



Continuous Enrollment Unwinding Toolkit

For more information, visit [KanCare.ks.gov](https://www.kancare.ks.gov)

Continuous Eligibility Under the Public Health Emergency Ending

We have received notice from Health and Human Services that continuous enrollment due to the COVID-19 pandemic is expiring. While the PHE has been in effect since 2020, KanCare beneficiaries have not had to renew their coverage and may not have had contact with the agency during this time.

Key Information

- Messaging to start on TBD
- 5th grade language

Goals

- Communicate to enrollees the importance of keeping their contact information updated so they receive important information from KanCare.
- Communicate to enrollees that renewals are beginning, and they should watch for important information from KanCare in the mail.

Target Audiences

- General Population
- Low-income families
- Elderly & Disabled
- Homeless Population

Key Messages

- Be on the lookout for your review notice in the mail.
- Visit [Kancare.ks.gov](https://www.kancare.ks.gov) and use KIERA to update your contact information. You can also contact the KanCare Clearinghouse at 1-800-792-4884.
- Complete your renewal online at applyforkancare.ks.gov.
- Update your contact information. Any time your information changes, let Medicaid know. Make sure Medicaid has your current mailing address.
- Check your mail. KanCare mails letters to members when it is time to renew or when KanCare needs more information from you to continue your health care coverage. Watch for mail from the Kansas Department of Health and Environment (KDHE), KanCare.
- Don't risk losing your health coverage. Update your contact information with KanCare.
- Check for KanCare updates in the mail and respond right away to requests for information.

Stakeholders

- Providers
- DCF
- Ombudsman
- KDADS – Aging and Disability Resource Center
- Kansas Association of Area Agencies on Aging & Disabilities
- MCOs
- Community organizations

Guide to Creating Public Health Emergency Outreach Materials

While KDHE has provided messaging and graphics for our external stakeholders to use during the Continuous Enrollment Unwinding, we understand that you may want to create and disperse your own messages to the communities you serve. Consider these tips for writing and creating Unwinding materials and check the KDHE PHE toolkit for sample messages to base your outreach efforts on.

Avoid mentioning the resumption of renewals or the Public Health Emergency expiration. Most enrollees have the experience of completing a renewal during the past three years and many find the term “PHE” or “Public Health Emergency” confusing. This phrasing is particularly worrying for Spanish-speaking consumers. Instead, focus on actions consumers can take updating their contact information with KanCare, watching for mail from KanCare and responding quickly when asked, and going to the federal Marketplace if they are no longer eligible for KanCare.

Avoid sending enrollees to the KanCare Clearinghouse with questions about Unwinding plans or timing. The KanCare Clearinghouse is always there to answer questions from enrollees; however, during the Unwinding, the Clearinghouse will be experiencing a higher volume of calls and renewal processing. Encourage enrollees to update their contact information and watch for mail from KanCare. KanCare will notify consumers if and when action is needed.

Do not refer enrollees to the KanCare Clearinghouse when they have questions about their eligibility or renewal once they have received their renewal.

Keep messaging simple. KDHE has provided content for you to use, and we encourage you to do so. If you would like to create your own messaging, aim for language to be at a fifth grade reading level and to be as straightforward as possible. See [plainlanguage.gov](https://www.plainlanguage.gov) for best practices in inclusive and accessible writing. We also recommend that organizations first send messages about updating contact information before asking consumers to watch for and return mail from KanCare and directing them to the Marketplace if they no longer qualify for KanCare.

Vary message delivery methods. Many Medicaid consumers want to get information from a variety of sources. Use multiple avenues of communication, especially those you’ve already established through your organization, to communicate with consumers about the Unwinding: social media, mail, text, app and email. Remember that the average consumer has increased their online media consumption, that social media usage has risen and that the average Medicaid consumer is more likely to rely solely on their smartphone to use the internet.

Consider tailoring messaging to your audience. For example, if your organization primarily works with pregnant women, you can incorporate that information into your messaging to catch the audience’s attention. Something like: “Are you pregnant or did you recently have a child? This is a reminder to update your contact information with KanCare. Medicaid covers care for you and your baby before and one year after birth.” may be more effective than something like: “It’s time to update your contact information with KanCare so they can reach you with important renewal information.” When speaking to existing members, use the word “enrollee” to refer to those enrolled in KanCare. Use “beneficiary” in non-beneficiary communication to be as consistent as possible.

Inform those who may no longer be eligible for Medicaid about the Marketplace. Some consumers are aware of the federal Marketplace but may have some gaps in knowledge. They may not know they could receive financial assistance to pay for Marketplace coverage based on their income. Direct them to information about how they can sign up for affordable health coverage [here](#).

Phase 1

Before Reviews Begin

Social Media Graphics & Messaging



KanCare enrollees: Don't risk losing your health coverage. If your contact information or household circumstances have changed, update the KanCare Clearinghouse. Go to [KanCare.ks.gov](https://www.kancare.ks.gov) and click the red chat bubble or call 1-800-792-4884.



Ready for KanCare renewal? Make sure the KanCare Clearinghouse has your current contact information by going to [KanCare.ks.gov](https://www.kancare.ks.gov) and clicking the red chat bubble, or calling 1-800-792-4884.



KanCare enrollees: Be on the lookout for your renewal notice in the mail. KanCare members will receive a letter when it is time to renew or when KanCare needs more information to provide your health care coverage.



Check for KanCare updates in the mail and respond right away to requests for information. Complete your renewal form if you get one and return it right away to avoid a gap in your coverage.



KanCare enrollees: Any time your contact information or household circumstances change, update the KanCare Clearinghouse. Go to [KanCare.ks.gov](https://www.kancare.ks.gov) and click the red chat bubble or call 1-800-792-4884 to update your contact information.



KanCare enrollees: Any time your contact information or household circumstances change, update the KanCare Clearinghouse. Call 1-800-792-4884 or go to kancare.ks.gov to update your information.



KanCare enrollees:

Has your contact information or household circumstances changed?

Call the KanCare Clearinghouse today:

1-800-792-4884

For more information, visit Kancare.ks.gov

Contact the KanCare Clearinghouse at 1-800-792-4884 to update your mailing address and phone number. Anytime your information changes let Medicaid know.

Radio Public Service Announcements

15 Seconds

1. If you or a loved one has KanCare, do not lose your health coverage. If your phone number or address or household conditions have changed, update the KanCare Clearinghouse. Call 1-800-792-4884.
2. Do you have KanCare? Keep an eye on your mailbox. KanCare mails letters to you when it is time to renew or when they need more information from you to continue your health coverage. If your contact information has changed, call the KanCare Clearinghouse 1-800-792-4884.
3. KanCare renewal notices are coming. Call the KanCare Clearinghouse 1-800-792-4884 if your phone number or address or household conditions have change. Again, update the KanCare Clearinghouse if any personal information or circumstances have changed. Call 1-800-792-4884 today.
4. Have Medicaid coverage? If so, listen up: your renewal may have been on pause due to the COVID-19 pandemic, but renewals are starting again. Be sure the KanCare Clearinghouse has your current address and phone number. Update them today by calling 1-800-792-4884. Again: 1-800-792-4884.

30 Seconds

1. Hey all you Kansans who have KanCare. I know you have a lot going on right now and might be anxious about several different things. KanCare needs your current contact information so that they can mail you letters with important details about your coverage and renewal. In fact, its easy as picking up the phone. Call 1-800-792-4884 today to update your information with KanCare. Do not miss out on important renewal information. Again call 1-800-792-4884.

This message is brought to you by KanCare, a part of the Kansas Department of Health and Environment.

2. Do you or a loved one have KanCare? Please listen to this important announcement. Many renewals have been on pause and are resuming soon. Take the time today to call the KanCare Clearinghouse at 1-800-792-4884 to update your contact information and make any changes. Doing this now will ensure you get your renewal letter and other important letters in the mail. Do not wait; call today. That number to call is 1-800-792-4884.

This message is brought to you by KanCare, a part of the Kansas Department of Health and Environment.

Drop-In Newsletter Article

Important Changes Coming to KanCare Eligibility

By the Centers for Medicare & Medicaid Services

Do you or a family member currently have health coverage through Kansas Medicaid (KanCare) or the Children's Health Insurance Program (CHIP)? If so, you may need to update your contact information. Soon, states will resume KanCare and CHIP eligibility reviews. This means some people with KanCare or CHIP may get renewal notices or requests for information from the KanCare Clearinghouse.

Here are some things you can do to prepare:

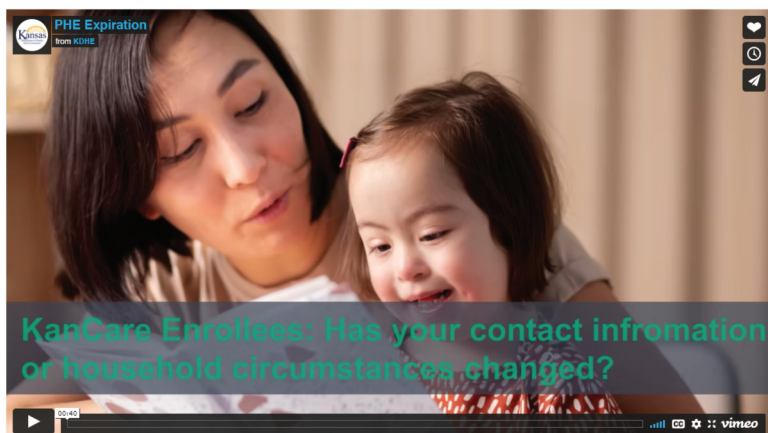
- Make sure your address is up to date.
 - Make sure the KanCare Clearinghouse has your current mailing address, phone number, email or other contact information. Call 1-800-792-4884 or go to KanCare.ks.gov to update the Clearinghouse if your contact information has changed. This way, they'll be able to contact you about your KanCare or CHIP coverage.
- Check your mail.
 - The KanCare Clearinghouse will mail you a letter about your KanCare or CHIP coverage. This letter will also let you know if you need to complete a renewal form to see if you still qualify for KanCare or CHIP. If you get a renewal form, fill it out and return it right away. This may help you avoid a gap in your coverage.

Get more information:

- Contact the KanCare Clearinghouse at 1-800-792-4884 or visit KanCare.ks.gov for more information about KanCare or CHIP renewal.
- Call the Marketplace Call Center at 1-800-318-2596 to get details about Marketplace coverage.

TTY users can call 1-855-889-4325.

Video (30 Seconds)



The messaging of this 30-second video is to encourage people to contact the KanCare Clearinghouse regarding their renewal.

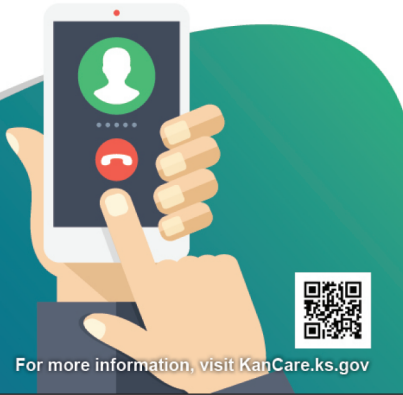
View and download the video at:
<https://vimeo.com/795299666/b18ad2480d>

Flyer (8.5 x 11 in)

KanCare enrollees:

Has your contact information or household circumstances changed?

If yes, go to KanCare.ks.gov & click the red chat bubble or call **1-800-792-4884** to update your contact information.



For more information, visit KanCare.ks.gov

Postcard (4 x 6 in)

KanCare enrollees:

Has your contact information or household circumstances changed?

If yes, go to KanCare.ks.gov & click the red chat bubble or call **1-800-792-4884** to update your contact information.

For more information, visit KanCare.ks.gov



Don't risk losing your health coverage.

Any time your contact information or household circumstances change, update the KanCare Clearinghouse.

Go to KanCare.ks.gov & click the red chat bubble or call **1-800-792-4884** to update your contact information.

For more information, visit KanCare.ks.gov



Provider One-Pager

KanCare Continuous Enrollment Unwinding Provider One-Pager

Talking Points/Script:

1. **Does KanCare have updated contact information for you?** The most important thing any KanCare enrollee can do is update their contact information. Ask enrollees if they have updated contact information with KanCare. If they say they have not or are unsure, there are a couple places you can direct them to:
 - A. KanCare.ks.gov uses a chatbot, KIERA, to make updating contact information easier than ever. Enrollees can click on the red chat bubble in the lower righthand corner of their screen and KIERA will help them update their contact information.
 - B. Call the KanCare Clearinghouse at 1-800-792-4884.
 - C. The KanCare Self Service Portal "Access My KanCare" feature. Enrollees can log into the portal and link their medical case to their online account. If they do not have an account established, they can sign up by clicking the portal's sign-up link and choose to receive text and email updates.
2. **Have you received any mail from KanCare recently? Respond quickly if you have and, if you haven't, watch for it over the next year.** Remind enrollees to watch their mail for communication from KanCare and respond quickly if KanCare needs more information from them.
3. **If you have updated your contact information, you are prepared for KanCare renewals. Watch for mail from KanCare and reply to requests for more information quickly.**

Some Tips to Help Enrollees Prepare for the Unwinding:

- Remind enrollees to update their contact information.
 - Call the KanCare Clearinghouse at 1-800-792-4884 to opt into texts from KanCare.
 - Use the KanCare Self Service Portal "My Account" feature to opt into text and email communication.
- Remind enrollees that their renewal may not come right away. KanCare is processing renewals in batches, not all at once, so enrollees may get their renewal letters later in the yearlong unwinding. **This is not cause for concern; if an enrollee feels anxious, remind them that, if KanCare has their updated contact information, they will receive a renewal letter when and if they need one.**
- If an enrollee has received a renewal, ask if they understand what it said, what information KanCare may be requesting and when they need to respond. Use material from the KDHE Communications Toolkit to help if they have questions.
- You do not have to mention the reasons for the renewal pause to help enrollees update their contact information or understand their renewal letter.
- A Facilitator is a person or organization a KanCare member/applicant identifies to help fill out an application or renewal. The facilitator can assist the individual throughout the application/renewal process, will receive copies of notices sent, and can speak to KanCare about the medical case.
- A facilitator may share and/or receive information about the medical case. They are not able to request coverage, choose or change an MCO, or request an appeal.
- In order to appoint a facilitator, the KanCare member or applicant must fill out and send a signed [authorization form](#). New applicants may appoint a facilitator on the paper application which will be valid only until processing is complete, or up to one (1) year if specified on the release. Facilitators may also be appointed on the review form for up to one (1) year.

Helpful Links:

- [Toolkit](#)
- [Cover Kansas](#)
- [Federal Marketplace](#)
- [Thrive Allen County](#)
- [KanCare homepage \(KIERA\)](#)
- [Medical Self Service Portal Demonstration Videos](#)

Phase 2

After Reviews Begin

Social Media Graphics & Messaging



Have you gotten a KanCare renewal form? If you have, follow the instructions and return it right away to avoid a gap in your coverage.



Are you no longer eligible for KanCare? You have options in the Healthcare Marketplace. Many people find health insurance plans for \$10. Visit [HealthCare.gov](https://www.healthcare.gov) today.



KanCare enrollees: If you've received a renewal form in the mail, make sure to fill it out and return it right away or complete your renewal at [ApplyForKanCare.ks.gov](https://www.ApplyForKanCare.ks.gov). In the meantime, call the KanCare Clearinghouse at 1-800-792-4884 or go to [kancare.ks.gov](https://www.kancare.ks.gov) to make sure your contact information is up to date.



KanCare enrollees: If you've received a renewal form in the mail, make sure to fill it out and return it right away. In the meantime, call the KanCare Clearinghouse at 1-800-792-4884 or go to [kancare.ks.gov](https://www.kancare.ks.gov) to make sure your contact information is up to date.



#KanCare renewals are coming! Be sure you get your renewal letter by checking that KanCare has your current mailing address NOW: [KanCare.ks.gov](https://www.KanCare.ks.gov) (click the red chat bubble).



Attention #Medicaid consumers: Renewals are coming back! To get ready, make sure we know where to send your #Medicaid renewal letter — if you moved, make sure your state has your address, email and phone number: [KanCare.ks.gov](https://www.kancare.ks.gov) (click the red chat bubble).



Have #Medicaid coverage? If so, then listen up! Your renewal may have been on pause due to #COVID19, but it's making a comeback. Be sure KanCare knows your current mailing address, so you receive your renewal letter: [KanCare.ks.gov](https://www.kancare.ks.gov) (click the red chat bubble).



KanCare enrollees: Renewal notices are coming . Call the KanCare Clearinghouse at 1-800-792-4884 to make sure your information is up to date.

Drop-In Newsletter Article

Important Changes In-Progress for KanCare Eligibility

Are you or any of your household a KanCare or CHIP enrollee? If so, you may be receiving mail from the KanCare Clearinghouse soon. Kansas has resumed KanCare and CHIP eligibility reviews. This means that the KanCare Clearinghouse will be reaching out to people with KanCare or CHIP coverage through the mail to see if their eligibility has changed. Some people with KanCare or CHIP may be disenrolled from those programs. However, those people may be eligible to buy a health plan through the Health Insurance Marketplace® and get help paying for it.

Here's what you can do:

- Make sure your address is up to date.
 - Make sure the KanCare Clearinghouse has your current mailing address, phone number, email or other contact information. Call 1-800-792-4884 or go to kancare.ks.gov to update the Clearinghouse if your contact information has changed so they can reach you about your KanCare or CHIP coverage.
- Check your mail.
 - The KanCare Clearinghouse will mail you a letter about your KanCare or CHIP coverage. This letter will let you know if you need to complete a renewal form to see if you still qualify for KanCare or CHIP. If you get a renewal form, fill it out and return it right away. This may help you avoid a gap in your coverage.
- Return any mail from the KanCare Clearinghouse quickly and include any information requested.
 - The KanCare Clearinghouse may need information to review your eligibility. Carefully read any mail that comes from KanCare Clearinghouse, provide any information requested and send it to the Clearinghouse as quickly as you can. This may help you avoid a gap in your coverage and will help the Clearinghouse review your eligibility quickly.

What if you don't qualify for KanCare or CHIP?

If you or a family member don't qualify for KanCare or CHIP, you may be able to buy a health plan through the Health Insurance Marketplace®. Marketplace plans are:

- Affordable. 4 out of 5 enrollees can find plans that cost less than \$10 a month.
- Comprehensive. Most plans cover things like prescription drugs, doctor visits, urgent care, hospital visits and more.

Visit HealthCare.gov to find Marketplace plans and see if you might save on premiums. When you apply, don't forget to include current information about your household, income and your state's recent decision about your Medicaid or CHIP coverage.

Get more information:

- Contact the KanCare Clearinghouse at 1-800-792-4884 or visit Kancare.ks.gov for more information about KanCare or CHIP renewal.
- Call the Marketplace Call Center at 1-800-318-2596 to get details about Marketplace coverage.

Flyer (8.5 x 11 in)

KanCare enrollees:

Watch for mail from KanCare & respond quickly to requests for more information.

Make sure your contact information is updated by going to **KanCare.ks.gov** & clicking the red chat bubble or by calling **1-800-792-4884**.



For more information, visit KanCare.ks.gov