

Centers for Medicare & Medicaid Services  
Medicaid and CHIP Renewals:  
What to Know and How to Prepare, A Partner Education Monthly Series  
Wednesday, June 28, 2023  
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*Webinar recording:*

[https://cms.zoomgov.com/rec/play/6Xf7b4SgiAYJ6hcR2NGJ5GYGZt-c33tRy0Nwh\\_0T8VYgLPj8x5P0uKCp9Ex0h-skRNWlvw6HGgYmo-Wd.Or\\_3RY5wz6xJs8OM](https://cms.zoomgov.com/rec/play/6Xf7b4SgiAYJ6hcR2NGJ5GYGZt-c33tRy0Nwh_0T8VYgLPj8x5P0uKCp9Ex0h-skRNWlvw6HGgYmo-Wd.Or_3RY5wz6xJs8OM)

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**Jonathan Blanar:** Perfect, looks like the numbers have trended down a little bit from moving up. So, good afternoon again and welcome. My name is Jonathan Blanar, and I am the Deputy Group Director of the Partner Relations Group in the Office of Communications at CMS. Thank you so much for joining us today for our monthly stakeholders webinar on Medicaid and Children's Health Insurance Program 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 are restarting routine Medicaid and CHIP renewals.

I want to remind everyone that the end of that Medicaid continuous enrollment condition was separated from the end of the COVID-19 public health emergency. The Medicaid continuous enrollment ended on March 31, 2023, and states are now able to terminate Medicaid enrollment for individuals no longer eligible as of April 1, 2023. The flexibilities tied to the public health emergency for COVID-19 will not be discussed during this webinar series. This webinar series is focused on educating partners about Medicaid and CHIP renewals restarting and how to help people retain health insurance coverage.

Earlier this month, the Department of Health and Human Services and CMS issued a series of materials on keeping people covered as states restart routine Medicaid and CHIP renewals. One of those materials included a call to action for partners, like all of you on this call. The Biden-Harris Administration is bringing a whole of government response to this challenge. We are calling on states, the members of Congress, the health care industry, community organizations, advocacy coalitions, and other public and private partners to step up and meet this moment. All parties must do everything in their power to help people stay covered.

To assist with this all-hands-on deck effort, today's webinar will serve as a train-to-trainer style webinar so that you will all have information and tools to go out and educate other people in your communities. We will make the slide deck presented today on the unwinding outreach and education resources page shortly, and we will be sent out in an e-mail to everyone when the slides are available. Everyone should be able to see today's agenda on the screen. First, we will have the training portion of the webinar, where we will be walking through a set of slides that you all can use in your outreach and education work in your communities. Then, we will walk

through some of the recently released materials from CMS that I just mentioned, and lastly, we will have time to answer some questions before we close out the call today. Before we begin today's training, I want 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 call webpage at [www.cms.gov/cms-national-stakeholders-calls](http://www.cms.gov/cms-national-stakeholders-calls). We'll drop that link in the chat as well. Also, while members of the press are welcome to attend the call today, please note that all press or media questions should be submitted using our media inquiries form, which may be found at [www.cms.gov/newsroom/media-inquiries](http://www.cms.gov/newsroom/media-inquiries). All participants today will be 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 can submit your questions using the Q&A function from the menu below. Questions that we do not have time to answer today we will use them to help with topics covered on future calls. We have nearly 3,000 people on today's call, which is outstanding, and with that, I now would like to turn it to Stefanie Costello, the Director of the Partner Relations Group, to begin today's training. Stefanie?

**Stefanie Costello:** Great. Thank you, Jonathan. Good afternoon and good morning to those on the West Coast. I am Stefanie Costello, Director of the CMS Partner Relations Group in the Office of Communications. I'm so happy that so many of you have joined us today to receive the train-the-trainer on how to help Medicaid and CHIP enrollees keep health coverage or find health coverage options. Today, I want to share some information with you all about what is happening with the Medicaid program and Children's Health Insurance Program, also known as CHIP, and how partners like you can make sure people keep their coverage. Medicaid and CHIP have been a lifeline for many families during the pandemic. And states are now checking to see if each person enrolled in their Medicaid and CHIP program still qualifies for coverage. We know that you all may work with or serve people covered by Medicaid and CHIP, and we want to make sure that you all have the information you need to share with your partners, colleagues, and other people in your community to help people enrolled in these programs maintain health insurance coverage. Next slide.

Before we get into the content, I want to provide some framing for today's training and why this information is important to get out to your communities, and how you can use the materials we walk through today to train other organizations and people enrolled in Medicaid and CHIP about what actions they need to take. Next slide.

CMS is committed to maximizing the number of people with affordable, high-quality coverage. We want to make sure people stay covered, whether that is through Medicaid, Medicare, or Marketplace, or employer-sponsored coverage. Each year, Medicaid coverage must be renewed. However, during the COVID-19 public health emergency, people with Medicaid and the Children's Health Insurance Program did not have to worry about renewing their coverage because the public health emergencies paused renewals to ensure as many people as possible stayed covered during the pandemic, and now normal operations are resuming. In a normal year, 17 million Americans lose their coverage, including many kids and families who are eligible but are caught in red tape, and now that is happening for the first time in three years. And we need to make sure that we do as much as we can so that people don't lose coverage. Over 15 million people are expected to lose Medicaid or CHIP coverage, and this includes nearly 5.3 million

children—and nearly 4.6 million people predicted to lose coverage are Latino, and 2.2 million people are predicted to lose coverage are Black. Next slide.

So now everyone is very aware of how important this is, how it is impacting your communities, the families you serve, the children you serve, and we want to make sure that you are able after today to take a few things away from the training to help with your community. Our goal is for you to leave this training as a local expert in your community so that you can educate your neighbors, friends, family members, coworkers, other community organizations, and people with Medicaid and CHIP about the actions people enrolled in these programs must take. Our four key takeaways from today's training are: to understand why this information is important and the impact that Medicaid and CHIP renewals will have on people in your community. Number two, to learn about the steps someone needs to take to renew their Medicaid or CHIP coverage. Number three, review other health insurance options for people who are no longer eligible for Medicaid or CHIP. And number four, understand your call to action and how you can help people with Medicaid or CHIP keep their health insurance coverage. Next slide.

We want you all to know that people enrolled in Medicaid and CHIP need to take action now, or else they could lose their health coverage. Many people enrolled in Medicaid and CHIP do not know what that they need to take action, and they don't know what steps they need to take to keep their coverage, which is where you come into play to help educate them so that everybody who has Medicaid or CHIP knows what they need to do. We understand that you are a trusted voice in your community, and you have the ability to make sure that people receive the information they need to keep their Medicaid and CHIP coverage or find other coverage options if they no longer qualify. We want to let you know too that since day one, CMS has done everything on our part to keep people covered, including working with states to make Medicaid renewals simpler for consumers and auto-renewing coverage for eligible people and to make it easier to get low- or no-cost coverage in the Marketplace. This work is an all-hands-on-deck, and it will continue to be. We urge all states to take up all the strategies we put into place. And we also encourage our partners in the public and private sectors, like you, to directly reach Medicaid enrollees and help them complete their renewal forms or connect them with other coverage options. Next slide.

So, we're going to transition right now. That was a little bit of background. We're going to transition to the train-the-trainer portion. So, these next set of slides that I am about to go over has more information for you about what is happening right now with Medicaid and CHIP and what people enrolled in these programs need to do to renew their coverage with their state Medicaid or CHIP office. Or how they can find other health coverage if they are no longer eligible for coverage with Medicaid or CHIP. These next set of slides will be posted for you to use to educate your community. The slides will contain the talkers that I'm using today, so you will be able to use those as well. So, I'm going to begin the slides now so that you will be able to educate your community.

Alright. So, to start, I will talk about what Medicaid is. Medicaid provides health coverage to over 86 million Americans, which includes low-income adults, children, pregnant women, elderly adults, and people with disabilities. Medicaid is also the single largest source of health coverage in the United States. Each state runs their own Medicaid program, and they all have

different names. So, it might be called something else in one state. For example, the Medicaid program in Tennessee is called TennCare. If you look at the slides on the screen, we have these so you are able to insert your state Medicaid name into these slides so that it will resonate with your community. So, feel free to fill in the blanks with your own state and Medicaid program name, and you can visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) for more information about your state's Medicaid program. We'll have Hailey drop the [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) link in the chat for you. This slide is important because some people don't know they have Medicaid, especially if it is called something else. They may think they have health insurance, or if they enrolled during COVID, then they might need to understand that this applies to them. So, when you are educating your community, providing a basic understanding of Medicaid is really important. Next step.

So, this is also true for the Children's – next slide, excuse me. So, this is also true for the Children's Health Insurance Program (CHIP). So, what is CHIP? CHIP provides health coverage to over seven million uninsured kids in low-income families. And just like Medicaid, each state runs its own CHIP program, and they may have different names. For example, the CHIP program in Georgia is called Peach Care. Feel free to fill in the blank with your own state and CHIP program name so that it resonates with their community. I want to pause here just to set the stage about the importance for children. Almost 50% of children in the United States are either on Medicaid or CHIP. So, we really want to make sure that families, and adults, and caregivers, and schools, and organizations who are working with children and families understand that it is very likely they are interacting with somebody on Medicaid or CHIP, and we don't want those children to lose health insurance. So, make sure your community understands Medicaid and CHIP. Next slide.

So why are Medicaid and CHIP renewals happening now? For the past three years, people on Medicaid and CHIP were not required to renew their coverage because of the COVID-19 pandemic. And during this time, we paused renewals to ensure that as many people as possible stayed covered during the pandemic. This was referred to as the continuous enrollment condition. This ended on March 31, 2023, and states have now resumed the yearly process of Medicaid and CHIP eligibility renewals and are contacting people to determine if they are still eligible. Over the next 12 months, everyone with Medicaid and CHIP coverage will need to renew their coverage. This is really an important point to stress, that everyone is going to need to renew their coverage, especially people who came on to Medicaid or CHIP for the first time during COVID. They may not realize that this is even a step they would need to take on a yearly basis. So, making sure that folks know that every year, people need to renew their coverage. The expiration of this continuous enrollment condition is the single largest health coverage transition event since the first open enrollment to the Healthcare Insurance Marketplace. Next slide.

So, what is happening right now with Medicaid and CHIP? As mentioned, states are now contacting individuals to see if they are eligible for Medicaid or CHIP. If an individual is no longer eligible for Medicaid or CHIP, they can transition to another form of health insurance coverage, such as finding coverage on [HealthCare.gov](https://www.HealthCare.gov), through Medicare, or employer-sponsored health coverage. Over the next 12 months, states will spread out renewals, which means not everyone will have their Medicaid and CHIP coverage renewed at the same time. Each state has a different renewal timeline. And you can find that timeline on

[Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) under the planning tools and templates section, and you can add your own state's timeline here. Hailey will drop that link in the chat as well. But it is really important to customize some of these slides for your state in a talking point here so that individuals in your community know when they might be impacted by this. The important things on this slide is that there are other coverage options if they lose Medicaid and CHIP and that if possible, we want people to understand when the renewal timelines are going to be impacting them. Next slide.

So, how will this impact my community? So, over 15 million people are expected to lose Medicaid or CHIP coverage, and that includes the 5.3 million children. Nearly 4.6 million people predicted to lose coverage identify as Latino and 2.2 people identify as Black. People enrolled in Medicaid and CHIP need to take action now to renew their coverage if eligible. If found not eligible, people will need to transition to the Health Insurance Marketplace or find another form of coverage. We need partners like you to make sure that people are enrolled in Medicaid or CHIP, complete the steps to renew their coverage, or know what options they need to take. Now, with this slide, it is important that your community knows how many people are being impacted by this. So, making sure that they understand that 15 million are impacted, a number of them being kids, and that people have to take a step to renew their coverage if eligible. Again, we also want to stress the point that there are other coverage options. Those are the big takeaways from this slide. Next slide.

So, what do people enrolled in Medicaid and CHIP do to renew their coverage? States will use information they already have to decide if people are still eligible for Medicaid or CHIP. If the state needs more information, they will send a renewal letter in the mail, and we are asking people to check their mail to see if the Medicaid or CHIP office sent a renewal form. This may be the first time renewing coverage for some people. So, we want to make sure people know what steps they need to take to renew their coverage if they are eligible. CMS is committed to maximizing the number of people with affordable, high-quality healthcare coverage. We want to ensure that people are covered, whether through Medicaid, Medicare, CHIP, or Marketplace, or employer-based sponsored coverage. With this, we really want to stress again with your community that for a lot of people this might be the first time they have ever had to renew coverage. They might not know to look in the mail. They might not know what steps they need to take. So, we are encouraging people to check the mail. I know I'm guilty of not checking it every day. A lot of folks are, for various reasons. But we need to make sure people are checking their mail, that they are on the lookout for this form, and that they fill it out and return it. We are going to go over those steps next. Alright, next slide.

So, the steps people need to take steps if they have not gotten anything from their state Medicaid or CHIP program yet. The first thing is we want is for them to update their contact information with the state Medicaid or CHIP program. This updated contact information includes the current mailing address, phone number, e-mail, or other contact information. We want to make sure that if an individual moves, or if they have not updated their contact information in a while, that they're updating it with their state; as we mentioned, the renewals are happening for 12 months, and so anyone who has not been contacted by their Medicaid or CHIP office yet needs to make sure that they have updated their contact information with the state recently to ensure that when it is time for their renewal, they will get the information in the mail. So, this is a very important step; noting that some of the people that you are working with might be in this first step of not

receiving a letter, so this is the message you need to share with them. And then there's going to be other folks who might have received a letter, and we will talk about that next step.

So, if someone has yet to receive a letter or they may not know if they have, we want them to check their mail. As I mentioned before, they need to open the mail and read the letter. Inside that letter from the state, it's going to tell them what they need to complete a renewal form to see if they are still eligible for Medicaid or CHIP. So, it is really important that they open the letter, they fill out the paperwork, and return it as quickly as possible. On these slides, we have it available for you to make it state specific as well. For point number one, you can insert your state website or phone number if that is helpful. You can update the word Medicaid to whatever your Medicaid program is called. Especially on the second bullet, for example, if they are looking for a letter from TennCare, you want to say – on this slide you can edit it to say check your mail and open any mail from TennCare. If you know of something specific, like the letter may look a certain way, or it may be a certain color envelope – something like that – you can also put that information in here to help individuals be able to identify any letters that are coming from your state. Next slide.

So, what steps do people need to take if they receive their form? Alright, so the first one is to read the entire letter. And it would be great if you, as a community member, may be able to assist some people in reading this letter. We know that some people on Medicaid are going to receive this letter and they may not have ever received one before. There might be some technical language in there about Medicaid that they are not used to reading for a number of reasons, and so having a trusted voice in your community like yourselves that might be help them with this or answer any questions is definitely a role that you can play. We also need them to complete their renewal form and send it back. Filling out the form and returning it to the state Medicaid or CHIP program right away is going to help ensure that there's no gap in coverage. We don't want anyone to end up with an emergency going to the ER to find out that they have lost coverage – that is definitely the worst-case scenario. We want them to fill out all the paperwork as quickly as possible so that there's no gap in coverage. We need you to help them provide the information that the state is asking for or any documents to support that information. So, filling out the form and returning it as quickly as possible, you can also edit this slide, too, with your state-specific name if that would be helpful. There's one bullet under the second part. And that is, even if a parent is no longer eligible for Medicaid, their child or children may still be eligible for Medicaid or CHIP. So, it is important to always return the renewal form to your state to see if anyone in your family can qualify for coverage. So again, the message for families or caregivers with children is that we want to ensure that even if a parent might no longer be eligible, again, their child or children might. So, the only way to figure that out is to fill out all of the information and send it back to the state to make sure that folks can retain coverage.

Now, the third is to look out for follow-up information from your state about coverage. States will let people know if they are no longer eligible for Medicaid and CHIP and when their coverage will end. For example, with the information that was sent back to us, the state and the state determined that they're no longer eligible for Medicaid, they will notify the person. As a second step, after somebody has received a renewal form and they have sent it back to the state, they still need to be checking their mail for additional follow-up information from the state to see if they are found eligible or ineligible for Medicaid. Next slide.

So, what steps do people need to take if they have lost their Medicaid or CHIP coverage? So, step one, look over the notice from your state to see why you lost Medicaid or CHIP coverage. If your state ended your coverage because they did not have the information, they need to complete the renewal, then you can contact your state to provide the missing information. You can find your state's contact information again at [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals). If the state ended your coverage because they found that you are no longer eligible for the program, you will need to find another option for health coverage. So again, this is something really important and that follow-up letter that somebody might get. They might need help reading it and reading past the first line to find out why they did not have coverage. So, there are many situations where someone needs to submit additional information to complete the renewal. We want to make sure that they do that and submit that information back to the state.

There is the option to appeal the decision or reapply for Medicaid or CHIP as well. So, appeal the decision, or we apply for Medicaid or CHIP; if you think that you're still eligible for Medicaid or CHIP, and the state wrongly ended their coverage, you can appeal the decisions and ask the state to do a second review. If there's a change in a situation, such as an income change, you can reapply for Medicaid or CHIP at any time. So, suppose you receive the letter in June and fast-forward to August, and you lose your job, your income has changed, then you can reapply for Medicaid or CHIP at any time. You can visit [Medicaid.gov](https://www.Medicaid.gov) to find out how you can contact their state to reapply. Again, you might want to update this slide with your state-specific information. You can do that for the websites here, as well as the Medicaid name. Next slide.

So, what steps do people need to take if they lost their Medicaid coverage, continued? So, the last step looked at Medicaid specific, how to make sure that Medicaid – you've submitted all the information and if you think you need to reapply or go through the appeals, you can provide information to folks on that. If you get somebody who definitely knows they're no longer eligible for Medicaid, but they don't have health insurance, there are a couple of options that are out there for them. So first, they can try the Health Insurance Marketplace. This is [HealthCare.gov](https://www.HealthCare.gov). We encourage everyone who does not have health insurance at any point to go to [HealthCare.gov](https://www.HealthCare.gov). If they have lost Medicaid within the 12-month period that, they can go to [HealthCare.gov](https://www.HealthCare.gov). There is a special enrollment period, and so they can apply for health insurance through [HealthCare.gov](https://www.HealthCare.gov), and they don't have to wait until open enrollment if they have lost Medicaid or CHIP. Now, most people can find a plan for \$10 or less a month with financial help. They can qualify for savings on health plans that lowers their monthly cost, and all plans cover doctor visits, prescription drugs, emergency care, and more. This is a really important point when you are having a discussion with your clients, your customers, and the folks you are interacting with. There might have been people who have gone to [HealthCare.gov](https://www.HealthCare.gov) years ago and they looked at a plan that was not affordable. Well, there has been a new law that has taken place within the last three years, and it has lowered the cost of health insurance through the Marketplace. And it has these additional savings. So now, again, four out of five people can find a plan for \$10 or less a month. And when you're having someone who is coming from Medicaid who is used to paying \$0 a month, a \$10 plan is very affordable. So, we really want them to go into [HealthCare.gov](https://www.HealthCare.gov) and to look for coverage and see what coverage is there. And just because these plans are \$10 a month, they are the same plans that have been on there with the same coverage. Again, they are high-quality plans, doctor's visits, prescription drugs, emergency care, and more. And so, when

in doubt, just go to [HealthCare.gov](https://www.healthcare.gov) and see what that person might qualify for. They might be able to find a plan that is very affordable for them. So, we really want to make sure that that message is there. Sometimes, if you use the word affordable, it means very different things to different people. Using something concrete, like most people can find a plan for \$10 a month, really resonates with people. So, try to use that phrasing. There are states that run their own Marketplaces. If you are unsure if your state runs their own Marketplace, you can go to [HealthCare.gov](https://www.healthcare.gov), and it will direct you to a state's page. If you know, for example, you're in California, and you have your own platform that you have for the Health Insurance Marketplace, you can substitute these slides for the California slide, for example. You can customize this if you are in a State-based Marketplace.

Now, for Medicare, people who aged into Medicare during this emergency, they can qualify for a special enrollment period for Medicare without paying a penalty if they missed their initial enrollment period. So again, if you have someone who is newly 65 within the last few years, they lose their Medicaid, have them apply for Medicare because there is a special enrollment period. Also, check with your employer. It could be that a lot of situations have changed with COVID. People lost their jobs. People have gotten new jobs. People now are in different fields, new employment. They might be able to enroll in an employer plan outside of open enrollment if they recently lost Medicaid or CHIP. If they lost Medicaid or CHIP, it could count as a qualifying event, and they might be able to enroll in an employer plan outside of an enrollment period for their employee response coverage. So, have folks check that as well. So, there are three easy things – health insurance options to remember: the Health Insurance Marketplace through [HealthCare.gov](https://www.healthcare.gov), Medicare for folks 65 and older, and then employer-sponsored coverage. Next slide.

So, what can I do to help people with Medicaid and CHIP in my community? Well, the first step you have taken because you are on the webinar today. So, thank you. We are hoping that you will continue to raise awareness. So, CMS is calling on states and members – of the states and the health care industry, faith-based organizations, advocacy coalitions, and other public and private partners to do everything in their power to help people stay covered. This work is an all-hands-on-deck and will continue to be. We urge partners in the public and private sectors to work directly with Medicaid enrollees and help them complete their renewals and help connect them with other coverage as appropriate. On this slide, we have listed four ways you can help with Medicaid and CHIP in your community. So, we encourage you to raise awareness. Make sure that your patients, customers, friends, and family members who have Medicaid and CHIP know they need to take action to renew their coverage. We encourage you to share your resources with your community and begin incorporating information about unwinding into materials, presentations, and work plans that you have a development. We have a CMS Communications Toolkit—and we are going to go over there in just a little bit—that has lots of great resources and new items that have been added, and in languages that you can adapt to fit the needs of your organization and audience.

The third thing is we want to let people know where to go for more help. We will walk through where to direct people to on the next slide. On this slide though, you can customize this third bullet with your local help resources here. The fourth is to partner with organizations in your state, region, or community to reach people with Medicaid. Think of organizations that may not

consider themselves Medicaid experts, such as food banks, but who work with a lot of people with Medicaid and CHIP and can help distribute the information. You might have local assistors that you want to partner with. You may be able to partner with schools or PTAs or pharmacies. Anywhere where individuals might live or work or play or pray who might have Medicaid or CHIP. We want to make sure folks are connected, that we are sharing this information broadly. And we appreciate your partnership in helping to make sure that people remain connected to health coverage. And we are here to support our partners any way that we can, and, especially, we'll go through that support through our resources in just a moment. Alright, next slide.

So where should I direct people if they have questions? So, we have included some information on here but again, you might want to enter state-specific information on some of these slides. So, for questions about Medicaid or CHIP, we're going to encourage folks to contact their state Medicaid or CHIP office directly. We put the link on this slide for [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals), but we encourage you to enter their state-specific Medicaid URL and phone number here. For questions about the Health Insurance Marketplace, we have [HealthCare.gov](https://www.HealthCare.gov) here. And then we also have the first bullet, and the second link is the [LocalHelp.HealthCare.gov](https://www.LocalHelp.HealthCare.gov), and I'm going to pull that up, too, when I go to the resources and show you. You can go to Find Local Help to find local assistors who can help folks who might have lost health insurance—those who have lost Medicaid and CHIP—look at Marketplace plans. There is also a call center number you can use, and that call center is available 24 hours a day. There's a language line to help in over 240 languages. I also encourage you to customize the second bullet if you are in a State-based Exchange, to put your State-based Exchange URL there as well as the phone numbers there.

Now for questions about enrolling in Medicare, and generally for people aged 65 or older, you can go to [Medicare.gov](https://www.Medicare.gov). You can also call 1-800-MEDICARE, and then to get help with an enrollment form, we do have individuals who can help with enrollment forms. You can go to an office near you, and you can go to the Social Security Administration field office. That's [ssa.gov/locator](https://www.ssa.gov/locator) to find your nearest Social Security field office, or you can call Social Security at the number listed. So, this is where we want to direct folks. Alright, next slide.

So, I'm going to go over some of our resources here. These first couple of slides, the next three or so, I'm going to – I think it would be good if you want to include some of these in your deck, especially if you are training an organization that is going to go out and do some additional training. So, next slide.

We have created a toolkit, and I'm going to pull that up in just a little bit to walk you through it. But there's a series of resources to help raise awareness about renewing Medicaid and CHIP. And on this slide, you will see a sampling of some of these materials that have been really popular. We have a fillable flyer where states or partners like you can customize their state-specific information. We have conference cards, postcards, materials for healthcare providers, we have social media graphics, and more. These materials are meant to help people who might not have received their renewal form, such as updating their contact information and for folks who have received their forms, so we could have two different buckets, and I will walk through that. All of our materials are available in English and Spanish, and select materials are available in additional languages. All of these can be found at [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) under the Outreach and Education Resource section. Again, I will go over that in just a moment. So, for

folks who have lost coverage, we have some specific information for them, including a partner tip sheet, fact sheets, we have postcards, an employer fact sheet for folks looking for employer coverage, a tear-off sheet, along with social media graphics here. Again, they also can be found at [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding). So, alright, next slide.

Alright, so next slide. There we go. So, what information can I share with families and children in my community? We wanted to put on this specifically, these are newer materials. There is obviously a large need to make sure families and children are aware of this and are prepared and are doing what they need to do to return their forms. So again, for this messaging, even if a parent is no longer eligible, their child may still be eligible for Medicaid or CHIP. We need them to fill out the form. Always important to return the form to the state in a timely manner, even if they think they are no longer eligible. This way, the state can confirm if you or members of your family can be eligible. We do have four specific resources here. There is actually the postcard and the postcard for kids with Medicaid or CHIP, a fillable postcard, and then a postcard for renewing kids' Medicaid or CHIP, and then a fillable one as well. For the fillables, that is where you would put your state-specific information. Alright, next slide.

Alright, so how can use these materials? A couple of ways. So, you can print these materials, and you can post them around your office or community centers or congregations, or at local events. Flyers can be posted in your community where people might visit regularly. If you have a desk where people are going to come to speak to a receptionist or to somebody and you want to put a flyer down for them to take a picture with their phone—a huge printing budget, right? Maybe they could take a picture of it with their phone, or you can put a stack for people to grab or in a waiting room. You can use the digital – all of our materials are digital – so you can use them to send a listserv message. Everything out there, you can also take the language. We have drop-in articles, and we have messaging. You can take that message and repurpose it and send it in a listserv to make it meet your needs. These can go out to your members, customers, patients, constituents, and anyone who needs to know about Medicaid renewals. We also have social media. You can use our toolkit for social media. We have three different sections of our toolkit, and I will go to that. We have the graphics, and we have the text that you can use for social media. You're also welcome to just share whatever we post from [CMS.gov](https://www.CMS.gov) or [HealthCare.gov](https://www.HealthCare.gov). You can just share that and repost it. It's super easy. And then, use the CMS materials as information for your own materials. We have seen so many great examples of states and organizations who have repurposed and used a lot of our materials for educating—I know, for example, I got an e-mail from my school district for my kids, and it was very similar to the flyer that CMS had put out, which is great. So, we encourage you to use any of our information, customize it, and create things that really resonate with your community and constituency. Next slide.

All right, so we talked about the call to action. But now that you have completed this training, and you think to yourself, what can I do in the next couple of months? Really, it's about educating other organizations in your network, in your community about Medicaid and CHIP renewals and how important it is to get this information out to people enrolled in Medicaid and CHIP. You can use this slide deck as a guide to train other people. And we will have this posted soon, as soon as we have it posted, we will e-mail everybody on this call, and you will get a link to the posted slide deck and talking points that I used today. You can share this information and

resources with their clients, customers, and patients. That could be what you learned today. The slide deck and any of the resources that I will talk about in just a moment. And then we can think of different ways that you may be able to reach people in your community that you have gotten this information. We know that there might be a food bank on this call. We know there may be a pharmacy on this call. There might be a church on this call—there are all sorts of different organizations out there who are doing this work, and you all know what resonates with your members the best and how to communicate with them, so we want you to think differently, think about the best way to get this information out to the people who need it. So, three things again—educate, share, and kind of think outside the box about how to get this information out.

Our last slide is just the quick links to everything, and this is really just for a reference as you are planning additional resource sharing beyond just the slide deck and where to get this information. So, that's there. Now with that, I want to take just a few minutes and go through some of the resources that we have available for you. And especially the ones that we have updated recently. So, I'm going to take just a moment to share my screen. That is always the best way to kind of show what we have done.

Alright. So, right here is our [Medicaid.gov](https://www.Medicaid.gov) website. We have reorganized our Communications Toolkit. This is under Outreach and Education Resources. Hopefully, you all visited it in the last month and have been able to see how we have organized it. I want to say right at the top, you can find contact and enrollment information for your state here. You can also find it at the very first top of the link on the left for renew your Medicaid and CHIP coverage. That takes you to a state map. Click on your state name, it shows your state's Medicaid program name, URL, and phone number. If you don't know, that is how you find it. Communications Toolkit. What is it? Who can use it? Answer is that it's the toolkit for everything important, and who can use it? Anybody who wants to educate folks about Medicaid and CHIP renewal. The full toolkit is available in English and Spanish here. Then, we have five additional languages for our translated materials, and if you go into the translated materials, for example, it opens up each of the pages that we have translated, and we are working on translating a few additional pieces as well.

Our social media is right here. These include a zip file, and each zip file includes the graphics that you can use on Facebook or Twitter, or other social media platforms, as well as the text that you can use to accompany these images. The Phase I is really about looking out for that letter, checking the mail and filling it out, and sending it back in. So, we have that. The second is if someone lost health insurance, this is what we are calling our Phase II, and this is reminding people to go to [HealthCare.gov](https://www.HealthCare.gov). So, there's our information there. Unfortunately, we have heard a lot from our partners, and I'm sure you all have heard some as well about fraud and scams related to this. So, we have some information on frauds and scams in here. This includes our social media messaging about what to look out for and just saying no to scams. Those are three social media places.

We have reorganized everything here. If you click the plus, it will drop down our materials. So, helping people get ready to renew their Medicaid and CHIP coverage. This is our general messaging. This has been the same up here for a while. We have broken it out into a fillable, state-specific message. So, for an example, if you are looking to have your state-specific information listed, then you can download the fillable form. And you can say, I live in my state,

you know, it will restart eligibility reviews here. You can find that on the timeline and then down at the bottom, you can put your state website and then the call number here. So, these are all the fillable ones where you can make it state specific. So, these are fillable flyers, conference cards, display cards. The general ones don't have a place for you to put your state-specific information. They just point you to [Medicaid.gov](https://www.Medicaid.gov), but have the same information. We have a full-page and half-page for providers. We have some messaging for American Indians and Alaska Natives.

Now, for folks who have lost their coverage for Medicaid or CHIP, we have a number of resources here. Similar to the other set, we have some fact sheets and postcards—we heard postcards are really helpful—and tear-off sheets. This tip sheet I really like a lot—I always pull it up. So, if you have been on a webinar with me, you've seen me do this. Three tips to help someone who lost Medicaid or CHIP. If you are a frontline worker who is going to be interacting with people with Medicaid or CHIP, and they by no means are an expert but they need some talkers to figure out how to communicate about this to somebody who comes and asks them a question, this is the fact sheet that you can just have for them, print it out and they can have it in their lap and help talk through somebody. So, first – the three things—encourage someone to update their contact information, ask if they got a letter and filled it out, then tell them about other health care options if they've lost it. So very, very easy, concrete three things. Similarly, if they have lost health insurance, you can use this fact sheet, which brings up three things to do after you have lost Medicaid or CHIP. So, they can print this out and have this here. This is similar to what you saw in the slide deck. You can reapply for Medicaid if someone has lost coverage. They might qualify for the Health Insurance Marketplace, or again, if they are over 65, they might qualify for Medicare. So, easy thing to print out and have a talker for someone who is not an expert, but you know is going to get questions.

We also have our specific messaging for resources and families. Again, postcards, fillable and non-fillable. These are new. So, I will put these up here for you guys to see. Does your child have CHIP or Medicaid? Help them stay covered. And then we have some messaging here. Same thing. Check your mail, apply for coverage right away. Same message. Your kids might qualify, even if you don't. Reapply. We also make sure that they know that young adults in your family may qualify for the Health Insurance Marketplace. I will stick here in just a minute—there's a number of children who were children during the COVID health emergency, and now that this is over, they no longer qualify for Medicaid or CHIP because they aged out. So not only are they becoming a young adult for the first time, they probably never applied for health insurance their entire life. Their parents did it. Now, they may live on their own. They might still live with their parents, but they might not know that their health insurance has expired, and they don't qualify for Medicaid or CHIP. For those young adults, it is really important to help them make sure that they can make coverage and check out through the Health Insurance Marketplace, if they can't get coverage through Medicaid.

Fraud and scam messaging. We have the customizable scam alerts here. And I will pull that up because I think this is great, you can use this as a drop-in article. You can customize it everywhere there is a bracket, and it just gives a consumer three important pieces. Report if anyone asks you for your personal information, like Social Security number. If they are requesting money for this, it's a scam. If they threaten you, it is also a scam. So, this is really

great information. You can copy and paste, send this out on your listservs and share it wide, so people know to look out for these scams.

We have back-to-school messaging. It is going to be updated really soon. This is still the 2022, but we'll toolkits and graphics updated momentarily. We know some schools start back in July. So, we know you all need this. And then we have posted these educational videos here. So, these can be used on your websites. This can be posted on your social media. If you have a closed-circuit waiting room, you can put it on the waiting room TV there, and again, there's a number of ways to share them. These can be used through the end of February 2024. But they cannot be used as a PSA. These are not PSAs. These are just used for you to be able to share information. They are available in English and Spanish, and there are three different cuts. We have a 30-second version, a 15-second version, and a 6-second version. A lot of you have been asking for these quick things, so here they are. And feel free to use those.

Further down, we also have a webinar and speaking request. We will have this training as well as all other trainings we post on the CMS national stakeholder call webinar here. If you want someone from CMS or HHS to come speak about this, we have a speaking request form and we have a little bit of consumer research here. I think this is a great page personally for you to bookmark if you have not already, and we will be adding information to this regularly. As we update our resources, as we update our materials, we will be adding it here, and we encourage you to check back. We will be sending out e-mails at least monthly, as we have new materials that are being added, to help you know what is out there.

So, that is a lot of information we gave you today. I did want to make sure we have time for some Q&As. So, if you have Q&A, which there are a lot of, now that I see. I was not tracking it during the webinar, but we will use these Q&As to help us inform additional trainings for our July, August, and September webinars, and we will do our best to get through some of these main ones, through some of the ones that have been repeating. So, give me just a moment. I'm going to tee these up. So, I have a question for Jessica. So, what happens if somebody has already lost their Medicaid coverage?

**Jessica Stephens:** Good question. I think you actually, Stefanie, you tackled this a little bit. A couple of different things. If you have the notice that was sent to the person, I think it is a good idea to look at the notice to see if the present lost coverage because they were found ineligible or because maybe they did not return information. If you did not return information that was needed to complete the renewal, the first step is always to contact the state – or if you're not sure – contact the state Medicaid agency to see if you can return documentation or information like the renewal form to see if somebody can be redetermined eligible and re-enroll if they are eligible for Medicaid or for CHIP. If someone lost coverage because they were found ineligible so, for example, their income was too high, then the next step is likely to go over to the Marketplace—that may be a state marketplace, that may be the federal Marketplace at [HealthCare.gov](https://www.healthcare.gov)— and submit an application to see if somebody is eligible for coverage through the Marketplace.

**Stefanie Costello:** Great. Thank you. One more question for you. Someone typed in, how true is it that the recipients of Medicaid, specifically adult immigrants, are going to be without coverage after July 1, 2023?

**Jessica Stephens:** That is not generally true. So as Stefanie noted, states are conducting renewals spread across at approximately 12 to 14 months, and a cohort of individuals are due each month. There's not a set date to where everyone will lose coverage, and if people are still eligible including adult immigrants, they will still be eligible for Medicaid or CHIP. They will need to go through the full renewal process. There may be some circumstances where people may need to provide information about their immigration status. I will say as a reminder that if somebody is not seeking coverage—so, for example, if you are a parent applying for a child and the parent is not applying for health coverage—the parent should not have to provide information about their immigration status. But there's no deadline for anybody to lose coverage specifically across all states or even in one state for everybody—for example, adult immigrants—to lose coverage.

**Stefanie Costello:** Great, thank you. Someone did ask where to update contact information, so that would be through your state. As Jessica mentioned, contacting your state, and if you need that information—that's on the [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals). You can find their state-specific information there. Someone asked if you were to do an educational event in your community, do these events need to be registered with CMS? The answer is no, but we would love to hear about it. So, if you are doing an event, you can let us know. We have 10 regional offices out in the field as we say here, and you are more than welcome to contact them and let them know that these events are happening. We always want to know all the good things to happen. But you don't need to register or have approval. If you are having events, we encourage you to use any of the resources that we have provided and walked through today to help educate folks.

Alright. Let's see here. Jessica, one more question for you. Will clients still get renewal forms in the mail if they have an online account?

**Jessica Stephens:** So, it depends on the person's election, right? Having an online account by itself does not indicate that somebody wants to have their renewal online. States generally provide an option for individuals to receive information online or by mail. The default is by mail. So, unless somebody indicates that they would like to receive information online, then the information will come by mail. But many states provide individuals with the opportunity to indicate that they would instead prefer to complete the renewal process online. In that case, they may, for example, receive an e-mail at the time of their – email or some other form of secure communication – at the time of their renewal, instructing them to go to their online account and complete their renewal there.

**Stefanie Costello:** Great. Can you also clarify, if somebody is not eligible, will states still send a letter, or only if the person is eligible?

**Jessica Stephens:** The state will send a letter to everyone. So, you can think about it in two forks. First, every state is supposed to start off the process to see if somebody is eligible based on the information they have. If they find that the person is eligible based on that, they sent a notice to everyone saying – everyone in that bucket – saying we have found that you are eligible, let us know if something changes. If they are not able to find somebody eligible that way, everyone else receives a letter and generally a form—a renewal form—that asks for additional information. And at the end of the process, everyone will receive what we refer to as an

Eligibility Determination Notice that indicates you are eligible, or you are ineligible, or you have lost coverage because you were not able to complete the process because we needed X information.

**Stefanie Costello:** Great, thank you. All right. I know we did not get to all these questions. Again, we're going to do our best to look through these and use these to help us inform future webinars and training. But with that, I'm going to pass it back to Jonathan to close us out for today.

**Jonathan Blonar:** Great, thank you, Stefanie. And thank you, Jessica, for answering those questions, and I want to thank Hailey, too, for dropping all those links in the chat for us.

So, we hope the training today was helpful and that you leave this webinar feeling ready to go into your communities and share this information. Again, we will be sending an e-mail in the coming days with a link to access the training slides, and the recording and transcript today will be posted on our stakeholders' website as well. Again, we really need your help in getting this information out to your networks, to people in your communities who are enrolled in Medicaid and CHIP. Again, it is an all-hands-on-deck effort to make sure the people keep health coverage, whether it is through Medicaid, CHIP, or through another form of coverage like Health Insurance Marketplace or employer-sponsored health care. We appreciate greatly your partnership in this effort, and we are here to support you all throughout this process.

We hope you are able to join us again for next month's webinar. On the slide you will see the newly added dates for July, August, and September. You can register for these using the same link that you used to register for today's webinar. July 26<sup>th</sup>, August 23<sup>rd</sup>, and September 27<sup>th</sup> all at 12:00 Eastern Time. Again, we appreciate your partnership and commitment to help ensure that people are connected to the best health coverage they are eligible for. We did get a lot of questions in the chat today. We did not get to answer them all, but we do take them back and it will help inform future guidance as well as our future monthly calls as well. So, with that, thank you, and have a good rest of your day. Take care.