

# AGENDA

## WELCOME

### Beth Lynk

Office of the Administrator, Centers for Medicare & Medicaid Services

## UPDATES FROM CMS UNWINDING TEAM

### Dan Tsai

Center for Medicaid and CHIP Services, Centers for Medicare & Medicare Services

### Jessica Stephens

Center for Medicaid and CHIP Services, Centers for Medicare & Medicare Services

### Dr. Ellen Montz

Center for Consumer Information and Insurance Oversight, Centers for Medicare & Medicare Services



## CENTER ON BUDGET AND POLICY PRIORITIES

### Jennifer Wagner

Director of Medicaid Eligibility and Enrollment,  
Center on Budget and Policy Priorities

### Farah Erzouki

Senior Policy Analyst, Center on Budget and Policy  
Priorities

## STATE HIGHLIGHT: CALIFORNIA

### Jacey Cooper

California State Medicaid Office, Department of  
Health Care Services

### Yingjia Huang

California State Medicaid Office, Department of  
Health Care Services

## REGIONAL STRATEGY

### John Hammarlund

Office of Program Operations and Local Engagement,  
Centers for Medicare & Medicaid Services

### Jesse Cross-Call

Office of Intergovernmental & External Affairs,  
Department of Health & Human Services

## REMINDERS AND UPDATES

### Beth Lynk

Office of the Administrator, Centers for Medicare  
& Medicaid Services

## Q & A

### Stefanie Costello

Office of Communications, Centers for Medicare &  
Medicaid Services

## CLOSING REMARKS

### Beth Lynk

Office of the Administrator, Centers for Medicare  
& Medicaid Services

The Centers for Medicare & Medicaid Services

**Medicaid and CHIP Continuous  
Enrollment Unwinding: What  
to Know and How to Prepare**

**June 22, 2022**

**12:00 p.m. to 1:00 p.m. ET**

# Time to Get It Right

States Can Take Action to Keep  
Eligible People Enrolled in  
Medicaid When the COVID-19  
Public Health Emergency Ends

**Jennifer Wagner & Farah Erzouki**

June 22, 2022



# Time to Get it Right

- “Unwinding” likely won’t begin until late 2022 at the earliest
- There’s time for states to improve systems and processes
- 20 million enrollees may lose coverage
- Massive coverage loss isn’t inevitable!
- States can take action and should be expected to

# Outcomes at Renewal



# Risk to Eligible Enrollees

- Enrollees
  - Don't receive, understand, or return renewal notice
  - Don't submit required verification
- Overwhelmed state/county agencies
  - Don't process documents timely
  - Have long wait times at call centers

# Opportunity for Action

- Lots of best practices!
  - Many are required
  - Reduce churn
  - Reduce agency workload
- Let's not go back to the way things were pre-pandemic

# What States Can Do

1. Inform enrollees that their coverage needs to be renewed
2. Conduct streamlined renewals for all Medicaid enrollees
3. Help those no longer eligible for Medicaid transition to other coverage

# State Examples of Best Practices

- **Arkansas** set up a new call center to reach enrollees and help update contact information
- **New Mexico** provided \$35 million to help people transition to marketplace
- **Tennessee** digital ad campaign more than doubled renewals and led to 16,000 new online accounts in 3 months



# What Stakeholders Can Do

Each of you can play a role in getting it right!

- Conduct outreach to Medicaid enrollees about upcoming changes
- Form coalitions with other stakeholders in your state
- Reach out and start the conversation with your state agency, establish feedback loop

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The background of the slide is a purple-tinted image featuring a medical stethoscope on the right side and a line graph on the left. The graph has a vertical axis with numerical markers at 3, 6, 9, 12, and 15. The line graph shows a fluctuating trend with several peaks and valleys. The overall aesthetic is professional and healthcare-oriented.

# COVID-19 PHE Communication Strategy

Jacey Cooper  
State Medicaid Director  
California Department of Health Care Services (DHCS)

# California DHCS Coverage Ambassadors

- » **California's top goal:** Minimize beneficiary burden and promote continuity of coverage for our beneficiaries.
- » [California DHCS' Medi-Cal COVID-19 PHE Operational Unwinding Plan](#) released May 17, 2022
- » **DHCS Coverage Ambassadors campaign:** Our trusted messengers in the community – delivering important messages to our beneficiaries
  - » Outreach Toolkits in 19 threshold languages available on the [DHCS Coverage Ambassador webpage](#) (webpage also in [Spanish](#))
  - » [Join the DHCS Coverage Ambassador mailing list](#) to receive updated toolkits and invitations for webinars as they become available
  - » As of June 17, 2022, 1000+ DHCS Coverage Ambassadors have signed up (CBOs, advocacy organizations, MCOs, providers, plan associations, etc.)

# **PHE Unwind Communications Strategy Phases and Core Messaging**

- **Phase One: Encourage Beneficiaries to Update Contact Information**
  - **Launch immediately**
  - Multi-channel communication campaign to encourage beneficiaries to update contact information with county offices.
    - » Flyers in provider/clinic offices, social media, call scripts, website banners
- **Phase Two: Watch for Renewal Packets in the mail. Remember to update your contact information!**
  - **Launch 60 days prior to COVID-19 PHE termination.**
  - Remind beneficiaries to watch for renewal packets in the mail and update contact information with county office if they have not done so yet.

# HHS and CMS Regional Strategy

June 2022

# Federal Regions: HHS and CMS Regional Offices



# Who We Are (CMS and HHS) – Partnering at the Local Level

## Region 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont)

- CMS Regional Administrator: **Katherine McDowell**; [ROBOSORA@cms.hhs.gov](mailto:ROBOSORA@cms.hhs.gov)
- HHS Regional Director: **Paul Jacobsen** (acting); [r1-ord@hhs.gov](mailto:r1-ord@hhs.gov)

## Region 2 (New Jersey and New York)

- CMS Regional Administrator: **Kathleen Otte**; [RONYCORA@cms.hhs.gov](mailto:RONYCORA@cms.hhs.gov)
- HHS Regional Director: **Dara Kass, M.D.**; [HHSReg2@hhs.gov](mailto:HHSReg2@hhs.gov)

## Region 3 (Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia)

- CMS Regional Administrator: **Sharon Graham**; [ROPHIORA@cms.hhs.gov](mailto:ROPHIORA@cms.hhs.gov)
- HHS Regional Director: **Ala Stanford, M.D.**; [Region3@hhs.gov](mailto:Region3@hhs.gov)

## Region 4 (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee)

- CMS Regional Administrator: **Sherard McKie**; [ROATLORA@cms.hhs.gov](mailto:ROATLORA@cms.hhs.gov)
- HHS Regional Director: **Antrell Tyson**; [Region4ord@hhs.gov](mailto:Region4ord@hhs.gov)



# Who We Are (CMS and HHS) – Partnering at the Local Level

## Region 5 (Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin)

- CMS Regional Administrator: **Pam L. Thomas**; [ROCHIORA@cms.hhs.gov](mailto:ROCHIORA@cms.hhs.gov)
- HHS Regional Director: **Janine Boyd**; [Region5@hhs.gov](mailto:Region5@hhs.gov)

## Region 6 (Arkansas, Louisiana, New Mexico, Oklahoma, and Texas)

- CMS Regional Administrator: **Shannon Hills**; [RODALORA@cms.hhs.gov](mailto:RODALORA@cms.hhs.gov)
- HHS Regional Director: **Sima Ladjevardian**; [ro6hhsrd@hhs.gov](mailto:ro6hhsrd@hhs.gov)

## Region 7 (Iowa, Kansas, Missouri, and Nebraska)

- CMS Regional Administrator: **Kim Stupica-Dobbs**; [ROKCMORA@cms.hhs.gov](mailto:ROKCMORA@cms.hhs.gov)
- HHS Regional Director: **Joseph Palm**; [hhsregion7@hhs.gov](mailto:hhsregion7@hhs.gov)

## Region 8 (Colorado, Montana, North Dakota, South Dakota, Utah, and Wyoming)

- CMS Regional Administrator: **John Hannigan**; [ROREAORA@cms.hhs.gov](mailto:ROREAORA@cms.hhs.gov)
- HHS Regional Director: **Lily Griego**; [HHSRegion8ord@hhs.gov](mailto:HHSRegion8ord@hhs.gov)

# Who We Are (CMS and HHS) – Partnering at the Local Level

**Region 9** (Arizona, California, Hawaii, Nevada, American Samoa, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Guam, Marshall Islands, and Republic of Palau)

- CMS Regional Administrator: **Cate Kortzeborn**; [ROSFOORA@cms.hhs.gov](mailto:ROSFOORA@cms.hhs.gov)
- HHS Regional Director: **Bonnie Preston** (acting); [region9ord@hhs.gov](mailto:region9ord@hhs.gov)

**Region 10** (Alaska, Idaho, Oregon, and Washington)

- CMS Regional Administrator: **Darryl Means**; [ROSEA\\_ORA2@cms.hhs.gov](mailto:ROSEA_ORA2@cms.hhs.gov)
- HHS Regional Director: **Ingrid Ulrey**; [ORDHHSRegion10@hhs.gov](mailto:ORDHHSRegion10@hhs.gov)

**Puerto Rico / USVI** (Puerto Rico, U.S. Virgin Islands)

- CMS Regional Administrator: **Marina Diaz**; [Marina.Diaz@cms.hhs.gov](mailto:Marina.Diaz@cms.hhs.gov)
- HHS Regional Director: **Dara Kass, M.D** (Region 2); [HHSReg2@hhs.gov](mailto:HHSReg2@hhs.gov)

# Partner Resources

- **Unwinding Homepage on Medicaid.gov**  
[www.medicaid.gov/unwinding](http://www.medicaid.gov/unwinding)
- **Medicaid and CHIP Beneficiary Resource Page**  
[www.medicaid.gov/renewals](http://www.medicaid.gov/renewals)
- **Unwinding Communications Toolkit and Graphics**  
English: <https://www.medicaid.gov/resources-for-states/downloads/unwinding-comms-toolkit.pdf>  
Spanish: <https://www.medicaid.gov/resources-for-states/downloads/unwinding-comms-toolkit-esp.pdf>  
Graphics: <https://www.medicaid.gov/resources-for-states/downloads/unwinding-comms-toolkit-graphics.zip>
- **Recordings, Transcripts, and Slides from Past Webinars**  
[www.cms.gov/cms-national-stakeholder-calls](http://www.cms.gov/cms-national-stakeholder-calls)
- **Unwinding Speaking Requests Form**  
<https://cmsgov.secure.force.com/act/Activityc>
- **Center on Budget and Policy Priorities Report**  
[www.cbpp.org/research/health/time-to-get-it-right-state-actions-now-can-preserve-medicaid-coverage-when-public](http://www.cbpp.org/research/health/time-to-get-it-right-state-actions-now-can-preserve-medicaid-coverage-when-public)

# UPCOMING WEBINAR DATES

*The fourth Wednesday of every month from 12:00-1:00pm ET.*

- Wednesday, July 27 @ 12:00pm ET
- Wednesday, August 24 @ 12:00pm ET
- Wednesday, September 28 @ 12:00pm ET
- Wednesday, October 26 @ 12:00pm ET
- Wednesday, December 7 @ 12:00pm ET

