Continuous Enrollment Unwinding Toolkit

For more information, visit 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 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 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 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 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 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 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.

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

Continuous Enrollment Unwinding Provider One-Pager

Talking Points/Script

1. Have you changed your address or contact information? If you have, it’s important to update this information to ensure that you continue to receive the benefits to which you’re entitled.
2. To update your contact information, go to KanCare.ks.gov and enter your account information. Once logged in, you can update your address and contact information.
3. If you have any questions or need further assistance, you can call the KanCare Customer Service Center at 1-800-792-4884.

Source Term for Help Endorsees: Program Name (FMAE) (New Form)

- Endorsees are encouraged to update their contact information as soon as possible.
- To update your contact information, go to KanCare.ks.gov and enter your account information. Once logged in, you can update your address and contact information.
- If you have any questions or need further assistance, you can call the KanCare Customer Service Center at 1-800-792-4884.

Reachable Contacts

- TDD
- Email: KanCareCustomerService@healthplanks.com
- Phone: 1-800-792-4884
- Website: KanCare.ks.gov

KanCare Support Services:

- Covering Kansas
- Kansas Medicaid
- KanCare Customer Service
- Medicaid 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.


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. In the meantime, call the KanCare Clearinghouse at 1-800-792-4884 or go to 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 (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 (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 (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.
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