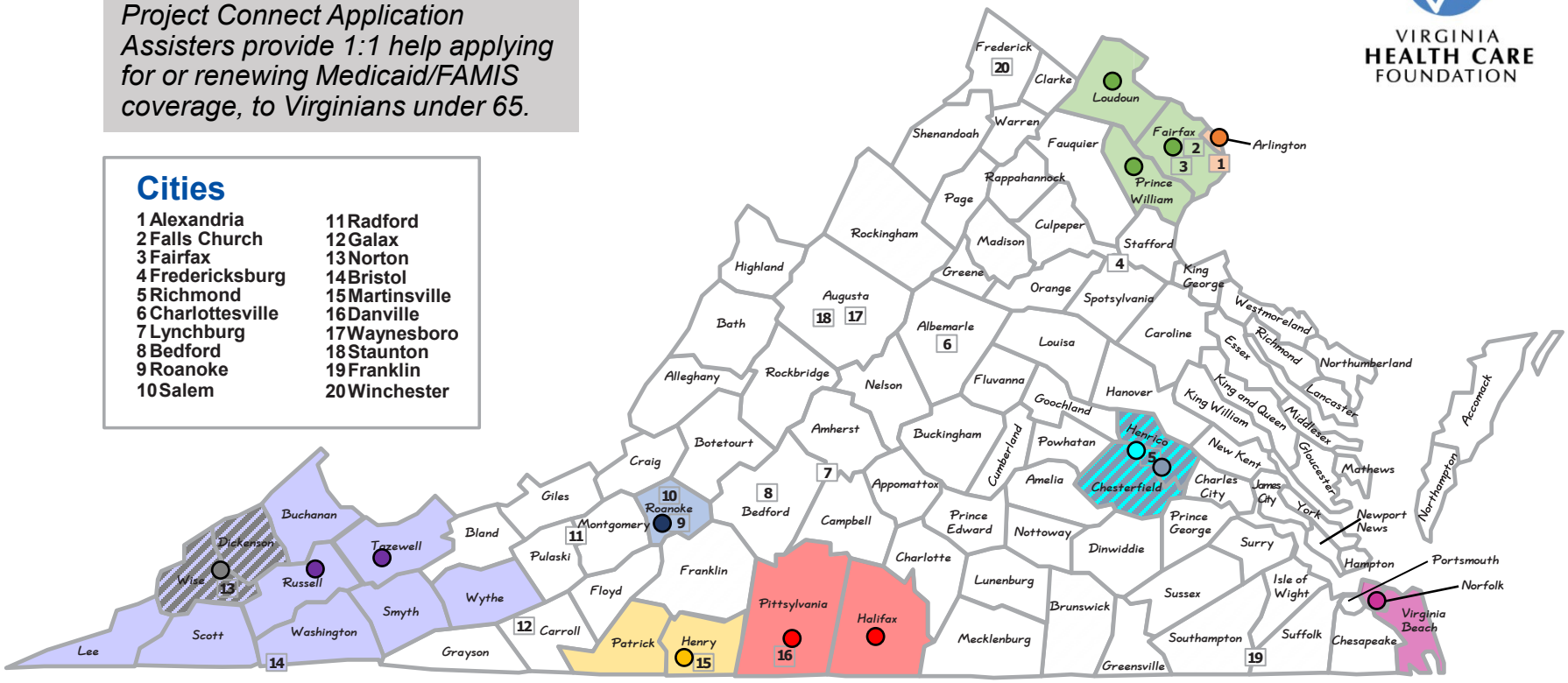
Project Connect Application Assisters

VIRGINIA HEALTH CARE FOUNDATION

Project Connect Application Assisters provide 1:1 help applying for or renewing Medicaid/FAMIS coverage, to Virginians under 65.

Cities

1 Alexandria
2 Falls Church
3 Fairfax
4 Fredericksburg
5 Richmond
6 Charlottesville
7 Lynchburg
8 Bedford
9 Roanoke
10 Salem
11 Radford
12 Galax
13 Norton
14 Bristol
15 Martinsville
16 Danville
17 Waynesboro
18 Staunton
19 Franklin
20 Winchester



Program	Service Area	Contact Information
Cumberland Plateau Health District	*Buchanan, Dickenson, Lee, Russell, Scott, Smyth, Tazewell, Washington, and Wythe Counties, Bristol & Norton Cities*	Pat McGlothlin: (276) 254-2919 Betsy Ball: (276) 385-5571
Bradley Free Clinic	*Roanoke City/County and Salem*	Gayle Clary: (540) 344-5156
The Health Wagon	*Dickenson and Wise Counties and Norton*	Healther Mays: (276) 870-2379
Martinsville Henry Co. Coalition for Health & Wellness	*Henry and Patrick Counties and Martinsville City*	Ann Walker: (276) 732-0509
Neighborhood Health	*Alexandria City, Southern Fairfax, and Arlington County*	Eligibility: (703) 269-7284
Norfolk Department of Public Health	*Norfolk City and Virginia Beach?*	Toni Woodhouse: (757) 285-7841 Ester DeJesus-Melvin: (757) 284-4812
Partnership for Healthier Communities	*Fairfax, Loudoun and Prince William Counties*	Team of Carelink Specialists: (703) 698-2550 Loudoun: (703) 579-7161; Prince William: (703) 967-3772
Richmond City Health District	*Richmond City and Henrico County*	Lyric Shipp: (804) 807-1873
Virginia Health Care Foundation	*Richmond City, Chesterfield County and Henrico County*	Norma Ryan: (804) 955-9578
Virginia Legal Aid Society	*Halifax County* *Danville City and Pittsylvania County*	Liz Cunningham: (434) 515-0497 Joy Cunningham: (434) 770-1641

Get covered. Stay covered.

Have peace of mind and find affordable, high-quality health coverage with the Marketplace or Medicaid!

Key Things to Remember

- More financial assistance is available now than ever before on the Marketplace.
- Outside of Open Enrollment, you can enroll in Marketplace coverage ONLY IF you qualify for a "Special Enrollment Period" due to certain life changes (e.g. loss of other coverage, permanent move, change of income, marriage).
- Unlike the Marketplace, Medicaid accepts applications year-round.
- There is no tax penalty if you don't have health insurance in 2022, but staying covered is **SMART**! You never know when you might get sick or have an accident.
- Marketplace and Medicaid enrollees need to shop for the right plan that fits their budget and includes their doctors, hospital, and medicines.
- Local help is available in your community!

Who Can Help

Enroll Virginia can help you apply, compare plans, and enroll in Marketplace or Medicaid coverage. We can answer your questions, see if you can get help paying for coverage, and more! Navigators are trained to give assistance that's free and unbiased.

ENROLL VIRGINIA!

Where to Find Help

- Website: **enrollva.org**
- Statewide Toll-free Hotline: **1-888-392-5132**
- E-mail: **info@enroll-virginia.com**
- Schedule an Appointment with an Assister Near You: **enrollva.org/get-help**
- Find a community event in your area: **enrollva.org/events**
- Apply online: **healthcare.gov**
- Marketplace Call Center: **1-800-318-2596** (TTY users 1-855-889-4325)
- Virginia Medicaid and FAMIS insurance programs: **coverva.org** or call 1-855-242-8282; online application at **commonhelp.virginia.gov**
- Facebook: **facebook.com/enrollva** & Twitter: **@enrollvirginia**

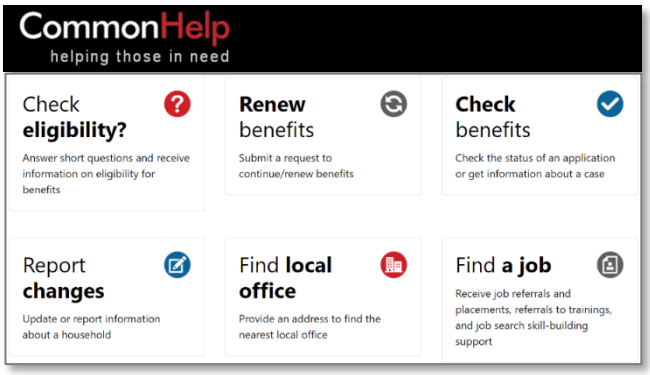
Enroll Virginia (a project of the Virginia Poverty Law Center) is supported by the Virginia State Corporation Commission and the Virginia Health Benefit Exchange, in accordance with the provisions of Va. Code 38.2-6513(B). The contents provided are solely the responsibility of the authors.

VIRGINIA'S MEDICAID PROGRAM

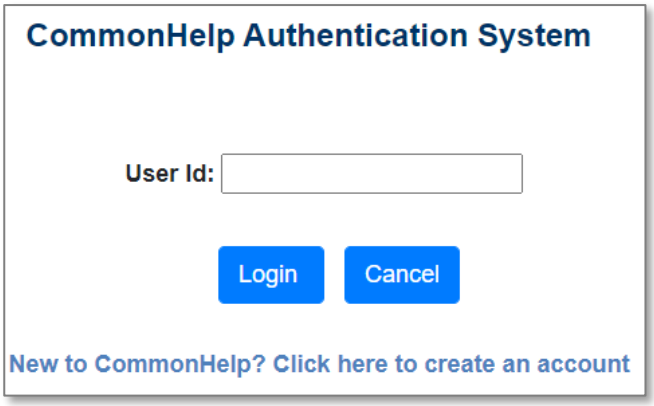
DMAS

Updating Your Contact Information Online: CommonHelp - www.commonhelp.virginia.gov

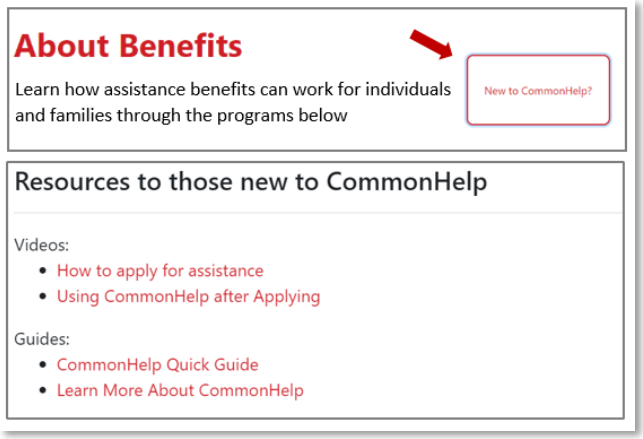
You may have used CommonHelp to apply for health care coverage or other benefits, but did you know you can report changes and submit your renewal online? To make sure we can reach out to you during your annual renewal for health care coverage, we need your contact information. You can check your current information and make updates by associating your case to your CommonHelp account!



If you've applied in the past you may already have an account, but if you don't remember or don't have an account you can navigate to **Check benefits** on the CommonHelp homepage. You can then click a link to create an account. Once you create your account, you can use the Manage function to associate your case to your account using your VaCMS case and client numbers found on your most recent notice you were sent about your health care coverage.



CommonHelp has a number of guides and videos that can walk you through several processes during and after applying. Navigate to the **New to CommonHelp?** link on the main page in the **About Benefits** section!



The CommonHelp website, including the links listed above, are available in English and Spanish!

The Department of Medical Assistance Services (DMAS) will update this resource and add materials as new federal guidance and additional insights are available. Information about unwinding can be found on the Cover Virginia website at www.coverva.org/en/phe-planning

For questions, additional help, or language assistance services or large-print, call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or email covervirginia@dmas.virginia.gov.

Stay informed on the Cover Virginia Website!

Scan me!

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VIRGINIA DEPARTMENT OF SOCIAL SERVICES

VIRGINIA'S MEDICAID PROGRAM
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