

MassHealth Eligibility Redetermination Outreach Toolkit



Introduction

In March 2020, the federal government declared a public health emergency (PHE) due to the COVID-19 pandemic. In response to the PHE and consistent with federal continuous coverage requirements, MassHealth put protections in place that prevented members' MassHealth coverage ending during the COVID-19 emergency.

The federal government has decided to end the continuous coverage requirements. In response to this decision, MassHealth will return to our standard annual eligibility renewal processes. Starting April 1, 2023, all current MassHealth members will need to renew their health coverage to ensure they still qualify for their current benefit. These renewals will take place over 12 months.

In order to reduce the number of qualified members that lose their coverage, MassHealth is working with the Massachusetts Health Connector, Health Care For All, and other partners to make sure members know how to renew their coverage and are aware of other affordable health coverage options if needed.

MassHealth will communicate to members in 2 phases:

- **Phase 1: NOTIFY: Prepare for renewal of all MassHealth members**

- o MassHealth will work with stakeholders and other partners to make sure members know how to avoid gaps in coverage when renewals begin.

- **Phase 2: Educate members about how to renew their coverage**

- o MassHealth and its partners will directly outreach to members when they are selected for renewal to make sure that they complete their renewal and know their options for affordable health coverage (if applicable).

This toolkit contains key messages and materials for stakeholders and partners to help them educate and outreach to members **during Phase 1**.

Importance of Communications

Currently, protections are in place that allow all members to keep their MassHealth coverage because of continuous coverage requirements that started during the COVID-19 federal public health emergency. When the federal protections end, MassHealth will need to renew all members. This redetermination process will be the single largest health coverage transition event since the first open enrollment of the Affordable Care Act and the Medicaid expansion. Members will need to know what to expect and how to keep their health coverage when MassHealth returns to our annual eligibility renewal processes. Most members will either remain eligible for MassHealth or qualify for subsidies that will allow them to obtain affordable coverage through the Health Connector.

This toolkit serves as a communications guide and provides resources to support the ongoing preparations for the upcoming end of the continuous coverage requirements.

Phase 1 Key Messages

During Phase 1, MassHealth and its partners should use the following key messages to educate members about the upcoming renewals and make sure they do not have any gaps in coverage.

- 1. Update your contact information.** Make sure MassHealth has your most up to date address, phone number, and email so you do not miss important information and notices from MassHealth.
- 2. Report any household changes.** These include a new job, address, changes to your income, disability status, or pregnancy. MassHealth wants to make sure we have the latest information for you and all members of your household, so you get the best benefit you qualify for.
- 3. Create an MA Login Account.** An MA Login Account is the fastest way to renew your MassHealth and Health Connector coverage, update your information, and report changes to your household. Current members under the age of 65 can create an account by following the link provided on the back of your MassHealth notices or by visiting mass.gov/masshealthlogin.
- 4. Read all mail from MassHealth.** MassHealth will mail you information about your health benefit that may require you to take action to keep your current coverage. Look out for a blue envelope in the mail and make note of the important deadlines.

Additional Messages:

If you think you may no longer be eligible for MassHealth, other health coverage options are available, such as an affordable plan through the MA Health Connector.

Members can visit <https://www.mahealthconnector.org/> or call customer service at 1-877- MA ENROLL (1-877-623-7773) to learn more or enroll in a plan.

Losing MassHealth coverage is a Qualifying Life Event (QLE), which allows members to enroll in a plan through the Health Connector outside of the regular Open Enrollment Period.

“Your Family. Your Health.” Campaign

MassHealth has partnered with the Massachusetts Health Connector and Health Care For All to help educate and notify MassHealth members, focusing on communities at the highest risk of losing coverage at the end of the continuous coverage requirements. MassHealth and its partners will execute these outreach efforts in two phases to provide individuals and communities with information about the renewal process and provide local resources to help members successfully complete the renewal process.



The community-oriented campaign will focus on creating multi-lingual and equity-focused member materials to ensure members receive additional supports to assist them with the renewal process.



Equity Efforts

1. All messages are being tested in multiple languages through focus groups to ensure they resonate with members across cultures.
2. All materials created through the campaign will be available in additional languages, including Spanish, Portuguese, Haitian Creole, Vietnamese, Khmer, Chinese, Arabic, and Cape Verdean Creole.
3. All materials will be distributed widely to advocates, providers, health plans, community organizations, and other partners to ensure there are multiple touch points with members.
4. Ethnic media channels will be included during announcements to ensure the message is getting to more members.

More information on “Your Family. Your Health.” efforts will be provided during Phase 2.

Table of Contents

Poster..... 3

Flyer..... 4

Scam Prevention flyer..... 5

Email Language..... 6

Social Media Graphics..... 7

Phone Scripts..... 9

MassHealth members will soon need to renew their health coverage.



What you need to do now

1 Make sure MassHealth has your most up to date address, phone number, and email so you do not miss important information and notices from MassHealth.

If we are not able to contact you, your coverage may change or you may lose your coverage during your renewal.

2 Report any household changes. These include a new job, address, changes to your income, disability status, or pregnancy.

Update your information and report changes using your MA Login Account at www.mahix.org/individual.

Don't have an account?

If you are under 65, visit mass.gov/mashealthlogin or scan the QR code:



MassHealth members will soon need to renew their health coverage.



What you need to do now

1 Make sure MassHealth has your most up to date address, phone number, and email so you do not miss important information and notices from MassHealth.

If we are not able to contact you, your coverage may change or you may lose your coverage during your renewal.

2 Report any household changes. These include a new job, address, changes to your income, disability status, or pregnancy.

Update your information and report changes using your MA Login Account at www.mahix.org/individual.

Don't have an account?

If you are under 65, visit mass.gov/masshealthlogin or scan the QR code:



Protect Yourself and Your Family from Scams



MassHealth is committed to helping members protect themselves and their families from scams.

We may be reaching out to you soon about your health coverage. MassHealth will never threaten you or your family or ask for your credit card information.

Be on the lookout for scams!

Scammers might pretend to be from a legitimate organization or a government agency. They can use phone, text, or email to try to steal money or something of value from you.

Don't give scammers money or your personal information!

Know What to Look For

If you receive a call, text, or email...

- that threatens you or your family
- warns of legal action
- demands or requests immediate payment
- requires payment by gift card, prepaid debit card, Internet currency, or by mailing cash
- pressures you for personal information
- requests secrecy
- threatens to seize your bank account, or
- tries to gain your trust by providing fake "documentation," false "evidence," or the name of a real government official



It may be a scam!



If you think a scammer may have contacted you, call us at (800) 841-2900 (TTY: 711)

Email Language

Dear MassHealth member,

MassHealth has maintained members' coverage and benefits due to continuous coverage requirements that started during the COVID-19 emergency. We will soon return to our normal renewal process. All MassHealth members will need to renew their health coverage.

If MassHealth has enough information to confirm your eligibility, your coverage will be renewed automatically. If we are **not** able to confirm your eligibility automatically, we will send a renewal form in a **blue envelope** to the mailing address we have on file.

What you need to do now:

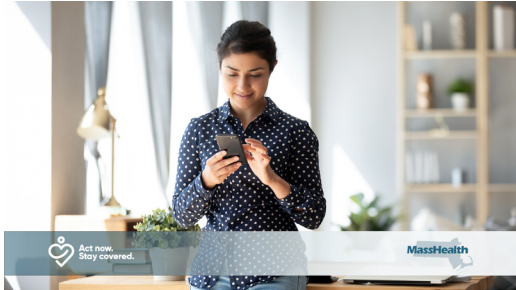
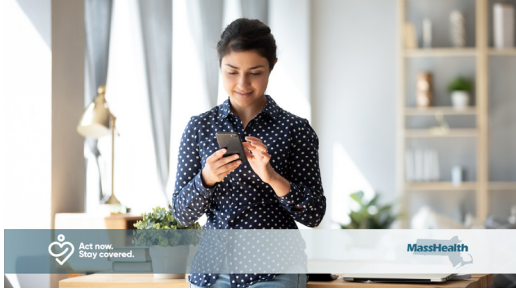
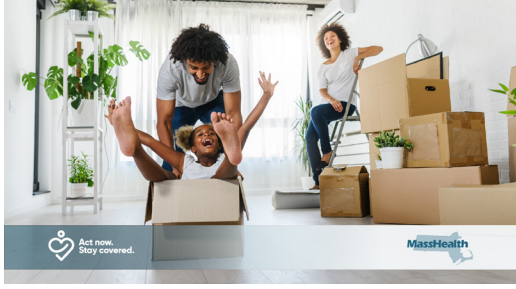
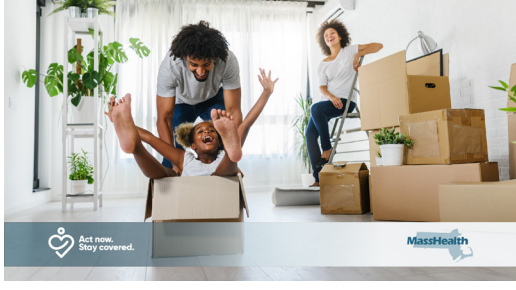

- **Make sure MassHealth has your most up to date address, phone number, and email so you do not miss important information and notices from MassHealth.** If we are not able to contact you when you are selected for renewal your coverage may change or you may lose your coverage.
- **Report any household changes.** Please continue to report any changes in your household, like a new job, address, changes to your income, disability status, or pregnancy. MassHealth wants to make sure we have the latest information for you and all members of your household.

Update your information and report changes using your MA Login Account at <http://www.mahix.org/individual>. Don't have an account? To create one call MassHealth Customer Service at (844) 365-1841. Find out more about MA Login Accounts Online at mass.gov/masshealthlogin.

Questions?

If you have questions, need help with your MassHealth coverage, or if you have lost coverage, please contact MassHealth Customer Service at (800) 841-2900.

Social Media

Social Copy	Graphics
<p>IMPORTANT: Keep MassHealth updated with your latest contact information and income to make sure you get the best benefit you qualify for. Learn how to update your contact information by visiting mass.gov/masshealthrenew</p>	
<p>IMPORTANTE: Comunique a MassHealth su información de contacto actual y sus ingresos más recientes para que pueda recibir los beneficios de salud para los que califica. Visite mass.gov/masshealthrenew para saber cómo mandar su información actualizada.</p>	
<p>Have you moved? Learn how to share your new address with MassHealth at mass.gov/masshealthrenew</p>	
<p>¿Se ha mudado? Visite mass.gov/masshealthrenew para saber cómo compartir su nueva dirección con MassHealth.</p>	
<p>Did you start a new job? Learn how to report your new income at mass.gov/masshealthrenew</p>	

Social Copy

Graphics

¿Tiene un nuevo trabajo? Visite mass.gov/masshealthrenew para saber cómo informar a MassHealth de sus nuevos ingresos.



Are you pregnant? You may qualify for better health care benefits through MassHealth. Learn how to tell MassHealth about this change at mass.gov/masshealthrenew



¿Está embarazada? Es posible que califique para recibir mejores beneficios de salud a través de MassHealth. Visite mass.gov/masshealthrenew para saber cómo informar a MassHealth de su embarazo.



Phone Scripts

Question	Response Script	
<p>What household changes should I report to MassHealth?</p>	<p>You are required to report any changes in your household. This can include:</p> <ul style="list-style-type: none"> • Changes to income, • A member of the household becomes pregnant, • A new household member, • A member leaving the household, • Change of address. <p>All household changes should be reported to MassHealth as soon as possible but no later than 10 days after the change occurs.</p> <p>Reporting changes could help ensure you continue to receive coverage through MassHealth and get the best benefits you qualify for.</p>	
<p>What should I do if I received a blue envelope in the mail?</p>	<p>Under 65 years old:</p> <p>If you received a blue envelope from MassHealth you need to renew your coverage. You can do so with your MA Login account, by phone, or by mail and fax.</p> <ol style="list-style-type: none"> 1. To complete online: Login to your MA Login account at www.mahix.org/individual. 2. To complete by phone: Call (800) 841-2900 3. To submit by mail or fax: Review the prepopulated renewal form included in the packet. Make any updates as needed, date and sign, and then return to the MassHealth Insurance Processing Center by mail or fax. 	<p>Age 65 and older:</p> <p>If you received a blue envelope in the mail, fill out the SACA renewal form, sign, and date. You can submit your form:</p> <ol style="list-style-type: none"> 1. By mail or fax 2. By scheduling an in-person appointment with a MassHealth representative or Enrollment Assister. Using our online scheduling tool is the best way to get in-person help with your application. You can schedule an appointment at www.mass.gov/info-details/schedule-an-appointment-with-a-mass-health-representative
<p>I'm a current MassHealth member, how do I create an MA Login account?</p>	<p>Current MassHealth members, age 64 and younger, must use an invitation code to connect their current benefits to their MA Login Account. Current members should not fill out a new application. Get your invitation on the back of your most recent notice or by calling customer service at (844) 365-1841.</p>	
<p>When can I expect to be renewed?</p>	<p>In general, members will be renewed based on the timing of their last renewal or when they applied for MassHealth. You can find this information by visiting a local Enrollment Assister or with your MA Login Account. Renewal timing may differ as we balance the increased caseload from COVID and to ensure members have a positive experience.</p>	
<p>I don't think I will qualify for MassHealth after my renewal, what should I do?</p>	<p>If you think you may no longer be eligible for MassHealth, other health coverage options are available, such as an affordable plan through the Health Connector. Visit https://www.mahealthconnector.org/ or call customer service at 1-877- MA ENROLL (1-877-623-7773) to learn more or enroll in a plan.</p>	