

# **ALABAMA MEDICAID AGENCY**

Messaging for the End of COVID-19  
Continuous Enrollment

**PARTNER TOOLKIT**

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# KEY MESSAGING

## WHERE WE STARTED

### GOAL:

To help eligible Medicaid recipients who qualify for Medicaid to keep their coverage and to avoid any unnecessary loss of coverage.

#### **March 13, 2020**

- National COVID-19 public health emergency (PHE) began

#### **April 1, 2023**

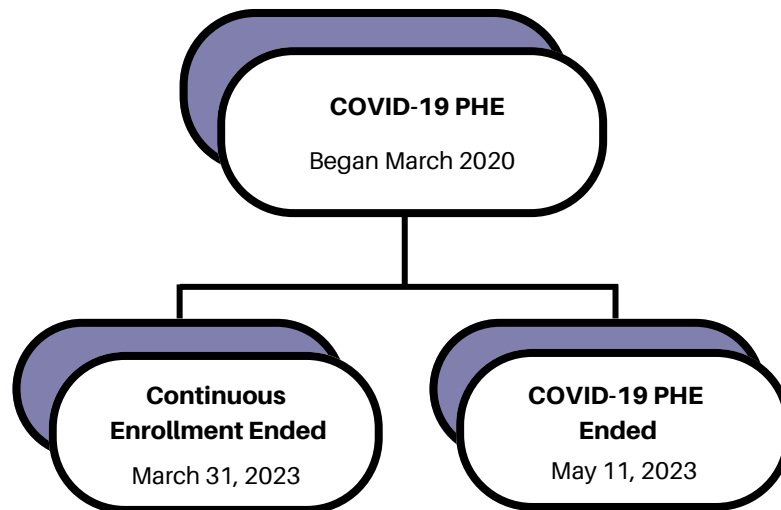
- States began terminating Medicaid for individuals no longer eligible
- Alabama Medicaid Recipients receive their renewal notice at their normal renewal time
- The Agency will not terminate anyone until they have been redetermined and found ineligible - or if they did not respond

#### **May 11, 2023**

- National COVID-19 PHE end date

# KEY MESSAGING

## WHAT CHANGED?



Congress enacted the Consolidated Appropriations Act (CAA) in December 2022

- Decoupled the Medicaid continuous coverage requirement from the end of the PHE and provided a new statutory end date of March 31, 2023
- Medicaid started redeterminations April 1, 2023
- The Agency will not terminate anyone until they have been redetermined and found ineligible - or if they did not respond
- Most recipients will maintain their normal renewal month
- Phase down of increased FMAP through unwinding
- New CMS reporting requirements for Alabama Medicaid

### **Continuous Enrollment**

Related to eligibility:

- Renewal form mailed annually
- If mailed renewal notice is returned undeliverable, Agency is required to use two modalities (text, email, or phone)

*\*This is not a complete list of services that may change*

### **Public Health Emergency**

Related to services such as:

- Telemedicine
- Copayments
- Referral Requirements
- Signature Requirements (prescriptions)

# Key Messages

## WHAT TO SAY

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### **When you talk with your patient who is a Medicaid recipient:**

1: Ask if they updated their contact information.

- Medicaid recipients have several ways to update their addresses, phone numbers, and other information. Visit [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov) and click on the gray mailbox to find out more information.

2: Ask if they got a letter about their coverage from Medicaid.


- Medicaid mails renewal letters to let recipients know when to renew their coverage. Note: Most letters should arrive at their normal renewal time. They must complete and return their renewal form to Medicaid. Medicaid coverage will stop if they are not eligible or don't respond. There may be other programs within Medicaid for which they are qualified. Encourage them to apply online at [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov). Medicaid will mail a letter if their benefits change.


3: Tell them about other health coverage options if they no longer qualify for Medicaid.

- People who lose Medicaid may be able to get coverage through the Federal Marketplace ([www.HealthCare.gov](http://www.HealthCare.gov)). If someone loses Medicaid coverage, they have a limited time to apply and enroll in a plan. Other resources include Federally Qualified Health Centers (FQHCs) and other free or reduced-cost clinics. Visit [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov) for more information.

# RESOURCES TO SHARE: PROVIDERS

- **Yellow Postcard Campaign**



**Keep Your Medicaid!** 

Medicaid must be renewed every year. Stay up to date about changes that can affect your benefits. Update your mailing address and other information with the Alabama Medicaid Agency as soon as possible to get notified

**Ways to change your address:**

- Visit <https://medicaid.alabama.gov> and click the mailbox
- Scan the QR Code above and follow the steps to change your address
- Call the Recipient Call Center: 1 (800) 362-1504 (Toll Free)

If you are disabled and qualify for Medicaid through the Social Security Administration (SSA), please contact the SSA office to update your address.

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Recipients can sign up to get text notifications by texting the keyword **MEDICAIDAL to 888777.**

Postcards are available for print on yellow paper at the Agency website. To view and print postcards, select "COVID-19 Information for Providers" under the Providers tab at [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov).

- **Text Messaging**

Providers and partners are encouraged to subscribe to receive text notifications for Agency-related updates including public meetings and office closings. Please encourage recipients to subscribe using the following information:

**Opt-In as a Provider or Partner:**

- Text ALPROVIDERS to 888777



# RESOURCES TO SHARE: PROVIDERS

- Provider Tip Sheet

Medicaid tip sheets are a resource **for Partners and Providers** to help guide conversations with recipients who have lost their Medicaid coverage.

To view and print this tip sheet, select "COVID-19 Information for Providers" under the Providers tab at [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov).



## Attention Alabama Medicaid Partners! 3 Tips to Help Someone Who Lost Medicaid Coverage

 **1: Ask if they updated their contact information.**

- Medicaid recipients have several ways to update their addresses, phone numbers, and other information. Visit [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov) and click on the gray mailbox to find out more information.

**2: Ask if they got a letter about their coverage from Medicaid.**

**Starting April 1, 2023:**

- Medicaid will mail renewal letters to let recipients know when to renew their coverage. Note: Most letters should arrive at their normal renewal time.
- They must complete and return their renewal form to Medicaid.
- Medicaid coverage will stop if they are not eligible or don't respond.
- There may be other programs within Medicaid for which they are qualified. Encourage them to apply online at [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov).
- Medicaid will mail a letter if their benefits change.

**3: Tell them about other health coverage options if they no longer qualify for Medicaid.**

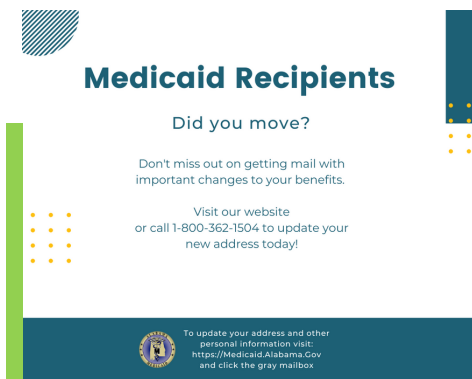
- People who lose Medicaid may be able to get coverage through the Federal Marketplace ([www.HealthCare.gov](http://www.HealthCare.gov)). If someone loses Medicaid coverage, they have a limited time to apply and enroll in a plan.
- Other resources include Federally Qualified Health Centers (FQHCs) and other free or reduced-cost clinics. Visit [www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov) for more information.



Alabama Medicaid Agency

For more information visit:  
**[www.Medicaid.Alabama.gov](http://www.Medicaid.Alabama.gov)**  
and click "Providers" tab, then  
"COVID-19 Information for Providers"

# RESOURCES TO SHARE: RECIPIENTS



**Medicaid Recipients**

Did you move?

Don't miss out on getting mail with important changes to your benefits.

Visit our website or call 1-800-362-1504 to update your new address today!

To update your address and other personal information visit: <https://Medicaid.Alabama.Gov> and click the gray mailbox



**Destinatarios de Medicaid**

¿Te moviste?

No te pierdas de recibir correo con cambios importantes en sus beneficios.

Visite nuestro sitio web o llame al 1-800-362-1504 para actualizar tu dirección hoy!

Para actualizar su dirección y otra información personal, visite [www.Medicaid.Alabama.gov](https://www.Medicaid.Alabama.gov) ¡Haz clic en el buzón gris!



**Medicaid Recipients**

Are you pregnant?

It's important that you report any family changes as soon as possible.

Visit our website or call 1-800-362-1504 to update your family size today!

To update your address and other personal information visit: <https://Medicaid.Alabama.Gov> and click the gray mailbox



**Destinatarios de Medicaid**

¿Estás embarazada?

Informe los cambios en la familia lo antes posible.

Visite nuestro sitio web o llame al 1-800-362-1504 para actualizar el tamaño de tu familia!

Para actualizar su dirección y otra información personal, visite [www.Medicaid.Alabama.gov](https://www.Medicaid.Alabama.gov) ¡Haz clic en el buzón gris!



**Check Your Mail!**

- Make sure your address is up to date with Medicaid!
- Medicaid will mail you a renewal packet during your renewal month.
- Fill your form out and return it to Medicaid.
- Coverage will stop if you are not eligible or don't respond.

[www.Medicaid.Alabama.gov](https://www.Medicaid.Alabama.gov)  
Recipient Call Center: 1-800-362-1504

## • Social Media

Copies of the Alabama Medicaid social media campaign are available for providers, state agencies, and partners. Save and post these messages to your organization's social media outlets. Select "COVID-19 Information for Providers" under the Providers tab at [www.Medicaid.Alabama.gov](https://www.Medicaid.Alabama.gov). The Agency will translate information upon request within a list of 15 most prevalent languages.



# RESOURCES TO SHARE: RECIPIENTS

- Flyer

Medicaid recipient flyers inform recipients of what to expect and what to do as of April 1st.

Post these flyers on your social media sites and share in your newsletters and e-blasts.

A link to this flyer is available on the Agency website, and it has been emailed and texted to subscribed partners and recipients.



**Medicaid Recipients!**  
**Keep Your Medicaid**

**Step 1: Update Your Address**

- Renew your Medicaid every year.
- Stay up to date about changes that can affect your benefits.
- Update your mailing address and other personal information with the Alabama Medicaid Agency as soon as possible to get notified.

**Step 2: Check Your Mail**

- Medicaid will mail you a letter to let you know it's your time to renew.
- Medicaid will mail you a letter letting you know if your benefits change.

**Step 3: Complete Renewal Form**

- If you were not automatically renewed, you will receive a renewal form in the mail.
- Fill it out and return it to Alabama Medicaid right away so you are not at risk for losing coverage if eligible.
- You must fill out and return your form to Medicaid.
- Medicaid coverage will stop if you are not eligible or don't respond.

Alabama Medicaid Agency

For more information visit:  
[www.medicaid.alabama.gov](http://www.medicaid.alabama.gov)  
and click the gray mailbox, or  
Call the Recipient Call Center:  
1-800-362-1504



**Beneficiarios de Medicaid!**  
**Mantenga su Medicaid**

**Paso 1: Actualiza tu dirección**

- Renueve su Medicaid cada año.
- Manténgase actualizado sobre los cambios que pueden afectar sus beneficios.
- actualice su dirección de correo electrónico y otra información personal con la Agencia de Medicaid de Alabama lo antes posible para recibir una notificación.

**Paso 2: Revisa tu correo electrónico**

- Medicaid le enviará una carta por correo para informarle que es hora de renovar.
- Medicaid le enviará una carta para informarle si sus beneficios cambian.

**Paso 3: Completar el formulario de renovación**

- Si no fue renovado automáticamente, recibirá un formulario de renovación por correo.
- Lénelo y devuélvalo a Alabama Medicaid de inmediato para que no corra el riesgo de perder la cobertura si es elegible.
- debe completar y devolver su formulario de Medicaid.
- La cobertura de Medicaid se detendrá si no es elegible o no responde.

Agencia de Medicaid de Alabama

Para obtener más información, visite:  
[www.medicaid.alabama.gov](http://www.medicaid.alabama.gov)  
y haga clic en el buzón gris, o  
llame al centro de atención  
telefónica del destinatario.  
1-800-362-1504.

# RESOURCES TO SHARE: RECIPIENTS

- **Recipient Video about COVID Unwinding**



- **Public Service Announcement (PSA) - Time to Renew - August 29, 2023 (one-minute video)**
- **Public Service Announcement (PSA) - Time to Renew - August 29, 2023 (30-second video)**

Do you have Medicaid? Make sure you renew Your Medicaid!

During the COVID emergency, you didn't have to renew to keep your Medicaid. But that changed, and now recipients must renew again.

Check your mail for important information from Alabama Medicaid. When your renewal form comes, fill it out, even if you don't think you're eligible any longer. You may qualify for other healthcare programs. Fill out the renewal form for all household members to make sure everyone has the coverage that they need.

If you get a letter from Medicaid saying your coverage has ended, you still have 90 days to contact us and restart your Medicaid if you're still eligible.

Make sure your address, phone number and email address are all up to date with Medicaid so we can contact you. Help spread the word to anyone on Medicaid so they can keep up to date. For questions, call the recipient call center at 1-800-362-1504, or visit a Medicaid office in your area.

# WHAT HAPPENS WHEN SOMEONE IS NO LONGER ELIGIBLE FOR MEDICAID?



## Remember to ask the recipient:

- Did you update your contact information?
- Did you get a letter about your coverage from Alabama Medicaid?
- If they have answered yes to all of the above, remind them of their options if they no longer qualify for Medicaid.

Alabama Medicaid applications are used to determine coverage for both Medicaid programs and the ALLKids program.

Medicaid automatically transfers an applicant's information to the Federal Marketplace if they are found ineligible.

The Federal Marketplace will contact the applicant with information.

Other resources for healthcare include:

- FQHCs (Federally Qualified Health Centers)
- RHCs
- Free/or income-based clinics:  
<https://alabamaclinics.org/>



# KEY MESSAGES ACCESSIBILITY

The Alabama Medicaid Agency complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex. Alabama Medicaid does not exclude people or treat them differently because of race, color, national origin, age, disability or sex.

If you, or someone you are helping has questions about Medicaid, you have a right to free aids and services if you are disabled, or language services if your primary language is not English. Alabama Medicaid offers assistance for the following:



## **Deaf/Hard of Hearing?**

People who are deaf or hard of hearing may call for assistance updating their address and other personal information:

(TeleTYpe) TTY: (800) 253-0799

## **Language Assistance**

If your primary language is not English, the Agency will translate information upon request within a list of 15 most prevalent languages. If you have a recipient who needs translation services, language assistance services are available to you free of charge. Call 1-800-362-1504 or (TTY: 1-800-253-0799).

## **Visually Impaired?**

Recipients who are visually impaired may contact the Recipient Call Center toll free at 1-800-362-1504 for assistance. Recipients may request printed items in a larger font format.

# TRAINING APPLICATION ASSISTERS

The Agency offers training and certification for Medicaid partners interested in enrolling as an Alabama Medicaid Application Assister. Application Assister Training would take only 1-2 hours. It is offered by the Agency as a resource to help potential recipients learn about and apply for Medicaid coverage.

Medicaid Application Assister Certification enables a person to:

- Assist the recipient in completing the online Medicaid application.
- Receive eligibility results in real time after submitting the online application.



Application Assister Training is conducted by the Alabama Medicaid Associate Director of Training during a virtual 1-hour webinar. Trainees are asked to complete a Security Agreement form and will be issued a certificate after completion of the program. Certified Application Assistants have the option to attend further training in order to certify other individuals to become Medicaid Application Assistants.



For information on how to become a Medicaid Application Assister, please contact:

**Marie Dean,**  
**Associate Director of Training**  
**501 Dexter Avenue, P.O. Box 5624**  
**Montgomery, AL 36103**  
**Telephone: (334) 242-1797**  
**Fax: (334) 242-0566**  
**[Marie.Dean@medicaid.alabama.gov](mailto:Marie.Dean@medicaid.alabama.gov)**

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