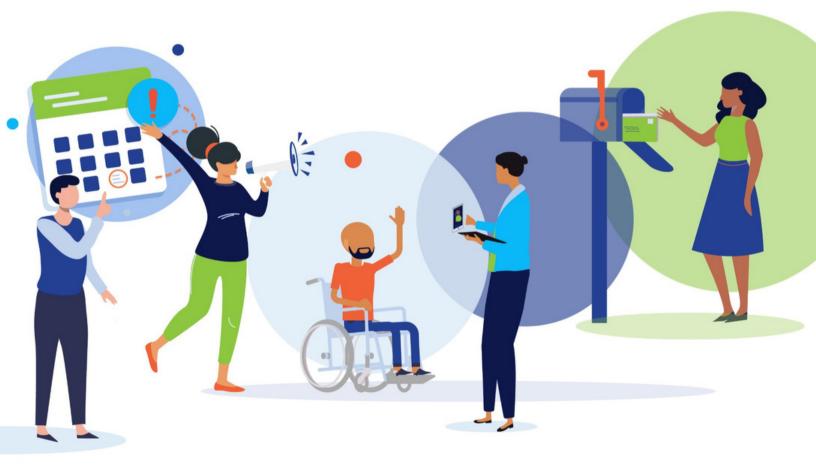
Unwinding Toolkit

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









Unwinding Toolkit:

Normal Medicaid Enrollment Processes Will Start Soon

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

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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

CHERYL J. ROBERTS DIRECTOR SUITE 1300 600 EAST BROAD STREET RICHMOND, VA 23219 804/786-7933 804/343-0634 (TDD) www.dmas.virginia.gov

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 <u>covervirginia@dmas.virginia.gov</u>.

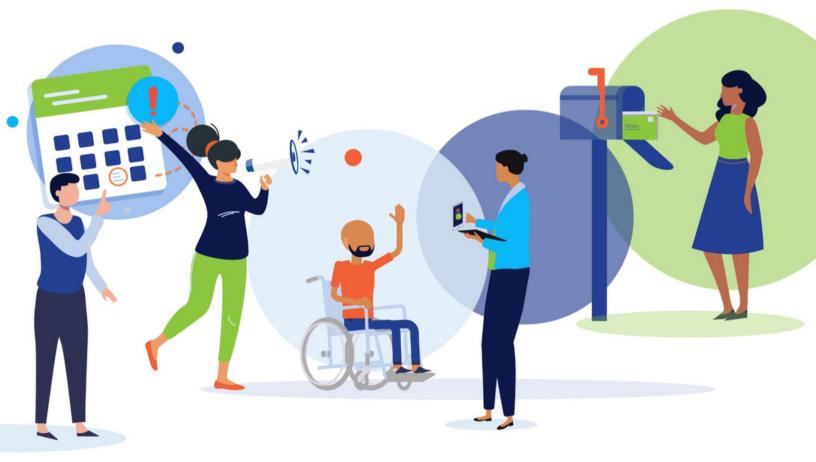
We are eternally grateful for your continued partnership and commitment to improving the health and well-being of Virginians through access to high-quality health care coverage.

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*









VIRGINIA'S MEDICAID PROGRAM

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 <u>Department of Social Services</u>.

Member Action Steps:

- Update your contact information. You can make updates:
 - Online at <u>commonhelp.virginia.gov</u>,
 - 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 <u>Cover Virginia</u> website for updates.
 - <u>Sign up</u> for email and text updates, and follow us on social media.

Available Resources and Tools:

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

Stakeholders, partners and members can send questions or share views/feedback with us at covervirginia@dmas.virginia.gov

Phase II: *Completing the Renewal Process*









VIRGINIA'S MEDICAID PROGRAM

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 <u>Cover Virginia</u> website for updates and resources.
- <u>Sign up</u> 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.

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:

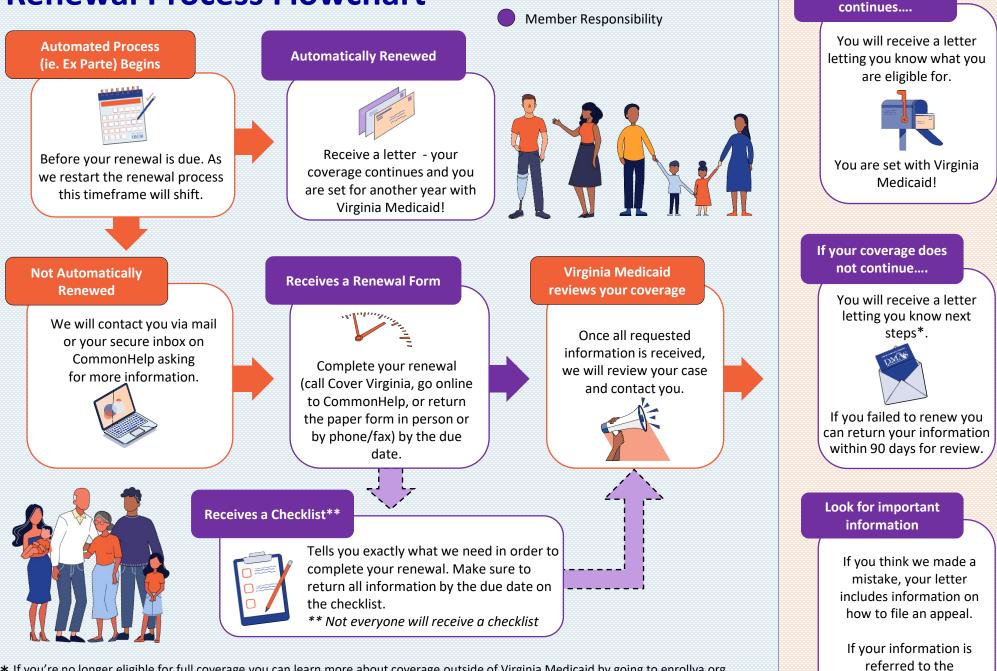
- Online at <u>commonhelp.virginia.gov</u> using the case number and client ID on the renewal form to associate the member's case to a CommonHelp account;
- Call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590). (Have the requested information gathered and ready to give over the phone);
- By completing 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 <u>Department of Social Services</u>.

Questions about the form or checklist?

Contact the local <u>Department of Social Services</u> 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 <u>covervirginia@dmas.virginia.gov.</u>

Renewal Process Flowchart



* 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!

DMAS Unwind Renewal Flowchart 0223 v2

Virginia Medicaid Responsibility

If your coverage

marketplace, they will

explore if you're eligible

for other coverage.

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!





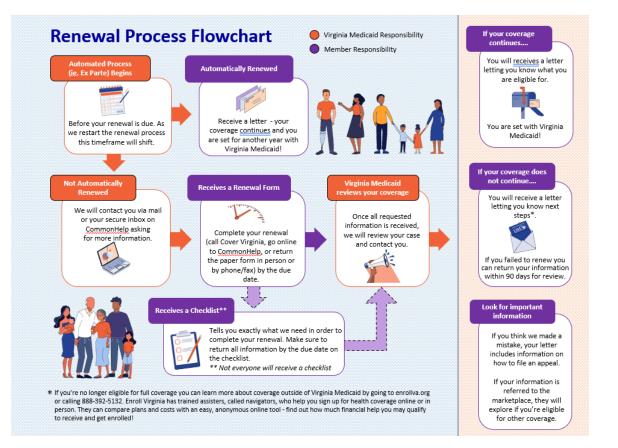
Renewal Process Flow Sheet *Where are you in this process?*

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.

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 <u>commonhelp.virginia.gov</u> 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 <u>covervirginia@dmas.virginia.gov.</u>

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.

Text Messages

- Get ready to renew your Virginia Medicaid health coverage! Make sure we can reach you with important coverage updates. Visit <u>coverva.org</u> 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 <u>commonhelp.virginia.gov</u> or look for a notice in the mail with the steps you need to take now to keep your coverage. For more information visit <u>coverva.org</u>.

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 <u>coverva.org</u> 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 <u>commonhelp.virginia.gov</u> 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.

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 <u>commonhelp.virginia.gov</u> 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 <u>covervirginia@dmas.virginia.gov</u>.

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 <u>commonhelp.virginia.gov</u>; 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 <u>commonhelp.virginia.gov</u>; 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 <u>commonhelp.virginia.gov</u>; 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 <u>commonhelp.virginia.gov</u>; 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 #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 <u>commonhelp.virginia.gov</u>; 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 <u>commonhelp.virginia.gov</u>; 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.

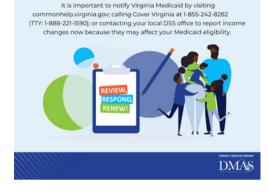
Post #5: Encourage the use of <u>commonhelp.virginia.gov</u> (*bulleted*)

Facebook and Instagram

If you are currently a Virginia Medicaid member, create a CommonHelp account at <u>commonhelp.virginia.gov</u>. 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.

Have you started a new job or had a change in income?





Review, Respond, Renew!

DMAS

Use your account to:

- Apply and renew online.
- Check the status of your application or renewal.
- Manage your case.
- Replace a lost Medicaid card.

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 <u>coverva.org</u> 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 <u>commonhelp.virginia.gov</u>. 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 <u>commonhelp.virginia.gov</u>. 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 <u>commonhelp.virginia.gov</u>. Need additional help or more information? Visit <u>coverva.org</u> 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 <u>commonhelp.virginia.gov</u>. Need additional help or more information? Visit <u>coverva.org</u> or call Cover Virginia at **1-855-242-8282** (TTY: 1-888-221-1590).



Review, Respond, Renew!

Reporting changes is easy when you have a CommonHelp account.





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 <u>commonhelp.virginia.gov</u> 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 <u>coverva.org</u> 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 <u>coverva.org</u> 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

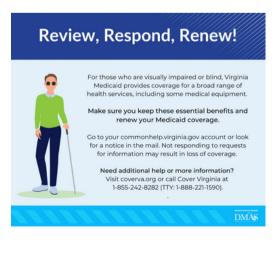
Facebook and Instagram

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 <u>commonhelp.virginia.gov</u> 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 <u>coverva.org</u> 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 #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 <u>commonhelp.virginia.gov</u> 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 <u>coverva.org</u> 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 <u>coverva.org</u> 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 inhome 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 <u>commonhelp.virginia.gov</u> 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 <u>coverva.org</u> 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).



Review, Respond, Renew!



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 <u>commonhelp.virginia.gov</u> 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 <u>coverva.org</u> 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 <u>commonhelp.virginia.gov</u> account or look for a notice in the mail. Visit <u>coverva.org</u> 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 <u>commonhelp.virginia.gov</u> 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 <u>coverva.org</u> 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).

Review, Respond, Renew!

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 Make sure you renew your Medicaid coverage today to keep these vital benefits. 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 coverxaorg or call Cover Virginia at 1-185-524-28282 (TV: 1-1888-221-590).

Review, Respond, Renew!



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 <u>commonhelp.virginia.gov</u> 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 <u>coverva.org</u> 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 <u>coverva.org</u> or **1-855-242-8282** (TTY: 1-888-221-1590).

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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.

- **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 <u>commonhelp.virginia.gov</u> 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.





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



DMAS Unwind II Fly 0223 v2

You Will Be Hearing From Us!

Starting in March 2023, Virginia will begin reviewing members' health coverage! Medicaid will not cancel or reduce coverage for members without asking for updated information and closures will not occur prior to April 30, 2023.

Take these steps to make sure you stay covered:

Review!

Review information regarding Virginia Medicaid's renewal process.

- · Read carefully all official mail, email or texts
- Sign up for email and text updates
- 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

Renew!

VIRGINIA

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 online at commonhelp.virginia.gov using the case number and client ID on your form to associate your case to your account.
- Call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) to submit your information
- Mail the completed form/documents to the address on the form/checklist by the due date

Questions about the form or checklist?

Call your local Department of Social Services or Cover Virginia. Have the requested information ready.

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.

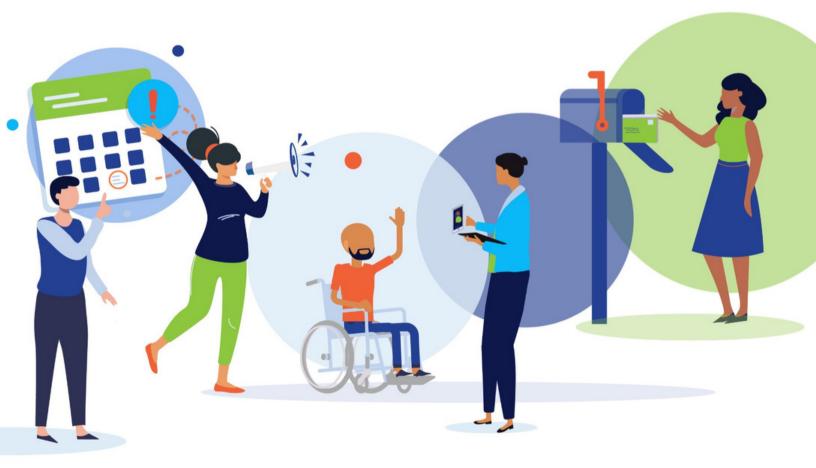
> This entity does not discriminate on the basis of race, color, national origin, sex, age, or disability in its programs and services. DMAS turned II bast 0223 v2



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

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 Virginia's 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 Virginia's Insurance Marketplace and information about buying other health care coverage.

Member Action Steps:

- Learn more about buying health coverage through Virginia's Insurance Marketplace.
 - Read carefully all official mail, email, or texts about what you need to do if you do not qualify for Virginia Medicaid.
- **Sign Up** for coverage on Virginia's Insurance Marketplace at <u>marketplace.virginia.gov</u> or by calling 1-888-687-1501. There are special rules that allow those who have lost Medicaid to apply for health insurance and subsidies.
 - Compare plans and costs with an easy, anonymous online tool
 - Find out how much financial help you may qualify to receive
 - Get enrolled!
- **Get help!** Trained assisters, called navigators, provide free, in-person and virtual assistance with the Marketplace application and the enrollment process. Find your local navigator at enrollva.org or 1-888-392-5132.
 - If members have any questions or need help connecting to Enroll Virginia they can email us at <u>covervirginia@dmas.virginia.gov.</u>

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 Virginia's Insurance Marketplace at <u>marketplace.virginia.gov</u> or by calling 1-888-687-1501.

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 Virginia's Insurance Marketplace at <u>marketplace.virginia.gov.</u> or by calling 1-888-687-1501.

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 Virginia's Insurance Marketplace at <u>marketplace.virginia.gov</u> or by calling 1-888-687-1501 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 Virginia's Insurance Marketplace at <u>marketplace.virginia.gov</u> or by calling 1-888-687-1501 to enroll today.

Get and Stay Covered!

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 Virginia's Insurance Marketplace at <u>Marketplace.virginia.gov</u> or by calling 888-687-1501.



DMAS



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 Virginia's Insurance Marketplace at marketplace.virginia.gov. Need help? Enroll Virginia's certified assisters, called navigators, can help you compare plans and costs, find out how much financial help you may qualify to receive, and enroll! Visit enrollva.org or call 1-888-392-5132 for more information.

Twitter

Virginians who do not qualify for Virginia Medicaid can buy health coverage through Virginia's 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).

Get and Stay Covered!

Virginians who do not qualify for Virginia Medicaid can buy health coverage through Virginia's Insurance Marketplace at marketplace.virginia.gov.

Need help? Enroll Virginia's certified assisters, called navigators, can help you compare plans and costs, find out how much financial help you may qualify to receive, and enroll! Visit enrollva.org or call 1-888-392-5132 for more information.



Get and Stay Covered!

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)



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. If you are no longer eligible, we will send your full information to Virginia's Insurance Marketplace for a review.

If you do not return the information we need to review your case, your Medicaid will be ended but your information will not be sent to Virginia's Insurance Marketplace to check if you are eligible for other low-cost coverage or the Advanced Premium Tax Credits. If you lose Medicaid because you did not return the information, you will have 90 days to submit it so we can review your coverage.

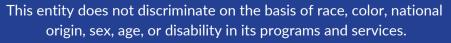


Overall Action Steps:

- Learn more about buying health coverage through Virginia's Insurance Marketplace.
 - Read carefully all official mail, email, or texts about what you need to do if you no longer qualify for Virginia Medicaid.
- **Sign Up** for coverage on Virginia's Insurance Marketplace at <u>Marketplace.virginia.gov</u> or by calling 1-888-687-1501. There are special rules that allow those who have lost Medicaid to apply for health insurance and subsidies.
 - Compare plans and costs with an easy, anonymous online tool
 - Find out how much financial help you may qualify to receive
 - Get enrolled!
- **Get help!** Trained assisters, called navigators, provide free, in-person and virtual assistance with the Marketplace application and the enrollment process. Find your local navigator at enrollva.org or 1-888-392-5132.

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.







DMAS Unwind III Fly 0223 v2 rev 10_30_23

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



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 Virginia's Insurance Marketplace to check if you are eligible for other lowcost 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 Virginia's Insurance Marketplace
 Visit <u>marketplace.virginia.gov</u>.
- Sign Up for coverage on Virginia's Insurance Marketplace at <u>marketplace.virginia.gov</u> or by calling 888-687-1501.
 - There are special rules that allow those 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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Please request 11x17 poster print file from the Cover Virginia website at <u>https://www.coverva.org/en/materials</u>

Additional Resources

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



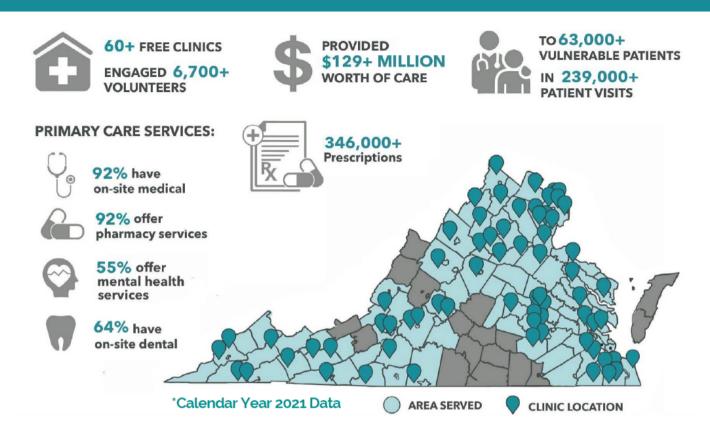








FREE CLINICS CARE FOR VIRGINIA



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







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:

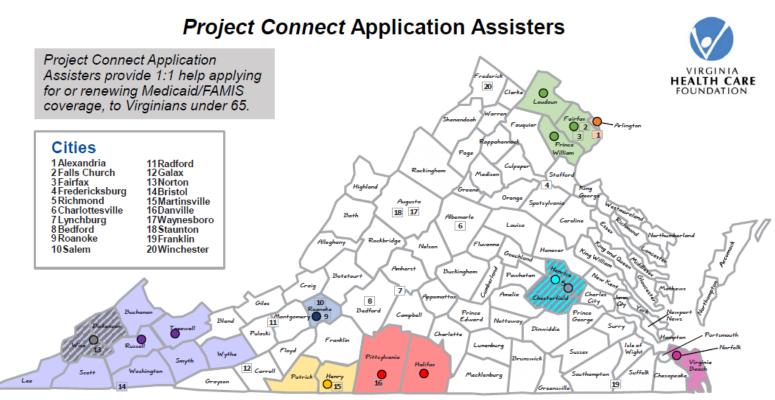
- Conduct public awareness and outreach campaigns/activities in their communities;
- Develop and sustain referral partnerships with community organizations;
- Present information about the Medicaid/FAMIS programs to individuals and small groups;
- Educate individuals and families about Medicaid/FAMIS;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

How do I find my local Project Connect Application Assister?

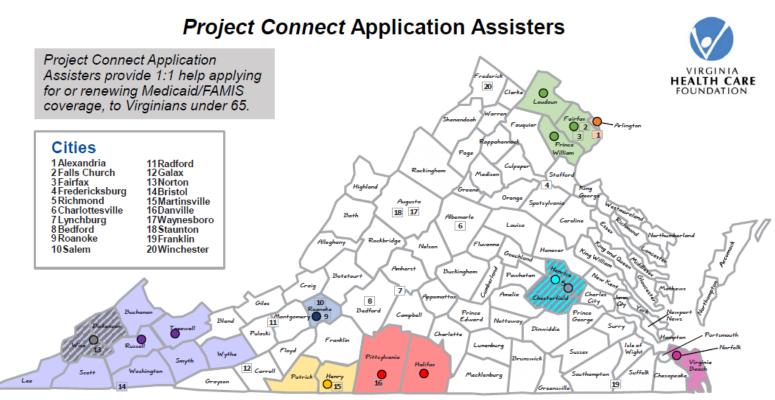
A coverage map, including *Project Connect* Application Assisters' contact information, is attached. For updated contact information for *Project Connect* Application Assisters, please go to <u>vhcf.org/who-and-how-we-help/medicaid-famis-outreach-enrollment/project-connect/</u>.

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 <u>signupnow@vhcf.org</u>, for help connecting with your local *Project Connect* Application Assister.



Prog	ram	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. Co Wellness 	alition for Health &	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 P	ublic 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 Dis	trict	Richmond City and Henrico County	Lyric Shipp: (804) 807-1873
🔵 Virginia Health Care Foun	dation	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



Prog	ram	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
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🔵 Neighborhood Health		Alexandria City, Southern Fairfax, and Arlington County	Eligibility: (703) 269-7284
Norfolk Department of P	ublic 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 Dis	trict	Richmond City and Henrico County	Lyric Shipp: (804) 807-1873
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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.



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.

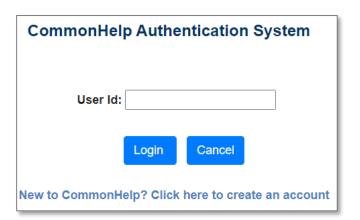
The CommonHelp website, including the links listed above, are available in English and Spanish!

Updating Your Contact Information Online: CommonHelp - <u>www.commonhelp.virginia.gov</u>

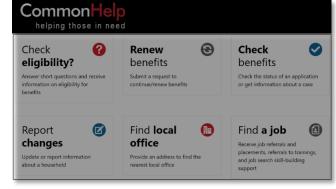
You may have used CommonHelp to apply for health care coverage or other benefits, but did you know you can report changes and submit your renewal online? To make sure we can reach out to you during your annual renewal for health care coverage, we need your contact information. You can check your current 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 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 <u>www.coverva.org/en/phe-planning</u>

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!



DMAS PHE II & III Toolkit 0223 v2 revised 10_30_23







