END OF MEDICAID CONTINUOUS ENROLLMENT
Messaging Toolkit
February 2023

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How to Use this Toolkit

Medicaid Continuous Enrollment Ends March 31, 2023

On Dec. 29, 2022, the Consolidated Appropriations Act (CAA) was enacted, a law that ends the continuous enrollment condition for Medicaid and Children’s Health Insurance (CHIP) programs that claimed a temporary increase in federal matching funds. Beginning April 1, 2023, AHCCCS will resume its regular business process of determining annual renewals for all AHCCCS members. It will take approximately 12 months to complete all renewals.

Throughout this year, we ask everyone who interacts with Medicaid members to spread the word about the upcoming renewal process so that no members lose their coverage simply for not responding to our requests for information.

Approximately 75% of eligibility determinations are able to be completed automatically and members will not need to take any action. If their eligibility is continued, then they will remain enrolled and will receive a summary letter that says, “If the information on the summary is correct, you do not need to do anything. You do not need to call or contact AHCCCS.”

Approximately 600,000 AHCCCS members could lose coverage because they either no longer meet eligibility criteria or simply have not responded to our requests for information to determine their eligibility.

Because losing Medicaid coverage is a Qualifying Life Event, members can enroll in other health care coverage options at www.healthcare.gov.

For details on how AHCCCS will conduct renewals after the PHE, read the Summary Of COVID-19 Public Health Emergency Operational Unwinding Plan.
Who Can Help?

Everyone who interacts with Arizonans who may be current AHCCCS members can help us spread the word about upcoming Medicaid renewals. This includes healthcare providers, teachers, advocates, elected officials, business leaders and owners, community organizations, day care facilities, schools, churches, and local governments.

This toolkit includes templates and materials you can use to inform Arizonans of the steps they can take to complete their Medicaid renewal or, if they are no longer eligible for Medicaid, to find other health insurance options.

Download a zipped file of all toolkit collateral.

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Guidance for AHCCCS Managed Care Organizations

MCOs are permitted to directly market their corresponding QHP product (if they have one) but, if offering information about the range of available commercial/private plans available in the member’s service area, the MCO must only provide generalized education, notwithstanding ACOM 101, and are prohibited from marketing/steering to their commercial/private plans.

If you have any questions about this toolkit, please contact PIO@azahcccs.gov.
4 Key Messages

Got Medicaid? Here are four things you need to know:

1. Beginning April 1, 2023, AHCCCS will resume the regular renewal process and determine eligibility for all members. This will take approximately 12 months.

2. Watch your mailbox for a renewal letter. It will tell you whether you’ve been automatically renewed, disenrolled, OR need to respond with more information.

3. If you are asked to respond, please do so right away.

4. If you are no longer eligible for Medicaid, other low-cost health insurance options are available. Call 2-1-1 or visit [www.211.org](http://www.211.org) to find other low-cost options.

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**One-Page Fact Sheet**

**Resuming Regular Medicaid Eligibility Operations**

Since the start of the COVID-19 pandemic, Medicaid programs maintained "continuous enrollment" at federal direction. As a condition of receiving enhanced federal funding, AHCCCS could not take any negative actions during a member’s annual renewal of eligibility. No one who was enrolled in Medicaid during these times lost their Medicaid coverage unless they moved out of state, voluntarily disenrolled, aged out of AHCCCS, or passed away. Medicaid enrollment has increased by 3% in Arizona since the start of the pandemic.

Due to federal legislation passed in December 2022, the continuous enrollment requirement is no longer tied to the public health emergency and date, and Medicaid programs are required to begin the discontinuance process starting April 1, 2023.

**Coverage Impacts**

- Approximately half of these individuals could lose coverage because they are no longer eligible for Medicaid or Medicare.

**Renewal Plan & Monitoring Progress**

AHCCCS will determine the status of members over 12 months using a hybrid approach of “targeting” before “non-targeting” to identify application dates to contact, and will adjust timelines as needed.

AHCCCS and its contracted health plans will closely monitor the renewal progress during the 12 months:

1. Share renewal information.
2. Communicate with members about how to connect individuals to coverage.

**Budget Impacts**

Resuming renewal eligibility will impact Arizona’s Medicaid budget. AHCCCS expects a 5% increase driven by the expectation that lower cost members will disenroll during Current Year 2023 which causes an increase in the average cost profile for Medicaid members.

**Key Messages**

- Got Medicaid? Here are four things you need to know:

  1. Beginning April 1, 2023, AHCCCS will resume the regular renewal process and determine eligibility for all members. This will take approximately 12 months.
  2. Watch your mailbox for a renewal letter. It will tell you whether you’ve been automatically renewed, disenrolled, OR need to respond with more information.
  3. If you are asked to respond, please do so right away.
  4. If you are no longer eligible for Medicaid, other low-cost health insurance options are available. Call 2-1-1 or visit [www.211.org](http://www.211.org) to find other low-cost options.
Text Messages

Get ready to renew your AHCCCS coverage. Make sure your address is correct in our system. Log in at www.healthearizonaplus.gov or call 1-855-432-7587.

Prepárese para renovar su cobertura de AHCCCS. Asegúrese de que su dirección esté correcta en nuestro sistema. Inicie sesión en www.healthearizonaplus.gov o llame al 1-855-432-7587.

Sample On-Hold Messages

1. If you have AHCCCS, your health insurance will renew in 2023. Look for a letter in the mail, and if the letter asks you to respond, please do so right away.

2. If your contact information (phone number, email, mailing address) has changed, report those changes to AHCCCS. Log into healthearizonaplus.gov or call 1-855-HEAPLUS (432-7587).

3. Do you need health insurance? Find options by calling 2-1-1 or visiting www.211.org.

:30 Radio Scripts

If you’ve got Medicaid, here are four things you need to know. One. This year, Arizona is reviewing eligibility to make sure you still qualify. Two. Check your mail about your renewal. Three. Respond right away, if needed. Four. If you no longer qualify for Medicaid, find other low-cost options by calling 2-1-1 or visiting www.2-1-1.org.


Direct Mail Insert Message

Do you need health insurance? Call 2-1-1 or visit www.211.org.

¿Necesita seguro de salud? Llame al 2-1-1 o visite www.211.org.
ENGLISH/SPANISH

POST #1 text and graphics
On April 1, AHCCCS will begin regular member renewals for all 2.5 million enrolled members. This will take 12 months to complete. If you are no longer eligible for AHCCCS insurance, visit www.211.org or call 2-1-1 to find other health insurance options. #GetCovered

POST #2 and graphics
If you or your household receives a letter from #AHCCCS requesting info about your health care renewal, please respond! Check the status of your renewal by logging into www.healthearizonaplus.gov. #GetReadytoRenew

POST #3 and graphics
Do you need health insurance? Call 2-1-1 or go to www.211.org for help finding health insurance that fits your needs. Help is available 24/7/365 in English and Spanish.

POST #4 Text and graphics
KidsCare is low-cost health insurance for children. KidsCare eligibility is determined with a Medicaid application. Apply for Medicaid at www.healthearizonaplus.gov or call 1-855-432-7587. #KidsCare #KeepKidsCovered

KidsCare es un seguro médico de bajo costo para niños.Solicite en www.healthearizonaplus.gov o llame al 1-855-432-7587. #KidsCare #Mantengaasushijoscubiertos
**Social Media Posts - General April 1 Messaging**

**ENGLISH/SPANISH**

**POST #1 text and graphics**  
On April 1, AHCCCS will begin regular member renewals for all 2.5 million enrolled members. This will take 12 months. Nearly 75% of renewals are determined automatically with no need for member response, but make sure we can reach you if needed. Update your contact information at www.healthearizonaplus.gov. Learn more: [www.azahcccs.gov/Renewals](http://www.azahcccs.gov/Renewals)

**POST #2 text and graphics**  
Starting April 1, AHCCCS must reverify the eligibility for all 2.5 million Medicaid members. Get ready by updating your contact information at [www.healthearizonaplus.gov](http://www.healthearizonaplus.gov) and signing up for text or email alerts! Read more at [www.azahcccs.gov/Renewals](http://www.azahcccs.gov/Renewals).

**POST #3 text and graphics**  
Starting April 1, AHCCCS will end continuous enrollment and return to regular member renewals and disenrollments. Watch your mailbox or inbox for a renewal letter from AHCCCS. Learn more: [www.azahcccs.gov/Renewals](http://www.azahcccs.gov/Renewals).

**POST #4 text and graphics**  
Due to federal law, on April 1 the regular Medicaid member renewal process will begin. It will take 12 months to renew all members, but members can prepare now by updating contact information by logging into [www.healthearizonaplus.gov](http://www.healthearizonaplus.gov). Learn more: [www.azahcccs.gov/Renewals](http://www.azahcccs.gov/Renewals).
MEDICAID RESUMES REGULAR RENEWAL PROCESS BEGINNING APRIL 1, 2023

Beginning April 1, 2023, AHCCCS is required to resume the regular renewal process and disenroll ineligible individuals from AHCCCS and KidsCare. Over the course of 12 months, AHCCCS will complete a full eligibility renewal for all 2.5 million enrolled members, following a careful plan designed to make sure that no eligible members are wrongly disenrolled, and that anyone who no longer qualifies for Medicaid is referred to other health care insurance options.

The return to regular renewal processes will be the first time in three years that Medicaid and CHIP members who no longer qualify for Medicaid will be disenrolled. Members will be notified of their eligibility renewal prior to their month of renewal.

What AHCCCS Members Can Do To Prepare for Renewal

The most important thing AHCCCS members can do right now is update their contact information in Health-e-Arizona Plus (www.healthearizonaplus.gov), sign up for text/email notification alerts from AHCCCS, and respond to all AHCCCS requests for information in a timely manner.

To update contact information, log in to www.healthearizonaplus.gov or call Health-e-Arizona Plus at 1-855-432-7587, Monday through Friday 7:00 a.m. - 6:00 p.m.

To sign up for text/email alerts of AHCCCS notifications, log in to www.healthearizonaplus.gov, go to “Message Center” on the toolbar, and click on “Manage My Alerts and Letters.”

Look for a letter from AHCCCS and respond if needed.

The majority of renewals can be determined automatically with no input needed from the member. If AHCCCS cannot automatically determine eligibility using available and approved data sources, the member will receive a renewal packet by mail or a notification by email, depending on their selected preference. AHCCCS health plans will also use texts, email, and social media when available to reach members. Members who receive renewal packets can complete their renewal online by logging into www.healthearizonaplus.gov, by mail, by phone, or in person at a Department of Economic Security office.

How Can I Learn More About Medicaid Renewals?

See more information and frequently asked questions at www.azahcccs.gov/Renewals.

More AHCCCS links

- Return to Regular Renewals web page
- COVID-19 Frequently Asked Questions
- Summary of Renewal Operational Plan
- AHCCCS COVID-19 web page
- AHCCCS News and Press Releases (subscribe)

Hashtags/Tags

Primary: #GetReadytoRenew #PrepáreseParaRenovar #GetCovered #ObtengaCobertura #KeepYourHealth #MantengaSuSalud #KeepKidsCovered #Mantengaasushijoscubiertos

Secondary: #AHCCCS #KidsCare #Medicaid

AHCCCS social media accounts to tag, follow, and share:
Facebook: @AHCCSgov
Twitter: @AHCCSgov
LinkedIn: @AHCCCS
Instagram: @AHCCSgov