



Planning for the COVID-19 PHE Unwinding

Attention all Medicaid providers, Alabama state agencies, health-related organizations, advocacy groups, and other Medicaid partners:

The Alabama Medicaid Agency is preparing now for the end of the national COVID-19 public health emergency (PHE). Xavier Becerra, Secretary of Health and Human Services extended the PHE an additional 90 days effective July 15, 2022.

Several Medicaid partner agencies and groups have asked us, “How can we help in communicating with Medicaid recipients that we serve?”

Medicaid partners can assist in relaying a consistent and simple message to the Medicaid recipients they regularly interact with by sharing the message in newsletters, social media posts, and other means of communication.

The message is simple...



Recipients need to keep their address and other contact information up to date with Alabama Medicaid so they can receive notice about when to reapply or when there are benefit changes.

The Agency has already (and will continue to) provide messaging to Medicaid recipients updating them on any program or coverage changes related to the PHE. However, it is important that we all work together to ensure recipients keep their coverage active by **completing their Medicaid renewal forms**.

Throughout the PHE, the Agency is continuing to work and process applications and renewals daily. Recipients are only removed if they move out of state, are deceased, or request to be removed.

The 2020 [Families First Coronavirus Response Act](#) includes a requirement allowing continuous coverage for Medicaid recipients throughout the PHE in exchange for an increased FMAP rate to the Agency. Once the end of the emergency is announced, our Agency will begin notifying recipients by U.S. mail that their eligibility will be redetermined.

In March 2022, the Agency began a communications campaign emphasizing to recipients the importance of updating their address with Medicaid ASAP in order to receive notice of changes in benefits. We do not want recipients showing up at a doctor's office or pharmacy to find out their coverage was cancelled because they did not complete their Medicaid renewal form. Messaging for recipients will be adapted appropriately when the official end of the PHE is announced.

- The Agency started the “Yellow Postcard” campaign in May by distributing yellow postcards with recipient messaging on how to update their addresses with the Agency.
- Postcards are delivered to provider offices and pharmacies through academic detailers starting in May 2022.
- Postcards are posted in Medicaid district offices, outstation worker offices, FQHCs, RHCs, and public health departments.
- ACHN care coordinators, waiver case managers, and caseworkers with partner agencies will receive these postcards to display in their workstations.

Providers, pharmacies, and other providers can assist by posting the yellow postcard in their **check-in windows** or at their **check-in or checkout counters**. When Medicaid recipients check in or check out for their appointments, they can scan the QR code to take the information with them.

Information for recipients to update their address and other information with the Agency is available at https://medicaid.alabama.gov/content/11.0_Recipient/11.10_Update_Address.aspx.

The Medicaid Partner Toolkit is available for download! This toolkit includes key messages, social media posts, and other resources to help communicate important messages to recipients.

https://medicaid.alabama.gov/documents/7.0_Providers/7.11_COVID-19_Information_For_Providers/7.11_PHE_Unwinding_Toolkit_7-12-22.pdf