

Montana Medicaid Unwinding: Communications Toolkit

Updated January 2023

Overview

What is the Medicaid Unwinding?

During the COVID-19 public health emergency, federal law didn't allow states to remove participants from Medicaid, so Montana Medicaid didn't 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. More than 300,000 Montanans are currently covered by Montana Medicaid and Healthy Montana kids. Starting in April 2023, Montana Medicaid will begin checking eligibility for everyone enrolled in Medicaid and HMK. This process of renewals is often referred to as the "Medicaid unwinding" or redetermination.

Is the Public Health Emergency Ending?

Medicaid unwinding can begin in April, but the PHE is not ending (yet). The federal spending bill passed in December 2022 created a timeline to start the unwinding, but the bill did not end the Public Health Emergency.

What do people need to do?

Starting now, everyone who gets their health insurance through Montana Medicaid or Healthy Montana Kids should follow these three steps:

1. Update their contact information with the Office of Public Assistance.
2. Open any mail from Montana Medicaid and the Montana Office of Public Assistance.
3. Provide any requested information.
4. If you lose coverage, contact Cover Montana for help finding health insurance coverage through the Health Insurance Marketplace.

When is the timeline? The redetermination process will begin in April 2023 and is expected to take about 10 months. Not all

Montanans will be redetermined simultaneously, and the messaging and communication included in

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.



this toolkit must happen continuously throughout the redetermination period. Want to stay in the loop about the end of the PHE? Sign up for the Cover Montana email newsletter [here](#).

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 the Medicaid Unwinding. Cover Montana is a project of the Montana Primary Care Association, a nonprofit organization connecting 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: Annie Carlson, acarlson@mtpca.org, (406) 471-7049
- Helena: Julie Burrows, jburrows@mtpca.org, (406) 461-6991
- Miles City: Tiffany Klein, tiffany.klein@onechc.org, (406) 874-8702
- Missoula: Alissa Snow, asnow@mtpca.org, (406) 438-3410

Medicaid Unwinding 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: Now</i>	<i>Timeline: Starting in April 2023</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 sending a renewal notice soon, but they need your current address. 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>
--	--

Sample social messages:

<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>🔔 Medicaid renewals start soon! 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! Follow these steps to stay covered: 1. Open your mail! 2. Provide any requested info. 3. Reach out if you have questions or lose coverage.</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>

Social media graphics (more coming soon)

<div data-bbox="329 1444 769 1566"> <p>Keep your contact info up to date.</p> </div> <div data-bbox="354 1581 743 1791"> <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> </div> <div data-bbox="342 1822 748 1873">  <p>COVER MONTANA CONNECTING YOU TO HEALTH INSURANCE COVERAGE</p> </div>	<div data-bbox="829 1455 1247 1493"> <p>DID YOU GET MAIL?</p> </div> <div data-bbox="808 1507 1269 1797">  </div> <div data-bbox="824 1812 1252 1862">  <p>COVER MONTANA CONNECTING YOU TO HEALTH INSURANCE COVERAGE</p> </div>
--	---



Print Materials:

Cover Montana has several print materials available at our unwinding [page](#):

- [Update Your Contact Info Poster \(Sept. 2022\)](#)
- Update Your Contact Info Rack Cards (Sept. 2022)
 - o [Family Rack Card](#)
 - o [Envelope Rack Card](#)
 - o [Spanish Language Rack Card](#)
- [Three Steps to Stay Covered Poster \(Jan. 2023\)](#)
- [Three Steps to Stay Covered Rack Card \(Jan. 2023\)](#)

For more info and to order free print materials, contact Julie Burrow, jburrows@mtpca.org.

Tips on how to include information about the Montana Medicaid Unwinding within your organization or agency

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:

- Update contact info:
Are you or someone you know enrolled in Medicaid or Healthy Montana Kids? Changes are coming soon, and Montana Medicaid will soon reach out to all enrollees to verify their eligibility, so they must have your most up-to-date contact information.
 - o *Add info on where you will refer patients/clients (in-house, Cover Montana, etc.)*
- Complete renewal/stay covered:
Are you or someone you know enrolled in Medicaid or Healthy Montana Kids? Renewals are coming soon, and you must provide any requested information to stay covered.
 - o *Add info on where you will refer patients/clients (in-house, Cover Montana, etc.)*

Sample scripts for organizations that are Medicaid providers and have access to the MPATH Provider Portal:

Update contact info:

It looks like you are covered by Medicaid/HMK. Renewals are happening soon, 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 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.*
 - o *Also include: Please keep your eye out for a letter from the "Office of Public Assistance" in Helena. Make sure you open your mail and provide any information requested.*

Complete renewal/stay covered:

It looks like you are covered by Medicaid/HMK. Renewals are happening soon, so please keep your eye out for mail from the Montana Office of Public Assistance in Helena. Open the mail right away. If they are requesting any additional information, please provide it quickly. If you need help understanding and completing your renewal, help is available. ADD: Guidance on who can help/what to do (on-site, DPHHS, Cover Montana):

Add a message to your phone system:

Are you enrolled in Montana Medicaid or Healthy Montana Kids (HMK)? Renewals are happening soon, and the Office of Public Assistance will be sending you mail. Don't risk losing your coverage. Make sure you open your mail and provide any requested info. If you need help understanding and completing your renewal, help is available.

- *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).*
- *If you have questions or need assistance, our partners at Cover Montana can help. Visit covermt.org or call 844 682-6837.*

Share print materials with patients/clients at your organization:

- 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,

Are you or someone you know enrolled in Montana Medicaid or Healthy Montana Kids? We are reaching out because renewals are happening soon, and we want you to stay covered. In the coming months, the Office of Public Assistance in Helena will send a renewal form. 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 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, which 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 Services 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 name. 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 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>.

Cover Montana is a project of the Montana Primary Care Association. This work is supported by the Centers for Medicare and Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1.15M with 100 percent funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government.

