

Unwinding Creative Campaigns

May 17, 2023

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Campaign Goals & Audience

- **Overall Goal:** Ensure as many people as possible maintain a source of health coverage, whether through Medicaid, CHIP, or the Marketplace.
- **Phase I:** Tell eligible people with Medicaid/CHIP what steps they need to take to stay enrolled (e.g., review and update their contact information with their Medicaid offices, remind consumers to respond to renewal notices).
- **Phase II:** Inform people who lost Medicaid/CHIP coverage in FFM states, due to the end of the PHE, what steps they need to take to get coverage (HealthCare.gov).

	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	
PHASE I	Orange	Light Blue																	
PHASE II	Light Blue	Light Blue	Green	Light Blue	Light Blue	Green													
OE11	Light Blue	Yellow	Yellow	Yellow	Light Blue														

Message Testing

- Phase I:

- Don't risk losing your Medicaid or CHIP coverage.
- Update your contact information (address, email, phone number) with your state Medicaid office.
- Watch for an important renewal letter coming in the mail.

- Phase II:

- If you lost Medicaid or CHIP/State Program Name, you may be eligible to find a low-cost, quality plan at [HealthCare.gov](https://www.healthcare.gov).
- With the new law, 4 out of 5 customers can find a health plan for \$10 or less per month with financial help.
- Health plans cover doctor visits, prescription drugs, emergency care, and more.
- Enroll today for coverage starting the 1st of next month.

Paid Media Tactics

- Digital:
 - Search Engine Marketing – Google and Bing
 - Display – Programmatic placement
 - Social Media Advertising – Facebook and Instagram
- Video:
 - Digital Video – YouTube + Programmatic buy
 - Streaming – Hulu, Disney+, ABC.com, ESPN+, YouTube
 - TV – phase II only.
- Radio:
 - Digital Audio – Pandora and Spotify
 - Broadcast Radio
- Outdoor: Digital and printed in select communities
- Print
- Earned Media: RMT/SMT, MAT release, etc.

Phase II Sample Creative

“Questions” - :30 Video



SCRIPT:

AVO/SUPER: Recently lost Medicaid or CHIP?

AVO: HealthCare.gov is here for you.

Person 1 (“Izzy”): Where can I find a low-cost health plan?

Person 2 (“Malik”): What about a plan that covers doctor visits?

Person 3 (“Gabby”): Emergency care?

Person 4 (“Monique”): Prescriptions?

AVO: With the new law, 4 out of 5 customers can find a plan for \$10 or less per month with financial help.

AVO: HealthCare.gov is here for you. Enroll today for coverage starting the first of next month.

Off Screen Voice: What’s the website again? HealthCare.gov.

**Note: The video example uses the generic “Medicaid or CHIP” reference for the purposes of this presentation but all of the videos are customized to include the state program name.*

Out-of-Home



LOST
MEDICAID
OR CHIP

HealthCare.gov
is here for you

Paid for by the U.S. Department of Health and Human Services

This advertisement features a woman with long dark hair sitting in a wheelchair against a bright blue background. To her right, the text 'LOST MEDICAID OR CHIP' is written in white, with a large white question mark to its right. Below this, the 'HealthCare.gov' logo and tagline 'is here for you' are displayed. At the bottom, it states 'Paid for by the U.S. Department of Health and Human Services'.



LOST
MEDICAID
OR CHIP

HealthCare.gov
is here for you

Enroll today

COVERAGE FOR
DOCTOR VISITS
& MORE

HealthCare.gov
is here for you

Enroll today

Paid for by the U.S. Department of Health and Human Services

This advertisement is split into two vertical panels. The left panel has an orange background and features a woman holding a baby next to a wooden crib. The right panel has a light orange background and features a woman holding a baby next to an armchair and a dresser. Both panels include the 'LOST MEDICAID OR CHIP' text, a large question mark, the 'HealthCare.gov' logo, and 'Enroll today' with a QR code. At the bottom of each panel, it says 'Paid for by the U.S. Department of Health and Human Services'.



Messaging for Children and Families

Center for Medicaid and CHIP Services
Kate Ginnis, Senior Policy Advisor



Local Partner Outreach to Children and Families

Children's Defense Fund

Oleta Fitzgerald, Director of Southern Regional Office



Messaging for Young Adults

Young Invincibles

Mina Schultz, Health Policy and Advocacy Manager

CMS Partner Resources

CMS Office of Communications
Stefanie Costello, Director of the Partner Relations Group



Partner Resources

- **Unwinding Homepage on Medicaid.gov**
www.medicaid.gov/unwinding
- **Medicaid and CHIP Beneficiary Resource Page**
www.medicaid.gov/renewals
- **Unwinding Communications Toolkit**
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>
- **Communications Toolkit Supporting Materials (flyers, post cards, conference cards, etc.)**
<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

Question & Answer

CMS Office of Communications
Stefanie Costello, Director of the Partner Relations Group

Closing Remarks

CMS Office of Communications
Stefanie Costello, Director of the Partner Relations Group



UPCOMING WEBINAR DATES

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

- Wednesday, June 28, 2023 @ 12:00pm ET

