



Update on the Health Connector's Ongoing Preparation for Upcoming Medicaid Redetermination Process

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Overview and Agenda

Today's presentation will provide updates on ongoing preparations for the upcoming Medicaid redetermination process beginning on April 1, 2023.

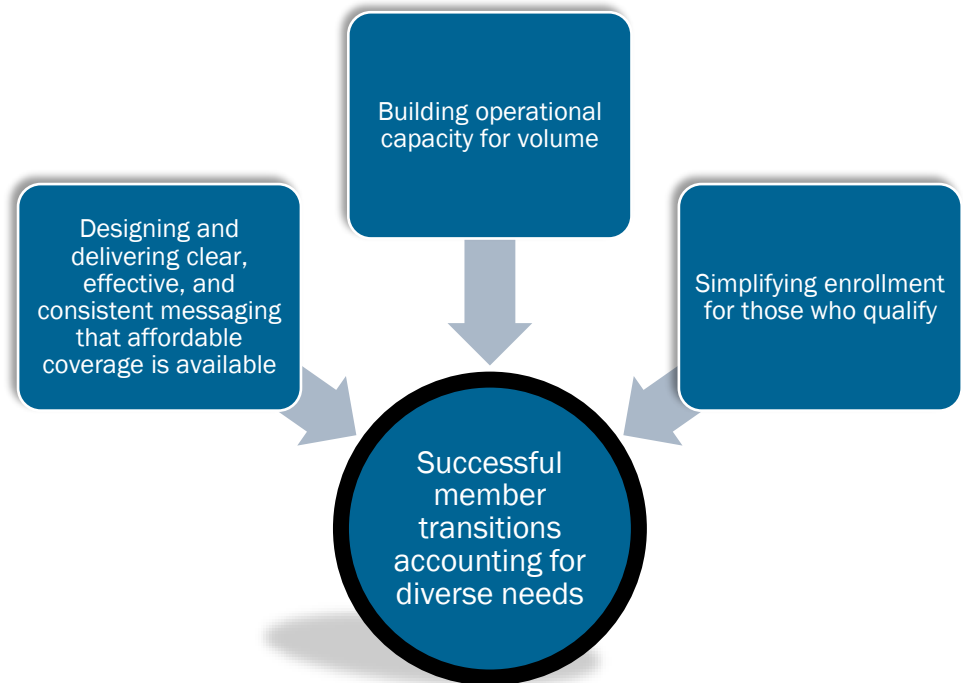
- Since the February Board meeting, the Health Connector has continued to deepen its planning and implementation of activities to support members in transitioning to Health Connector or employer coverage should they no longer qualify for MassHealth after having their eligibility redetermined
- Staff will provide updates on preparation activities since the February Board meeting:
 - Ongoing contact center preparedness activities
 - Mobile outreach teams
 - Business community outreach
 - Enhanced community outreach and public education
- Staff will also request a vote on authorizing spending on enhanced outreach and public education activities

The Medicaid Redetermination Process

Beginning April 1, the upcoming Medicaid redetermination process may result in individuals transitioning from MassHealth to Health Connector plans for the first time in three years.

- All 2.3M MassHealth members will be engaged in a renewal process over the course of 12 months beginning in April to see if they continue to qualify for coverage
- The Health Connector is deeply committed to maintaining gains in coverage observed over the last several years and ensuring that state residents continue to benefit from the health and financial security of health coverage
- While estimates are uncertain, staff expect 100,000 – 200,000 individuals to move from MassHealth to Health Connector plans by June 2024

Health Connector Framework for Supporting Member Transitions





Planning Updates

Contact Center Preparedness

Staffing and Onboarding

- First wave of new Tier 1 hires (~80 FTEs) began onboarding the week of 2/28 and training the week of 3/6
- Recruiting for the next wave of training, ~160 FTEs, is underway with a training start date of 3/20
- Overall, a net of 400 FTEs will be hired and trained between now and July 2023
- Training classes for Tier 2, Escalation, Paper/Document Processing and Quality Assurance staff is also underway and will continue into early June 2023
- Cross-training and/or refresher training for current walk-in and paper/document processing staff will commence so that all staff are prepared to take incoming calls if needed
- A second vendor has been secured (contract to be signed) to provide support with paper/document processing and outbound calls. The number of FTEs will be between 30 and 60

Contact Center Preparedness

Processes and Procedures

- Reviewing existing and developing new training documentation for redetermination-specific processes
- Building out escalation process between MassHealth and Health Connector call centers to make sure calls are directed to the appropriate call center/staff
- Developing Standard Operating Procedures (SOPs) for robo-calls and text message campaigns
- Reviewing and updating guided workflows for contact center agents to improve efficiency during calls and decrease talk time
 - Focus on eligibility, report a change and enrollment scenarios that will be higher volume during this period
- Developing SOPs for robo-calls and text message campaigns
- Working with MassHealth to provide support where needed
 - Return mail, robo-call campaigns, paper processing

Mobile Outreach Teams

The Health Connector will launch a 9-person Mobile Community Specialist Team to increase assister capacity in the Commonwealth.

- The initial engagement will run from July 2023 to June 2024 with \$1M in support from MassHealth, but it may be extended by the Health Connector depending on results and learnings
 - The program is designed to enable flexible, convenient, in-community support for residents that need assistance securing health coverage
 - All team members will be Certified Application Counselors, and the Health Connector will encourage bilingual applicants
- The mobile team will deploy staff across the state at different sites and attend community events, including:
 - Standing events in “high traffic” areas to establish consistent times and places within targeted communities where members can go to receive assistance
 - Examples of sites include but are not limited to pharmacies, libraries, food pantries, town halls, and homeless shelters
 - Special events targeted to areas with strong foot traffic of priority populations and within select geographies
- Events will be scheduled and promoted ahead of time in local communities

Employer Community Engagement

The Health Connector will engage the state's employer community to educate them about coverage changes their employees may experience and how they can help.

- While many people losing MassHealth will qualify for Health Connector coverage, many others may be eligible for affordable offers of employer-sponsored coverage with a 60-day window to sign up after losing MassHealth
- The agency's strong connections with the employer community forged through (1) its overall public engagement on health care reform and (2) its small business offerings will allow for education and dialogue around member transitions
- The Health Connector has developed collateral to share with employers to educate them on what the Medicaid redetermination means for them and their employees
 - New webpage with information and materials
 - Letter to employers from state officials
 - FAQs
 - Template copy for business association newsletters
 - Employer flyer
- A comprehensive range of business trade groups, associations, chambers, and employers themselves will be engaged starting in March

If you are losing MassHealth coverage, you may be able to sign up for coverage through your employer, or get coverage through the Massachusetts Health Connector.

If you receive a notice from MassHealth telling you your coverage is ending, **you may sign up with your employer's health insurance plan** if you are eligible for your employer's group health insurance plan. Massachusetts requires everyone to have health insurance, and signing up for your company's plan as soon as possible means you won't have a gap in coverage.



If your employer doesn't offer health insurance to employees or if you aren't eligible for their plan, **you can find new health insurance through the Massachusetts Health Connector at MAhealthconnector.org**, and you may be able to get help paying for your new plan.

If you are eligible for coverage through your employer but think the coverage available from your employer is not affordable, you may be eligible for help paying for a Health Connector plan. You can go to **MAhealthconnector.org/ESI** to see if you can find more affordable coverage.

Need help?

If you have questions or need help:

- **Call Health Connector Customer Service** at 1-877-MA ENROLL (1-877-623-6765)
TTY: 1-877-623-7773
- **Find a local Navigator** for in-person help at MAhealthconnector.org/here-to-help
- **Get Health Connector walk-in services** at:
 - 133 Portland St., Boston
 - 88 Industrial Ave., Springfield
 - 146 Main St., Worcester

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Enhanced Outreach and Marketing Plans (VOTE)

Redetermination Enrollment Outreach and Visibility

The redetermination process presents the Health Connector's biggest enrollment opportunity since the move to the new HIX in 2015.

- In order to ensure public awareness of the Health Connector and its offerings and benefits are maximized, the largest visibility and outreach campaign in nearly a decade is being planned
- The commitment to the campaign includes a remaining portion of \$500,000 budgeted in Fiscal Year 2023 and a previously-budgeted \$1.5 million in Fiscal Year 2024 for redetermination activities, plus a new \$2 million investment from the Commonwealth Care Trust Fund
- The broad, statewide campaign will be designed to ensure residents moving off MassHealth will be aware of the Health Connector at any point in the next year, and will work in tandem with the planned direct communications campaign to those transitioning to new coverage
- Foundational messages include:
 - Awareness of the Health Connector as the only place for help paying for coverage
 - Reinforcing the need for coverage to satisfy the state's individual mandate
 - Securing Marketplace plans as safe plans that meet state standards and deliver important benefits
- Long-time outreach and communications vendor ASG will partner in preparing, launching and operating the campaign

Redetermination Enrollment Paid Media

Over the next year, the Health Connector will conduct its largest paid media campaign since 2014-15.

- Broadcast television (Channels 4, 5, 7, 10, 25) will be included in the media buy for the first time in years
- Partnerships with Women's World Cup broadcasters (FOX25 and Telemundo)
- Consistent visibility through ethnic media outlets, particularly radio and online (Spanish, Portuguese, Haitian Creole, Chinese, Khmer)
- Expanded out-of-home placements, including in MBTA and regional transportation vehicles, and billboards
- Media buy and creative development will total approximately \$2 million

Redetermination Enrollment Community Activities and Enrollment Events

Community-based and in-person visibility and outreach has been a hallmark of Health Connector Open Enrollment activity, and will continue and expand during the redetermination and enrollment process.

- Neighborhood sign and flyer distribution in high-traffic business districts will be larger than Open Enrollment footprint
- Concentrated activity, including participation in local community events and highly-targeted lit drops, in communities leading up to enrollment events
- Enrollment events will include assisters on hand to support enrollment, and provide refreshments and children's activities for families attending
- Incentives may be provided to attendees after they meet with an assister, similar to the Commonwealth's vaccine equity program
- First kickoff event is tentatively scheduled for June 11 at Fenway Park

Vote

The Health Connector recommends that the Board of Directors authorize the Acting Executive Director to enter into a work order with ASG for redetermination and enrollment outreach and visibility services through June 30, 2024, for an amount not to exceed \$3,642,050.



Looking Ahead

Moving Forward

Supporting Massachusetts residents transitioning to Health Connector coverage during the Medicaid redetermination process continues to be a top priority for the organization.

- Maintaining the state's high levels of insurance coverage is a central goal of the Health Connector's efforts
- The Health Connector continues to work closely with MassHealth, Health Care For All, carriers, enrollment assisters, advocates, employers, and other stakeholders to ensure widespread public awareness and engagement throughout the process
- Staff will include regular updates to the Board throughout the MassHealth redetermination process regarding ongoing Health Connector activities to support individuals moving from MassHealth to Health Connector coverage