



Medicaid & HMK Continuous Coverage Unwinding: Communications Toolkit

Overview

What is the Public Health Emergency, and how does it impact Montana Medicaid?

During the COVID-19 public health emergency, Montana Medicaid didn't process redeterminations to check eligibility for Medicaid. Throughout the pandemic, individuals on Medicaid and Healthy Montana Kids didn't have to worry about providing updated information to DPHHS to keep their health care coverage. The public health emergency is still in effect through at least January 2023.

Once the public health emergency ends, the Montana Department of Health and Human Services (DPHHS) will start the long process of redeterminations for everyone enrolled in Medicaid and Healthy Montana Kids. There are currently more than 270,000 Montanans who are covered by Montana Medicaid and Healthy Montana kids, and all of them will be redetermined in the 12 months following the end of the public health emergency. However, since DPHHS hasn't been regularly processing redeterminations, they probably do not have everyone's current address. Enrollees will learn about the redetermination process, if they need to provide any information, and the status of their case through the mail.

What do people need to do? Starting now, everyone who gets their health insurance through Montana Medicaid or Healthy Montana Kids should **update their contact information**, open their mail from DPHHS and the Montana Office of Public Assistance, and respond to requests or risk losing coverage. There may be affordable insurance options on the Health Insurance Marketplace for those Medicaid enrollees who lose coverage.

When is the timeline? The redetermination process has not yet begun, and once it does, redeterminations will happen over 12 months. Not all Montanans will be redetermined at the same time, and the messaging and communication included in this toolkit must happen continuously throughout the redetermination period. Want to stay in the loop on the end of the PHE? Sign up for the Cover Montana email newsletter [here](#).

Keep your contact info up to date.

Do you get your health insurance through Montana Medicaid or Healthy Montana Kids?



Have you moved in the past three years?



Update your contact info.



Learn more: DPHHS put together [this FAQ](#) for community partners.

Who can help if my patients or clients have questions? In addition to local Offices of Public Assistance and the Montana Public Assistance Help Line, Cover Montana is a resource for Montanans who need help understanding upcoming changes to Medicaid. Cover Montana is a project of the Montana Primary Care Association and connects Montanans to health insurance coverage. Cover Montana provides free, confidential enrollment help with Medicaid, Healthy Montana Kids, and the Health Insurance Marketplace. Cover Montana provides virtual, phone, and in-person enrollment help. Call our toll-free helpline at **(844) 682-6837** or find local in-person help at www.covermt.org/find-local-help.


Cover Montana’s in-person Navigators:

- Billings: Armanda Garcia, agarcia@mtpca.org, (406) 591-9139
- Bozeman: Tierney Strandberg, tstrandberg@mtpca.org, (406) 595-4934
- Browning and N. Central MT: ShyAnn Raining Bird, srainingbird@mtpca.org, (406) 845- 2376
- Flathead Valley: Kaitlyn Farrar, kfarrar@mtpca.org, (406) 897-4141
- Helena: Julie Burrows, jburrows@mtpca.org, (406) 461-6991
- Miles City: Tiffany Klein, tiffany.klein@onehc.org, (406) 874-8702
- Missoula: Alissa Snow, asnow@mtpca.org, (406) 438-3410
& Laura Bird, lbird@allnations.health, Office: (406) 829-9515 x 126, Cell: (406) 304-5834

Messaging

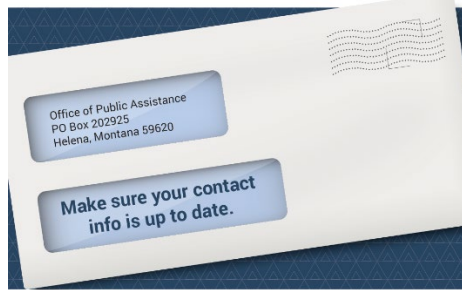
Phase 1:	Phase 2:
Goals: Inform Montanans that change is coming, encourage them to update contact info with the Office of Public Assistance, and open their mail and respond quickly.	Goals: Inform Montanans losing Medicaid coverage about other coverage options and connect them to an enrollment assister.
<i>Timeline: Start phase 1 messaging now and throughout the 12 months following the end of the PHE.</i>	<i>Timeline: Start phase 2 messaging once the PHE ends and Montanans start losing Medicaid/HMK coverage. The PHE has not yet ended.</i>
Phase 1 messages:	Phase 2 messages:
Do you get your health insurance through Montana Medicaid or Healthy Montana Kids? Don't risk losing your health insurance, update your contact info!	Did you lose your Medicaid coverage? You may qualify for other affordable health insurance, but you must act quickly. <i>Optional: You don't have to be an expert. Free, local help is available.</i>



<p>Are you covered by Medicaid? The Office of Public Assistance is reaching out but need your most up to date contact info. Don't risk losing your coverage!</p>	<p>Do you or someone you know no longer qualify for Montana Medicaid or HMK? You may qualify for other affordable coverage, but don't delay! <i>Optional: You don't have to be an expert. Free, local help is available.</i></p>
<p>Sample social messages:</p>	
<p>Are you covered by Montana Medicaid or Healthy Montana Kids? You could be at risk of losing your coverage. Fill out this quick form to update your contact info: https://bit.ly/DPHHSform</p>	<p>Got mail? 📧 If you've received a letter from the Office of Public Assistance, it's important to respond as quickly as possible to avoid losing your Montana Medicaid coverage!</p>
<p>🔔 Montana Medicaid members! Don't risk losing your health insurance 🏠❤️💊. Update your contact info with Montana Medicaid. https://bit.ly/DPHHSform</p>	<p>If you no longer qualify for Medicaid or HMK, you may be able to get affordable coverage through the Health Insurance Marketplace. But act fast! 🔔 Learn more about your options and get free, local help at Cover Montana (or insert your on-site enrollment assister).</p>
<p>Do you get your health insurance coverage through Medicaid or HMK? Don't risk losing your health insurance 🏠❤️💊. Update your contact info with Montana Medicaid. https://bit.ly/DPHHSform</p>	<p>Did you or someone you know lose Montana Medicaid or HMK? 🔔 You may be able to enroll in affordable health insurance coverage, but time is limited! Learn more about your options and get free, local help at Cover Montana (or insert your on-site enrollment assister).</p>
<p>Have #Medicaid? Listen up 📧: your renewal is coming! You don't want to miss this important piece of mail. Make sure Montana Medicaid has your current address! https://bit.ly/DPHHSform</p>	<p>Losing Medicaid coverage? You may be able to get affordable coverage through the Marketplace, but don't delay! Learn more about your options and get free, local help at Cover Montana (or insert your on-site enrollment assister).</p>
<p>Social media graphics:</p>	
<div style="text-align: center;">  <p>Keep your contact info up to date.</p> <p>Do you get your health insurance through Montana Medicaid or Healthy Montana Kids? 🏠</p> <p>Have you moved in the past three years? 📞</p> <p>Update your contact info. 📧</p> <p>COVER MONTANA CONNECTING YOU TO HEALTH INSURANCE COVERAGE</p> </div>	



DID YOU GET MAIL?



Videos:

Coming soon. Available at <https://www.mtpca.org/programs/cover-montana/>

Print Materials:

Coming soon. Available at <https://www.mtpca.org/programs/cover-montana/>

PHASE 1: (Start phase 1 messaging and activities in June 2022)

Tips on how to include information about changes within your organization:

- Include information about changes coming to Montana Medicaid in your reception/front desk/check-in process.

Sample scripts:

- For organizations who are NOT Medicaid providers: *Are you or someone you know enrolled in Medicaid or Healthy Montana Kids? Changes are coming, and Montana Medicaid will soon be reaching out to all enrollees, so they must have your most up-to-date contact information.*
 - *Add info on where you will refer patients/clients (in-house, Cover Montana, etc.)*
- For organizations who are Medicaid providers and have access to the MPATH Provider Portal: *It looks like you are covered by Medicaid/HMK. Changes are coming to Medicaid. They will be in touch in the coming months, so we want to make sure that your contact info with Medicaid and the Office of Public Assistance is up to date. The mailing address that Medicaid has for you is XXX. Is that the most up-to-date contact info?*
 - *If yes: Great! Please keep your eye out for a letter coming from the "Office of Public Assistance" in Helena. Make sure you open your mail and provide any information requested.*
 - *If no: Let's update your contact information to make sure you receive notices about your coverage.*



- Add a message to your phone system: *Are you enrolled in Montana Medicaid or Healthy Montana Kids (HMK)? Changes are coming, and the Office of Public Assistance needs to send you paperwork. Don't risk losing your coverage. Make sure your contact info is up to date.* ADD: Guidance on who can help/what to do (on-site, DPHHS, Cover Montana):
 - o *If you have questions or need help, (name of organization) can help. Ask for/press X for (insert name of the person who can help).*
 - o *If you have questions or need assistance, our partners at Cover Montana can help. Visit covermt.org or call 844 682-6837.*

- Send a text to Medicaid/HMK patients/clients: *Changes are coming to Montana Medicaid. Don't risk losing your coverage. Make sure the Office of Public Assistance has your most up-to-date contact information.* ADD: Guidance on who can help

- Share print materials with patients/clients at your organization:
 - o Coming soon: links to the online printed materials
 - o Ideas for posters: waiting rooms, exam rooms, bathroom stalls, outreach events, etc.
 - o Ideas for rack cards:
 - Include a card in any letters/notices mailed to patients/clients
 - Insert into bags at pharmacies
 - Insert into food boxes at a food bank
 - Share at outreach events
 - Use at the front desk/reception
 - o Need materials? The Montana Primary Care Association has printed materials that can be mailed/delivered to your organization. Contact Julie Burrows for more information: jburrows@mtpca.org.

PHASE 2: (Start Phase 2 messaging and activities once it is announced that the PHE is ending)

Sample email to patients/clients

Dear Patient/client,

As the COVID emergency is soon ending, Montana Medicaid and the Office of Public Assistance are reaching out to everyone covered by Medicaid and Healthy Montana Kids to make sure they still qualify for coverage. They will be sending letters to enrollees over the coming months, so Montana Medicaid must have your most up-to-date contact information. These letters will let you know if you still qualify for coverage, whether you need to provide any more information to stay covered, or if you no longer qualify.

Please take these four steps to stay covered:



1. Ensure your contact information with Montana Medicaid/Office of Public Assistance is up to date! Here are five ways to update your contact info (note: we include all of the options, but you may decide to include a smaller number depending on your clients/community).
 - a. Note: If someone in your organization can help update contact information, including that person here first.
 - b. Update your contact info through the <https://apply.mt.gov/> portal. You must create/log into your account, and it requires an email address. The portal allows you to update your contact info, see your case, review benefits, and more!
 - c. Update your contact info through a simple online form. This is through the Montana Department of Public Health and Human Service and doesn't require an email address. Here is the link: <https://bit.ly/DPHHSform>
 - d. Call the Montana Public Assistance Help Line: (888) 706-1535
 - e. Stop by your local Office of Public Assistance:
<https://dphhs.mt.gov/hcsd/officeofpublicassistance>.
 - f. By mail: PO Box 202925, Helena, MT, 59620 or fax: 1-877-418-4533. Include case number and first and last names. If there is no case number, include SSN or date of birth.
2. Open your mail! The notices will come from "The Office of Public Assistance." Make sure to open, read, and save your notices!
3. If the Office of Public Assistance sends you a renewal form, fill it out! Some folks will need to provide information to Montana Medicaid in order to stay covered.
4. If you lose your Medicaid or HMK coverage, you may still be able to enroll in an affordable health insurance plan through the Health Insurance Marketplace. However, you only have 60 days from when you lost Medicaid coverage to get covered, so don't delay! You don't have to be an expert, Cover Montanan can help connect you to free, local help across Montana.

If you have questions about these changes or need help navigating the Medicaid renewal process, help is available. Here are three ways that you can get help:

1. The Cover Montana Helpline: (844) 682-6837
Cover Montana is a free and confidential Montana program that connects Montanans to health insurance coverage. They can help enroll folks in Medicaid, Healthy Montana Kids, and the Health Insurance Marketplace. Phone, virtual, and in-person help is available. Learn more and find help at www.covermt.org.
2. The Montana Public Assistance Help Line: (888) 706-1535
The Public Assistance Help Line is run by the Montana Department of Public Health and Human Services and connects you to a caseworker who can help update your info and provide information about your case and coverage.
3. Your local Office of Public Assistance (OPA): Montana's Offices of Public Assistance are open and able to help! Find a list of OPAs here: <https://dphhs.mt.gov/hcsd/officeofpublicassistance>.



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