ALABAMA MEDICAID AGENCY
Messaging for the End of COVID-19
Continuous Enrollment

PARTNER TOOLKIT
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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 may begin terminating Medicaid for individuals no longer eligible
- Alabama Medicaid Recipients will 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
Congress enacted the Consolidated Appropriations Act (CAA) in December 2022

- Decouples the Medicaid continuous coverage requirement from the end of the PHE and provides a new statutory end date of March 31, 2023
- Medicaid starts terminations on/after 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)

**Public Health Emergency**

Related to services such as:
- Telemedicine
- Copayments
- Referral Requirements
- Signature Requirements (prescriptions)

*This is not a complete list of services that may change*
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 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. 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). 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 for more information.
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.

- **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.

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

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


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 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.
- 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). 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 for more information.

For more information visit: www.Medicaid.Alabama.gov and click "Providers" tab, then "COVID-19 Information for Providers"
• **Drop In Article**

**Preparing for the COVID-19 Unwinding Process**

Alabama Medicaid recipients have benefited from uninterrupted coverage over the past three years. However, with the end of the COVID-19 public health emergency (PHE) and the continuous enrollment requirement, Alabama providers should be prepared to assist patients who may have lost their Medicaid.

Throughout the PHE, Alabama Medicaid continued to mail renewal notices to recipients and to process applications. However, recipients were not terminated, even if they did not respond or were determined as ineligible. This was in compliance with the Families First Coronavirus Response Act (FFCRA) for states to receive increased federal funds (or FMAP) during the pandemic. Recipients were only removed from Medicaid if they moved out of state, passed away, or requested to be removed.

Alabama Medicaid began notifying recipients in April 2023 that their coverage could end if they did not respond or if they were no longer eligible at their normal renewal month. Terminations only occur after recipients are redetermined for eligibility.

**How Providers Can Prepare:**

 Providers and their staff are encouraged to inform their patients about the unwinding process and to provide information if recipients have lost their Medicaid coverage.

Alabama Medicaid’s [Provider COVID webpage](https://www.medicaid.alabama.gov) and the [Partner Toolkit](https://www.medicaid.alabama.gov) outlines key messaging that providers should share with their patients who are Medicaid recipients.

Providers can print the [Medicaid Partner Tip Sheet](https://www.medicaid.alabama.gov) for their front office staff so that they may have information at their fingertips. This tip sheet contains three tips to help someone who lost their Medicaid:

1- **Ask them to update their contact information with Alabama Medicaid**, including their address, phone number, cell phone number, and email address.

2- **Ask if they got a letter, phone call, text, or email about their coverage from Medicaid.**
   - Medicaid notifies recipients by text, email, or recorded phone message when it is their time to renew (if they have that contact information on file with the Agency).
   - Medicaid also mails renewal letters when it is time to renew 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](https://www.medicaid.alabama.gov).

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](https://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](https://www.medicaid.alabama.gov) for more information.

Medicaid partners can assist in relaying a consistent and simple message to the Medicaid recipients by sharing key messages from the Agency in your newsletters, social media posts, and other means of communication. To learn more, please visit:

[https://medicaid.alabama.gov/content/7_0_Providers/7_11_COVID-19_Vaccine_Providers.aspx](https://medicaid.alabama.gov/content/7_0_Providers/7_11_COVID-19_Vaccine_Providers.aspx)
RESOURCES TO SHARE: RECEPIENTS

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!

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!

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!

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!

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.

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. 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 starting April 1st.

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

Alabama Medicaid will post a link to this flyer on the Agency website, and it will be emailed and texted to subscribed partners and recipients.
Alabama Medicaid applications are used to determine coverage for both Medicaid programs and the ALLKids program.

Medicaid automatically transfers an applicants 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/

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.
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.
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 Assisters have the option to attend further training in order to certify other individuals to become Medicaid Application Assisters.

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

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