

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																		
PHASE II																		
OE11																		

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.
- 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?

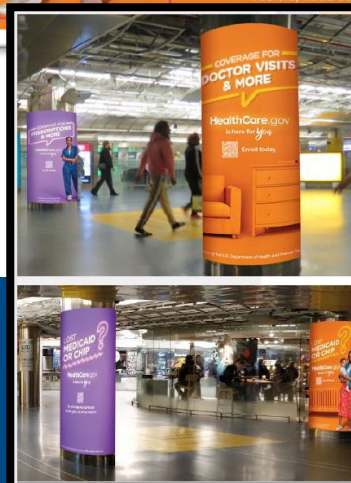
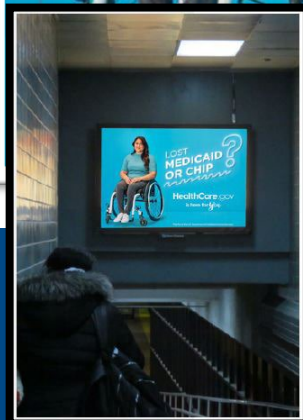
AVO: With the new law, 4 out of 5 customers can find a plan for \$10 or less per month with financial help.

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



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

