

Centers for Medicare & Medicaid Services
 Medicaid and CHIP Renewals:
 What to Know and How to Prepare, A Partner Education Monthly Series
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Webinar recording:

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Stefanie Costello: Alright. Welcome. Hello, my name is Stefanie Costello and I'm the Director of the Partner Relations Group in the Office of Communications at CMS. Thank you so much for joining us today for our monthly stakeholder webinar on Medicaid and Children's Health Insurance Program (CHIP) renewals. This is a continuation of HHS and CMS's monthly series of webinars that began in 2022 to keep partners informed and help them prepare for the return to regular operations in Medicaid and CHIP now that states have restarted routine Medicaid and CHIP renewals. Everyone should be able to see today's agenda on the screen. Today's webinar will focus on Medicaid and CHIP renewals updates and outreach best practices for partners. First, you'll hear some opening remarks and updates on recent CMS releases from Jessica Stephens with the Center for Medicaid and CHIP Services. Next, I'll walk you through our current key messages and resources for partners to share information with their networks. And then you'll hear from Hailey Gutzmer with the CMS Office of Communications about best practices for outreach and partnering with other organizations in your community. Finally, I will open it up for a brief Q&A before closing out today's webinar.

Before I pass things over to our speakers, I wanted to share a few housekeeping items. The webinar today is being recorded. The recording transcript and slides will be available on our [CMS National Stakeholder Calls webpage](#). The link to that webpage will be posted in the chat, and you will receive an email once the recording is posted. Also, while members of the press are welcome to attend the call, please note that all press or media questions should be submitted using our media inquiries form, which may be found at cms.gov/newsroom/media-inquiries. All participants are muted. Closed captioning is available via the link shared in the chat by our Zoom moderator. As I mentioned, we will have time to answer a few questions today. You could submit your questions using the Q&A function from the menu below. Questions that we do not have time to answer today will be used to help inform topics covered on future calls. And with that, I'd like to turn it over to Jessica Stephens with the Center for Medicaid and CHIP Services. Jessica?

Jessica Stephens: Thank you, Stefanie, and good morning or good afternoon to everyone, depending on where you are. We want to just take a little bit of time today to give some updates on some recent releases and guidance and information that we've put out, as well as a couple of updates on some of the work that we have been doing related to Medicaid and CHIP renewals and CMS's work with states. Next slide, please. First, I will highlight that in about mid-December, I think it was December 18, CMS put out a series of materials that focused first on data and then some policy-related documents and resources. First, as it relates to the data

snapshots, we released two new data snapshots on Medicaid and CHIP enrollment and renewals in December, and that's in addition to the regular monthly releases that we've been doing on renewals and applications and enrollment data related to Unwinding and the reporting under the Consolidated Appropriations Act guidance.

These two particular resources highlight the impact of some recent Medicaid and CHIP renewals on enrollment for children, youth, and adults. And there were two specific ones. The first was more of a general slide deck that highlights trends in Medicaid, CHIP, and Marketplace enrollment and focused on sort of trends and enrollments over the past, you know, six to eight months as states resumed regular renewal operations following the end of the continuous enrollment condition. And the second was more focused on children and youth, and it's a snapshot on Medicaid and CHIP enrollment specifically for children and youth. Both of these resources are available on [Medicaid.gov/unwinding-data](https://www.Medicaid.gov/unwinding-data), which is where many of our data materials are housed. Wanted to highlight that for the first resource that we put out. But in addition to just highlighting general enrollment trends, we include some state-by-state data on enrollment changes since the beginning of the quote – unquote Unwinding period, or since states resumed regular renewals. Also include some data, summary level data, on ex parte or auto-renewal rates, so renewals based on available information.

And then we also highlight sort of the variation in ex parte renewals and some of the differences between states that have expanded Medicaid to adults and those that have not expanded Medicaid to adults. We highlight some of that as well in the second snapshot that we put out, which is on children and youth. But in particular, for that one, note sort of various trends and updates that apply specifically to children, so generally under 19, but also young adults, many individuals who may have aged out of the children's eligibility group during the COVID pandemic while states were holding on conducting full renewals for individuals, and really highlight in a number of different ways that state ex parte rates, state policy choices, etc., have a significant impact on enrollment changes. And as part of that, really highlight that as state policy choices have a big impact, we encourage states to continue to take up a number of strategies. And that goes to next slide, please.

Because in addition to the two data snapshots, we put out several additional policy tools and resources. The first was a Center Informational Bulletin that focused on ways that states and others could help ensure that eligible children maintain their Medicaid and CHIP coverage as states continue renewals and included both a reminder of and highlighting some best practice strategies for states and partners to implement to help ensure that eligible children and youth retain coverage. We also, as part of that informational bulletin, highlighted for the first time that CMS will be continuing a number of the flexibilities that CMS has granted to states at least through the end of 2024, and felt that that was important to do for some of the reasons that I just mentioned based on the data snapshot that states, that we have started to see the impact of the use of some of those strategies on the retention of eligible children. We also put out a deck that clarified some policies that I know we've gotten several questions about, both from states and from partners, many of you, about processes for transitioning individuals between Medicaid eligibility groups, but also for children between Medicaid and CHIP at the point of renewal. And those resources are available on [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding).

Lastly, I'll highlight, I know there've been some questions as we focused on children and youth about sort of follow-up for some of the work that CMS was doing in late summer and fall of last year around working with states on ex parte implementation and conducting ex parte renewals at the individual level where we had identified that in 29 states were not doing that policy correctly and were doing it at the household level. CMS has been working directly with states on that. And if you remember, the steps were for states to pause renewals as appropriate, implement fixes, and reinstate eligible individuals—nearly all affected eligible individuals have been reinstated thus far. States may be working on some long-term, permanent fixes but have put in place mitigations in the meantime. So wanted to just provide that update. All right, Stefanie, I will turn it to you.

Stefanie Costello: Great, thank you so much, Jessica. I want to take just a little bit of time to share with y'all some of our resources. I think we've shared these before, but it is almost February, and we have been at this outreach and education work for quite some time, as y'all know because y'all are right in the trenches doing the work. But I really want to make sure that as we are continuing along, and because we've been doing this for so many months, a large number of people with Medicaid have already received their renewals notices and some of them are – have been removed from Medicaid. And so, we really want to make sure that y'all know where our messaging is for those individuals who no longer have Medicaid and are looking for additional health insurance. And maybe that's through the Marketplace.

So, I'm sharing my screen now. And with that, I just want to make sure that, again, y'all are using the most relevant messages. So, I'm on that [Medicaid and CHIP Renewals Outreach and Education Resource page](#). Hailey will make sure to put that in the chat. If you scroll down a little bit into our gray boxes here, at this point in time, we're really focusing on helping people who've lost Medicaid or CHIP coverage. And this is going to be the messaging that you're going to use for the bulk of your outreach. And I want to make sure that y'all know about these resources. So, we have a Partner Tip Sheet and a Health Care Options Fact Sheet. Both of those are really helpful. The tip sheet is a great resource for you to be able to provide quick tips. It's three tips for folks to do if they've lost coverage or if they actually haven't received anything from Medicaid. It still talks about what they need to do if they get a letter. Under that is the Health Care Options Fact Sheet, and this one's really great for y'all to have with you, especially if there's someone in the front of your organization who might be people-facing, who might be working with individuals who have lost Medicaid and that person might not be an expert on health insurance, but they can take this resource printed out and walk through what's happening and show them exactly where to go if they need to reapply for Medicaid or CHIP, if they need to go to [HealthCare.gov](#) or if they're over 65, they might be eligible for the Medicare SEP (Special Enrollment Period). So, this is just a really quick easy reference sheet.

In terms of materials that you can pass out, we have a [HealthCare.gov](#) postcard, which is really easy. You can order those from our [product ordering site](#). We also have the Medicare SEP fact sheet and the employer fact sheet. We have a tear-off pad, which you can order from our product ordering site as well. And then we have a drop-in article for people who've lost Medicaid. So, if you do newsletters that you send out regularly, and they could be printed newsletters or they could just be emails, you can use this in English or Spanish and send it out on your listservs and it has the direct information for them. So, I just wanted to make sure that y'all knew about the helping people who lost Medicaid and CHIP coverage. And in the same realm, we have

messaging here for people who are, who've lost health insurance for kids and families. And so, we have the messaging there. If you're interested in ordering any of these products because they are, you can order them for free if you scroll back up. Let's see if you scroll, where is it? I'm going to right here, right above the top of these gray boxes, this is where you can order printed materials for free. And that's at the CMS product ordering website. You do need to create an account, and that's just so we have the shipping information of where to ship to you. And then once you create that account, you can pick the Unwinding materials, especially these ones for people who've lost Medicaid and CHIP and start passing those out if you haven't.

I just wanted to provide that background of kind of our messaging and where we're focused for the next couple of months. And with that, I am going to turn it over to Hailey Gutzmer, who's going to talk a little bit about outreach and partnering with other community organizations. Hailey?

Hailey Gutzmer: Great. Thank you, Stefanie. And hello everyone. I'm Hailey Gutzmer, and I work with the Partner Relations Group in the CMS Office of Communications. So today, I wanted to share a couple of outreach best practices that some of our partners on the ground have collected as they've worked to share information about Medicaid and CHIP renewals in local communities.

One of the best ways to help get information out into communities is to partner with other organizations, and this helps to make sure that people are hearing this information at multiple touchpoints in their community from different voices that they trust. So, there are many different organizations in a community that reach people who are enrolled in Medicaid or CHIP. Many of these organizations may not necessarily focus on health care or work directly with Medicaid. So, they may not be aware that states have restarted their routine Medicaid and CHIP renewals and that people enrolled in Medicaid and CHIP need to take steps to keep their health coverage. However, these organizations can make an impact in helping to make sure people enrolled in Medicaid and CHIP have the information they need to either renew their coverage or find other health coverage. And partners like you all on this webinar, help make sure these organizations have the right information and resources to help the people they serve—next slide.

So, as you're thinking about organizations that you can partner with in your community to help share information about Medicaid and CHIP renewals, there are two groups of organizations that you may consider. The first are the traditional health care organizations like pharmacies, physician offices, and community health centers. And these types of organizations are likely already aware that Medicaid and CHIP renewals have restarted, but they still may find it helpful just to remind them about the different materials and resources that CMS or your state has available for them to share with their patients. For example, we have a toolkit specifically for clinical offices and health care settings that they might find helpful. Then, as I mentioned, there are other key messengers for information that are outside of health care but often work with people enrolled in Medicaid or CHIP through different services that they provide. These may include libraries, food banks, schools and afterschool programs, daycares, housing authorities, and other retail stores and businesses like thrift stores, dollar stores, and grocery stores. So, we want to think about where people gather or seek services in the community and make sure these groups have information about Medicaid and CHIP renewals to share with the people they serve.

And for these organizations outside of health care, it's especially important to make sure they have a basic understanding of what's happening with Medicaid and CHIP renewals and where to go for more information since this may be a new topic to them—next slide.

So, connecting with these organizations can also be simple by leveraging existing networks and community engagements, really using these opportunities to share information and resources that these organizations might find helpful through their regular course of business. So, some of these opportunities to connect with other organizations may include community events and meetings, conferences, and workshops. You can also network with organizations who are members of coalitions, task forces, and professional associations that you're a part of. And when speaking with these organizations or businesses, it's important to highlight how health coverage benefits the people they serve and the important role that their organization can play in helping people keep health coverage. For example, with a school or afterschool program, it would be important to highlight that health coverage helps ensure that children have access to health care, and access to health care helps keep children healthy so that they can be successful students. So really making sure that these organizations understand why they should get involved in this work. Next slide.

So, after speaking with these organizations, they may be interested in how exactly they can help pass along this information to the people they serve and others in the community. On this slide here, you'll see some strategies that local partners have used in the past. And most of these strategies use existing community events or touch points to distribute materials or provide other information about Medicaid and CHIP renewals. So first, we have food banks that have included printed resources that have QR codes in food packages that they distribute to individuals and families, and these printed materials have included CMS resources as well as state resources and QR codes, either direct folks to their state Medicaid website or the [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) page. For faith-based organizations, many congregations have used the CMS Faith-based Toolkit—again, that's available on the [Outreach and Educational Resources page](#) to incorporate some information about Medicaid and CHIP renewals into sermons or to help share information at events that they have hosted. For health clinics and health centers, many offices have included some of our educational videos that we have available to play in their waiting rooms, and this strategy could also be used for other businesses or offices that have a waiting area or check-in desk. Schools and early education settings have included information about Medicaid and CHIP renewals in school newsletters. Schools have also used robocalls to contact parents and share information about Medicaid and CHIP renewals through the phone. They've also handed out materials at back-to-school nights, parent-teacher conferences, and other events that they host.

So, all of these strategies for forming partnerships and sharing information in the community can build on the work that you all are already doing, and they have the potential to make a big impact on helping make sure that people stay connected to health coverage. So, we hope that you all consider using some of these strategies to work alongside other organizations in your community and get them involved in helping share information with people enrolled in Medicaid and CHIP. And I think that is all that I have, so I will pass it back to Stefanie to start us off with the Q&A.

Stefanie Costello: Great, thank you so much. I'm going to start actually with the, there's a couple questions on here about the product ordering site and so I'm just going to review that again. So,

we have CMS materials, which can be ordered through our CMS product ordering website. It is a separate website, so that's why there's a hyperlink on the [Medicaid.gov](https://www.Medicaid.gov), but I think Hailey can get that [CMS product ordering website link](#) put in the chat for you, and it does ask for you to create an account, and you do have to create a new account if you haven't already. If you've been in there before, maybe you used it for Medicare, Marketplace products in the past, you can do the forget username or password, but you do need to create the account. And then once you're in there, then you will be able to order the products for free, and you will – then you will be able to order whatever you want. You can search, and we did put the tip on the Unwinding webpage. If you use the term “Unwinding,” it will pull up all the materials with Unwinding in there about renewals because our product ordering site has all of our Medicare and Marketplace and other products as well. And you can order more than just one. So, I think you can order quantities of like 50, for example, if there's a waiting room or something you want to put your information in. Thank you, Hailey just put that product ordering site in there. Hailey, I have one question for you. Do you have robocall examples for schools?

Hailey Gutzmer: Yes. So, we actually have a toolkit that's available on our outreach and educational resources page that is specifically designed for schools and early education and care settings, and in that toolkit, we have some text message and call language. We also have just general call messaging available in our general communications toolkit. So, I will drop both of those examples in the chat, but those are great drop and paste just messages that schools and other organizations can use to help get out that information.

Stefanie Costello: Thank you, Hailey. And one clarifying question. Anyone can create an account. You don't have to be an organization, you don't have to be a grantee, you don't have to have any formal relationship with CMS. You don't have to be a medical office. You could be a school, you could be a United Way, you could be a library. Anyone is welcome to go in there. You can be a place of worship. So, any organization can go in there and set up an account and order it.

So, the next question I have is for Jessica: Can you speak to re-enrolling in Medicaid after someone has been disenrolled due to paperwork procedural issues, and what do you recommend?

Jessica Stephens: Sure. That's a good question. And so, the requirement is that individuals who lose Medicaid or CHIP coverage at renewal for procedural reasons, which for example may mean maybe they missed the deadline, or they didn't submit all the paperwork that's needed, there's something called a reconsideration period. And in effect, it means that individuals should be able to submit the missing documentation within generally a minimum of 90 days after the individual has been disenrolled without submitting a new application. So, it essentially serves as an application, but let's say I lose my coverage because I didn't return my renewal form. Instead of submitting a brand-new application, an individual can just submit the missing renewal form back to the state agency, and that serves as the application.

So, I think we strongly encourage all individuals and partners working with individuals who have lost coverage at renewal in Medicaid or CHIP for procedural reasons to work with individuals to get that information back to the state as soon as possible because it also means that there's generally retroactive coverage available in most circumstances for individuals between

the time that they lost their coverage and when they are ultimately determined to be eligible. So, for example, if somebody went to the doctor and they have a medical bill and that medical bill hasn't been paid, but they were eligible during that period, their medical bill will get paid when they submit their documentation and are found eligible.

Stefanie Costello: Great. Thank you so much, Jessica. I appreciate it. All right, so we have one final question. I'm going to kind of pull together just a couple questions that seem to have a common theme around SEPs and around Medicaid. I am going to have Hailey drop in that The Three Things to Know About [Health Care Options Fact Sheet](#) into the chat. This is a really good one that gives you really specifics about what options might be available. And so, one option is that, as Jessica talked about, you can reapply for Medicaid or CHIP if you find out if you still qualify. For Medicaid, you can excuse me, apply anytime. There's no time limit or number of times you can apply. So, if you think you still qualify for Medicaid you want to reapply for that, then you can go to [Medicaid.gov](#) or contact your state for the next steps.

Now, if you don't think you qualify for Medicaid anymore and you think you might qualify for [HealthCare.gov](#), then you can go to the Marketplace. There is an SEP available for the Health Insurance Marketplace for people who have lost Medicaid coverage. And so, you can go to [HealthCare.gov](#), and there's a place – if you go to [HealthCare.gov](#) now because our Open Enrollment's over, there's a landing page there for folks who have lost Medicaid. You can go to [HealthCare.gov](#) through that SEP and look for a plan. Again, most people qualify for savings on a health plan, and so we encourage you to check that out.

Now for folks who are over 65, they might qualify for Medicare, but you might not have signed up at first when you first became eligible because you had Medicaid. And if that's the case, there is a Medicare Special Enrollment Period, again for people over 65. That Special Enrollment Period for Medicare starts the day your state notifies you that your Medicaid coverage is ending and continues for six months after your Medicaid coverage ends. If you have questions about the Medicare special enrollment, you can go to [Medicare.gov](#), or you can call 1-800-MEDICARE, and Hailey can put that information in the chat as well. [Medicare.gov](#) or 1-800-MEDICARE. Again, everything I just went over is on that fact sheet that Hailey put in the chat, so you can take a look at that and get a little more information there.

And with that, I want to thank everyone for joining today's call. We're right at time, but we hope the information shared today was helpful as your organizations continue outreach to get this information out into the communities you serve. We'll be sending an email in the next week or so with the link to access to the recording transcript and slides from today's webinar. As we've said before, we really need your help getting the information out, and we hope you're using the resources we went over today to educate folks who've lost Medicaid and CHIP, and we appreciate all the work you've done, and we'll continue to do.

Please keep an eye out for future webinar dates in 2024. We'll share those dates via email as additional webinars are scheduled. Again, we appreciate your partnership and commitment to help ensure that people are connected to the best health care coverage that they're eligible for. We look forward to continuing to work alongside all of you and continue to engage with you all. Thank you and have a great rest of the day. That concludes today's call.