



Unwinding the Public Health Emergency

Quarterly Messaging Toolkit

May 2022

1. MESSAGING GUIDANCE

KEY MESSAGE: GET READY TO RENEW!

Approximately 600,000 members will need to be renewed in the months following the end of the public health emergency. About half of these are individuals who could be factually ineligible, meaning that if, ***after a full review of their Medicaid eligibility***, they no longer meet eligibility requirements they will lose their current Medicaid coverage.

Because losing Medicaid coverage is a Qualifying Life Event, we want Medicaid members to know about other health care coverage options if they become ineligible for Medicaid. We also want other uninsured Arizonans to know how to find health care coverage.

SUGGESTED RESOURCES AND DISTRIBUTION METHODS	SUGGESTED CONTENT
AHCCCS Website	Single page for member and MCO resources
Social media	Suggested content & graphics
Email newsletters	Simple article asking members to update contact info. Please share in your next newsletter to stakeholders.
Direct mail inserts	Suggested direct bill insert message
Phone calls	Sample On Hold messages
Text messages	Text messages
Print material	“Get Ready to Renew” fliers (English and Spanish)

Guidance for AHCCCS Managed Care Organizations:

MCOs are permitted to directly market their corresponding QHP product (if you they 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 is prohibited from marketing/steering to their commercial/private plans.



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2. SAMPLE SOCIAL MEDIA POSTS & PUBLIC MESSAGES

PUBLIC MESSAGING FOR MEMBERS

FACEBOOK/INSTAGRAM

1. During the pandemic, most AHCCCS members have kept their health care coverage. Later this year, AHCCCS may need to contact you to confirm your renewal. Make sure your address is correct in our system. Log in to www.healtharizonaplus.gov to update your address or call 1-855-HEAPLUS (432-7587). #GetReadytoRenew
2. Your AHCCCS coverage is renewed each year. If we need information from you, we will send a letter, so it's important that we can reach you! Make sure your contact info is correct. Log into healtharizonaplus.gov or call 1-855-HEAPLUS (432-7587).
3. Do you need help updating your contact information with AHCCCS? You can contact your health plan for assistance. You can also find a Community Assistor at www.healtharizonaplus.gov who can help you update your phone number and mailing address and complete your AHCCCS renewal. #GetReadytoRenew

TWITTER

4. If you or your household receives a letter from AHCCCS requesting information about your health care renewal, please respond. This will help ensure that your AHCCCS coverage remains active. Check the status of your renewal by logging into www.healtharizonaplus.gov. #GetReadytoRenew
5. Need health insurance? Call 2-1-1 or visit www.211.org for information and referrals.
6. When the public health emergency ends later this year, KidsCare and Freedom To Work AHCCCS members will again be required to pay monthly insurance premiums. Plan ahead, and learn more about [premium payments](#).



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PUBLIC MESSAGING FOR AHCCCS PROVIDERS

1. Some AHCCCS providers will receive written notification in the next several months to revalidate their application and meet additional screening requirements. Providers that have an expired license will be notified in writing to submit the current license or certification. Providers that have not responded to the re-registration invitation will be notified in writing to complete a revalidation application. Failure to complete the revalidation application could result in disenrollment and claim denials.
2. AHCCCS has reinstated application screening requirements for some provider types. These requirements include [enrollment fees](#), site visits, and fingerprint criminal background checks for [“high” and “moderate”](#) risk providers.
3. Providers, if you are no longer participating as a Medicaid provider or no longer employed with an organization please contact APEPTrainingQuestions@azahcccs.gov to report the change.



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3. Email Newsletter Article

At the beginning of the COVID-19 pandemic in 2020, the federal government declared a public health emergency (PHE). For the duration of the PHE, Medicaid programs were required to continue health care coverage for all medical assistance programs, even if a member's eligibility changed.

We expect the PHE to end later this year and when it does, AHCCCS will return to normal Medicaid renewal processes. You can help AHCCCS members prepare for renewal so that all eligible Arizonans continue to be enrolled in AHCCCS or KidsCare.

AHCCCS asks all members to do three things:

1. Make sure your mailing address, phone number, and email address on file is correct in www.healtharizonaplus.gov, or by calling Health-e-Arizona Plus at 1-855-HEA-PLUS (1-855-432-7587), Monday through Friday 7:00 a.m. - 6:00 p.m.
2. Check your mailbox for a letter from AHCCCS about renewal of coverage.
3. Respond to any requests from AHCCCS for more information so the agency can accurately determine eligibility.

Share this Get Ready to Renew flier ([English](#) and [Spanish](#)) to help spread the word that members should take steps today.

Members can find more help from their health plans' member services departments (the phone number is on their AHCCCS member ID card and the [AHCCCS Available Health Plans](#) web page). [Community assistor organizations](#) can also help members navigate the Medicaid or KidsCare renewal process.

Anyone who needs health care coverage can get help by calling 2-1-1, or visiting www.211.org.



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4. Direct Mail Insert Message

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

5. Text Messages to Members

English

This is AHCCCS. Make sure your address is current in our system so we can reach you about any changes to your Medicaid coverage. Log in at www.healtharizonaplus.gov or call 1-855-432-7587.

[Note for MCOs that are Community Assistors: please insert appropriate member services phone number.]

(159 characters, 190 with spaces)

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

(125 characters, 147 with spaces)

Spanish

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

(157 characters, 181 with spaces)

6. Sample Website Banners

Enrolled in Medicaid? Get ready to renew. Update your mailing address at www.HealthEArizonaPlus.gov.

[For HEAplus Community Assistor] Enrolled in Medicaid? Get ready to renew. Call us at *(insert #)* or update your mailing address at www.HealthEArizonaPlus.gov to stay enrolled.

7. Sample Ivr/On-Hold Scripts For Health Plans

1. If you've moved within the last two years, make sure AHCCCS has your new address so that you continue to receive important information about your Medicaid coverage. Log on to healtharizonaplus.gov or call 1-855-HEAPLUS (432-7587) to update your contact information.



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2. If you have changes in your household, such as income, someone becoming pregnant, a new household member, or address, please report those changes to AHCCCS. Log on to healtharizonaplus.gov or call 1-855-HEAPLUS (432-7587) to update your contact information.
3. If your contact information (phone number, email, mailing address) has changed, report those changes to AHCCCS. Log into healtharizonaplus.gov or call 1-855-HEAPLUS (432-7587).
4. Do we have your most current contact information? Confirm your mailing address, email, and phone number with a member services representative.

8. Hashtags/Tags

Primary: #EndofPHE #Medicaid #GetReadytoRenew

Secondary: #PublicHealthEmergency, #AHCCCS

AHCCCS Social Media Accounts to tag, follow, and share:

Facebook: @AHCCCSgov

Twitter: @AHCCCSgov

LinkedIn: @AHCCCS

Instagram: @AHCCCSgov

9. Graphics

Folders: <https://drive.google.com/drive/folders/1VVrJYs9HQdwRbZ0aDg1kqCzLOyHZHGfK?usp=sharing>

10. Resources

- o [AHCCCS COVID-19 main page](#)
- o [March 22, 2022 news post](#)
- o [Return to Normal Renewals web page](#)
- o HEAPlus: www.healtharizonaplus.gov