



New Hampshire Department of
HEALTH & HUMAN SERVICES



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Institute for Health Policy & Practice
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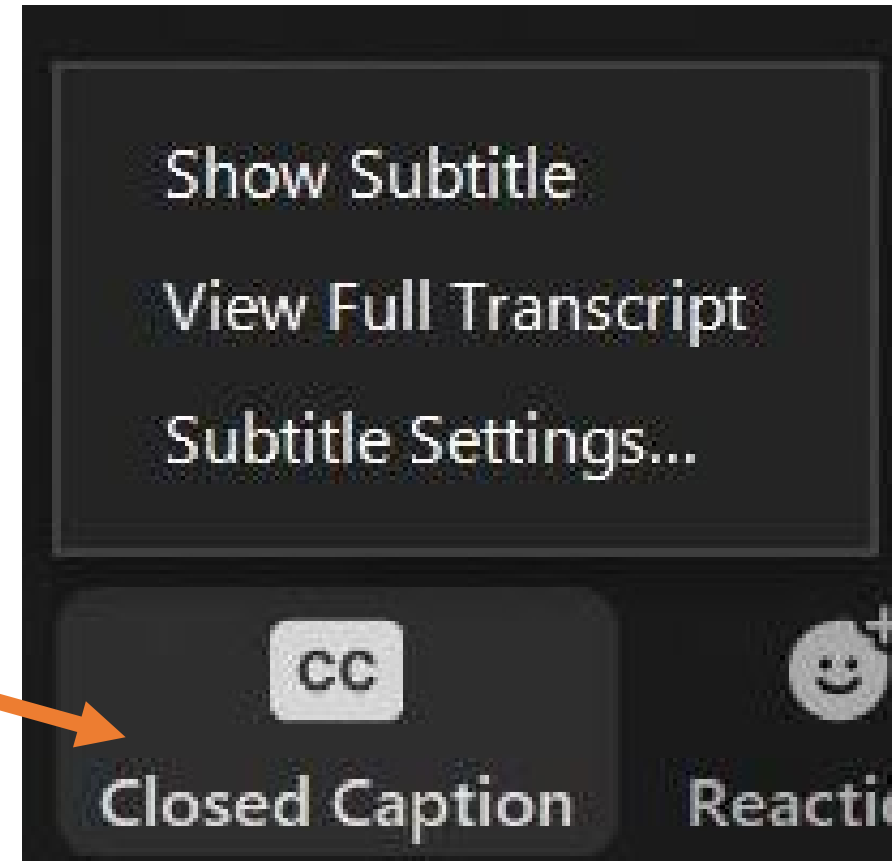
Medicaid Continuous Coverage During the Pandemic

DHHS Strategies for Future Benefit Transitions

January 19, 2022
12-1:15 PM

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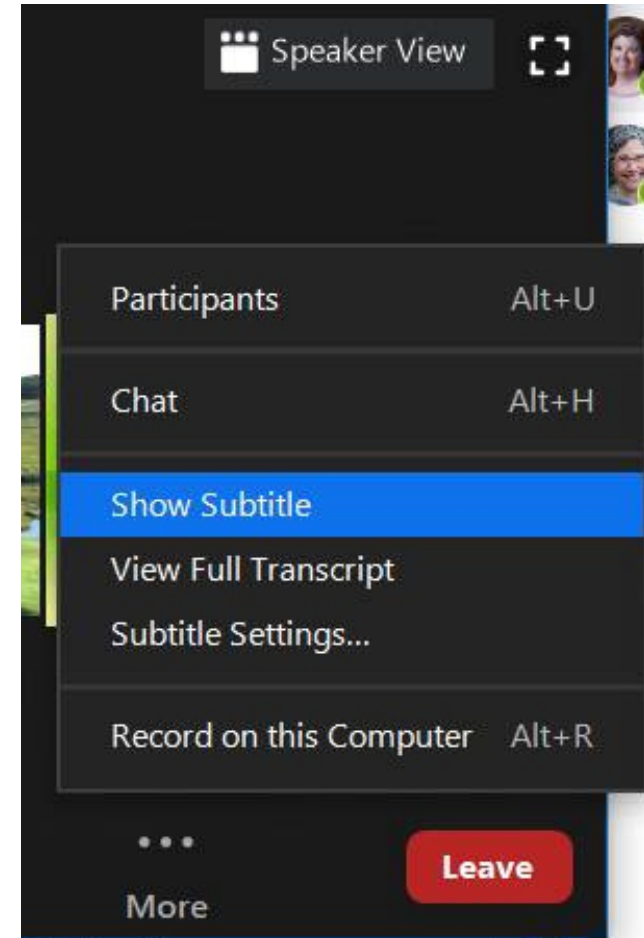


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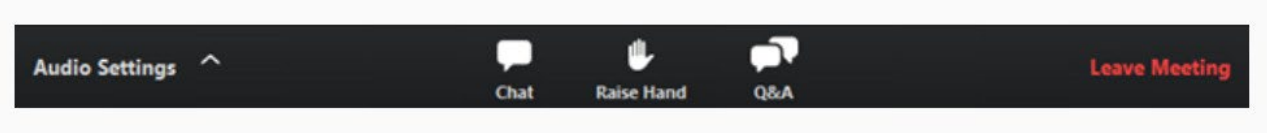
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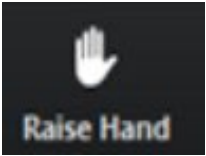


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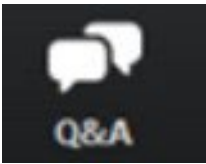
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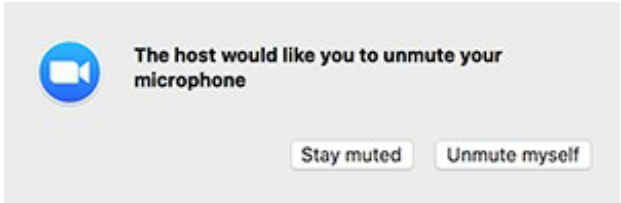
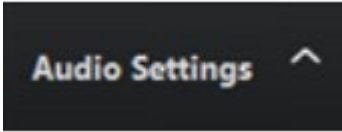
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Unmute/Mute: If the host gives you permission, you can unmute and talk during the webinar. All participants will be able to hear you. If the host allows you to talk, you will receive a notification.





Agenda

Welcome, Introduction and Overview

Lucy Hodder, Director of Health Law and Policy, UNH School of Law, IHPP

Perspective from NH Medicaid

Henry Lipman, Director of Medicaid, DHHS

Overview of Notices and Timeline Impacting Medicaid Continuous Coverage

Lucy Hodder

Highlights from the Engagement Activities and Campaigns

Alyssa Cohen and Karen Hebert, DHHS

Moderated Question & Answer Session

Deborah Fournier, Health Law and Policy, UNH IHPP



Presenters

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Introduction and Overview



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Medicaid Overview

- Medicaid provides health insurance coverage to 235,544 beneficiaries as of 1/10/22.
- Medicaid covers low-income populations including:
 - Children, older adults, foster children, pregnant and post-partum women and people with disabilities.
- The Granite Advantage program covers adults up to 138% of the FPL (currently numbering 85,503).
- Children make up approximately 44% of those on Medicaid.
- Increases in Medicaid enrollment reflect changes to the economy and provisions in federal response to COVID-19 that require states to ensure continuous coverage to current Medicaid enrollees.

Continuous Coverage in Medicaid during COVID 19- *requirements*



- The Families First Coronavirus Response Act (FFCRA) provides a **6.2 percentage** point increase in the federal share (FMAP) of certain Medicaid spending with requirements to maintain eligibility.
- In exchange for the enhanced dollars, all States must:
 - Keep beneficiaries enrolled until the end of the month when the COVID-19 public health emergency (PHE) ends (or other date established by the federal government) except for specific circumstances prescribed by CMS.
 - Maintain eligibility criteria as of 1/1/20 (can not be more restrictive).
 - Move beneficiaries into appropriate eligibility categories with an equivalent benefit level.

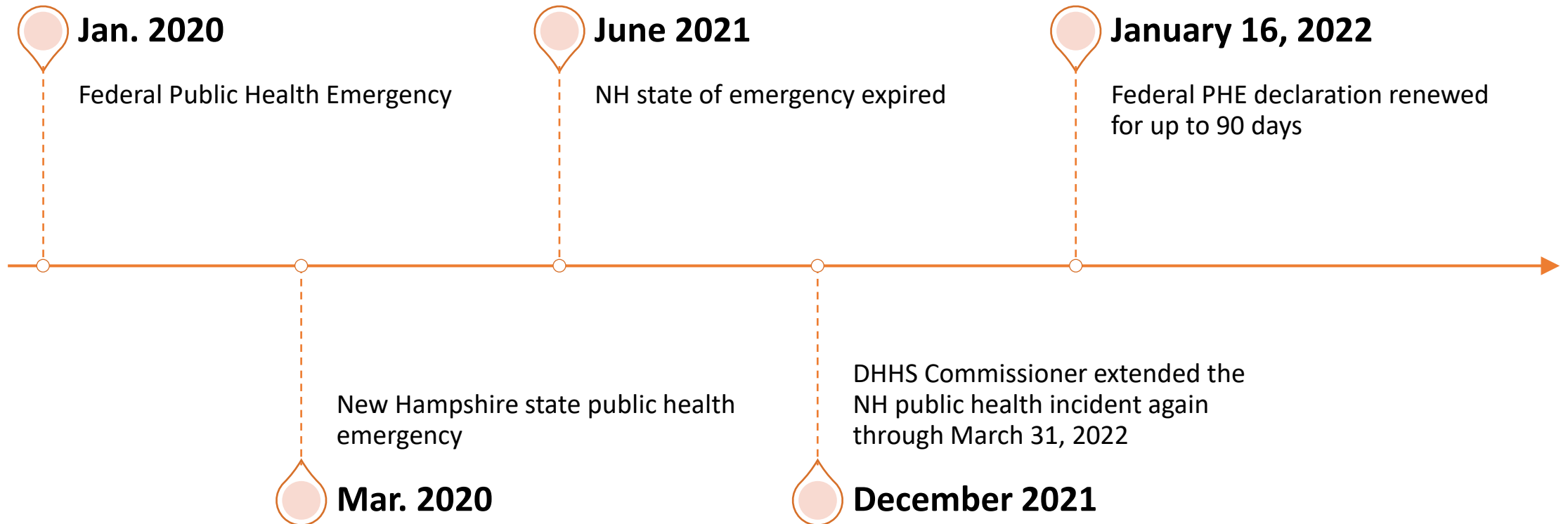
Continuous Coverage in Medicaid During COVID-19 - *timing*



- The current federal COVID-19 public health emergency (PHE) could extend through April 16, 2022.
- The Biden Administration has told states they will receive at least 60 days-notice before the emergency ends.
- DHHS will communicate to clients, partners, providers and stakeholders before any changes take place.
- DHHS will not terminate coverage during the PHE except for very limited circumstances as prescribed by CMS.
- DHHS is waiting for information about the expected 2022 transition to pre-pandemic enrollment requirements.



Public Health Emergency Timeline





Medicaid Coverage Campaign

Outreach

- Ongoing engagement strategies to support coverage continuation and future transitions for all Medicaid populations

Planning

- Finalize transition plan for remainder of 2022

Communication

- Prepare for renewed campaign to notify protected beneficiaries regarding enrollment status and potential termination once date certain for end of continuous coverage is determined

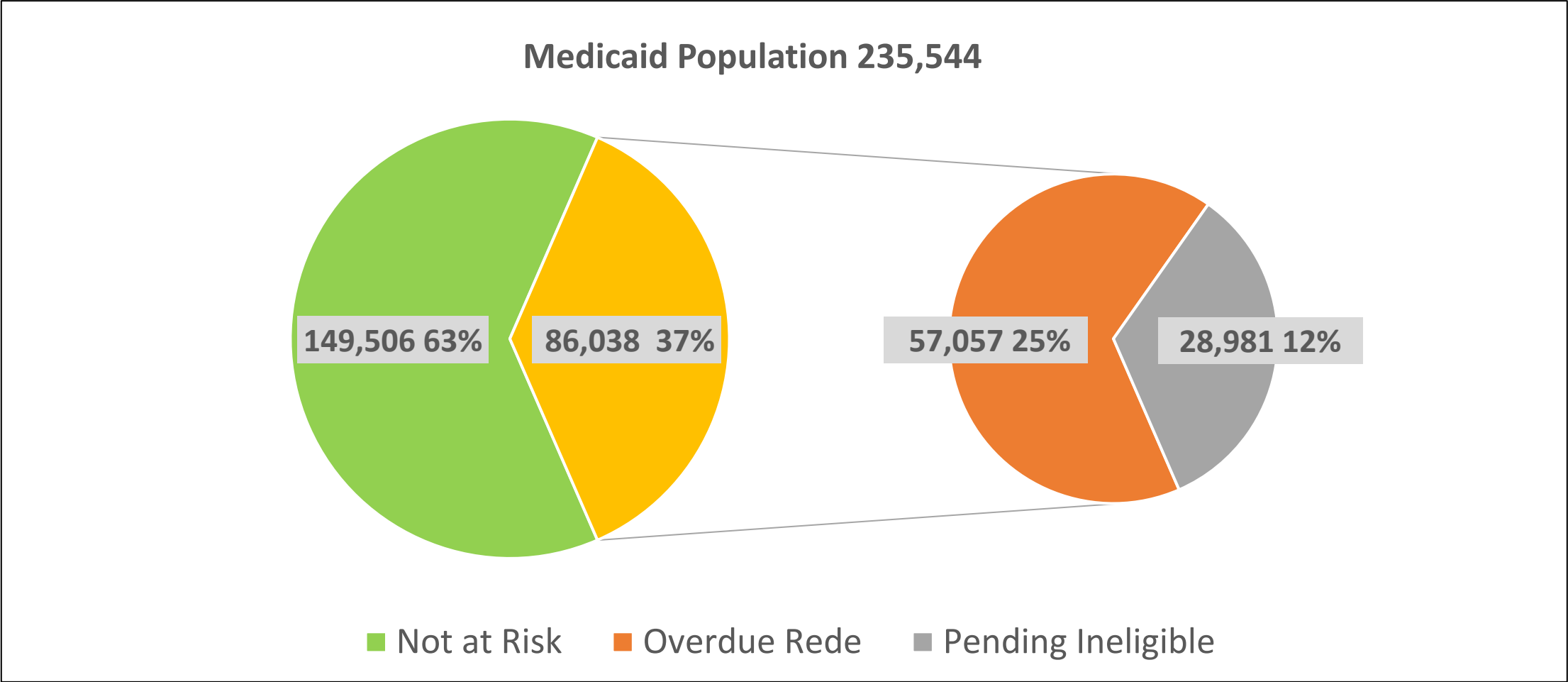
Latest Enrollment Trends



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New Hampshire DHHS – PHE Medicaid Unwind Readiness



Strategies to Address Continuous Coverage Opportunities and Challenges



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Key Messages from NH DHHS



By updating your information now,
you could avoid losing coverage later

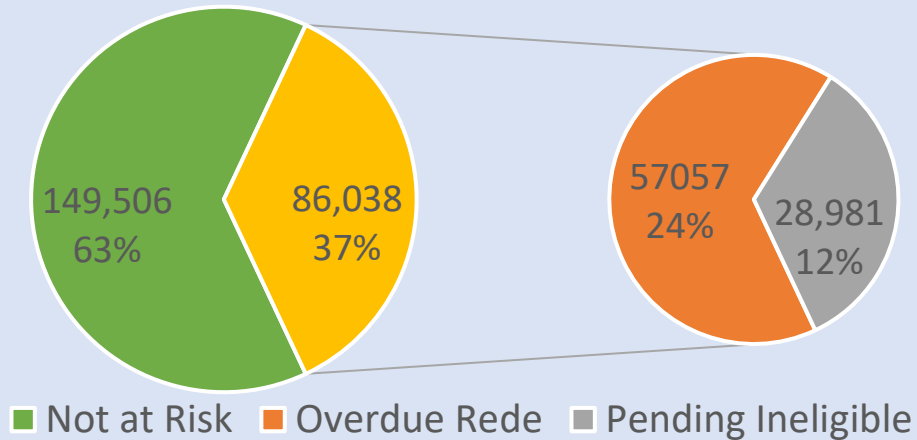
Act now to help you and your family

We are here to help you understand
how to keep your health care benefits

New Hampshire DHHS – PHE Enrollment Transition Readiness

Current Metrics

Medicaid Population 235,544



Community Outreach

| | |
|------------------------|---|
| Partner Interfaces | Lists of at-risk individuals sent monthly to MCO's (all 3) and health providers (17) |
| Community Forums | 46 events since May, including an event with 280+ community partner participants (<i>more planned</i>) |
| NH EASY Community | Enables authorized representatives, providers, and community partners to assist w/applications and rede's |
| Vulnerable Populations | Outreach specifically for vulnerable groups including LEP, Deaf and Visually impaired, homeless, elderly, SMI, disabled and other populations with communication barriers |

Client Outreach

| | |
|---|--|
| Proactive Outreach to LTC, Elderly & Disabled | Called 87% and reached 38% of the target population <i>* Calls planned for other populations and repeat call for vulnerable</i> |
| "Pink Letter" for late rede's | 23,596 case nudges to complete late rede's sent with 17.8% success rate completing rede's after letter receipt |
| "Pink Letter" for Overdue Verification | 9,014 overdue verification nudges sent at case level with 16% success rate verifying after letter receipt |
| Email/Text Campaign | Sent 112,319 e-mail and 23,155 text messages for lost contact due to returned mail and/or as reminder to keep addresses up to date |
| Address Accuracy | Use Smarty Streets and Experian address services to promote address accuracy |
| NH EASY Web Self-service Campaign | Promoted NH EASY, e-mail and text subscriptions with 62% of Medicaid households with EASY accounts, including 54% of homeless |
| Multi-Channel Outreach | DHHS website page dedicated to unwind, social media posts, call center messaging, and other similar modalities |
| Monthly Redeterminations | Business as usual (not suspended), including <i>ex-parte</i> renewals, no-wrong door, and individualized verifications pending |

DHHS Staff Readiness

| | |
|--|--|
| Maximus Call Center Staff Augmentation | Adding additional call center staff to create capacity for outreach and client/community engagement in support of unwind |
| DHHS Multidisciplinary Task Force | Standing weekly meeting w/DHHS executives, policy, operations, IT, analytics, and outreach staff using metrics-based planning and outcome assessments as well as forecasted workload and staff plans for DHHS workforce |



Agency Leadership and Engagement

- Planning began in 2020
- Weekly meetings of DHHS Team to enhance strategic thinking and communication across bureaus and programs
- Team has developed and used metrics-based planning and outcome assessments and produced workload and staffing forecasts.
- Cross agency collaboration including NH Insurance Department, NH Employment Security and Department of Education to ensure universal messaging and to optimize relevant resources.

DHHS Has Continued Medicaid Operations Throughout PHE



DHHS has continued accepting and processing applications and redeterminations as usual including traditional *ex-parte* renewals, no-wrong door applications, and individualized verifications.

NH EASY - DHHS' integrated application and account platform - enables authorized representatives, providers, and community partners to assist beneficiaries with applications & redeterminations.

DHHS has promoted NH EASY, e-mail and text subscriptions. **62%** of Medicaid households have NH EASY accounts and **54%** of homeless Medicaid beneficiaries.



DHHS Approach To Beneficiary Outreach



DHHS created multi-channel communications to beneficiaries that involves mail, phone, and online messaging with outreach reinforced by state agencies, providers, and communities.

Outreach Meetings and Forums



DHHS has conducted 46 outreach events since May, including events with **200+** community partner participants in July and Jan. Additional large and small events are planned and ongoing.

DHHS is conducting outreach specifically for vulnerable groups including Limited English Populations, Deaf and Visually impaired, homeless, elderly, seriously mentally ill, people with disabilities & other identified populations.



Results of Pink Letter Campaign as of 1/7/22

DHHS has sent 23,596 cases letters to complete late redeterminations with **17.8%** success rate.

DHHS has sent 9,014 cases overdue verification letters with **16%** success rate in completing verifications after receiving letter.



DHHS Phone Outreach



DHHS acknowledged that mail alone would not reach all members and as a result added additional call center staff to create capacity for proactive outreach to beneficiaries on the “pink list”.

Augmented staffing has allowed DHHS to call **87%** and reach **38%** of discrete target populations, the first being long-term care and elderly and disabled populations. DHHS plans to continue phone outreach to additional targeted sub populations.



Provider Engagement of Beneficiaries

Many providers have been able to assist their own patients/clients directly with help from the Department.



DHHS conducts outreach with health care providers and community-based organizations including FQHCs, Community Mental Health Centers, Hospitals and Area Agencies.

DHHS made social media posts, frequently asked questions, and copies of notices available online to providers.

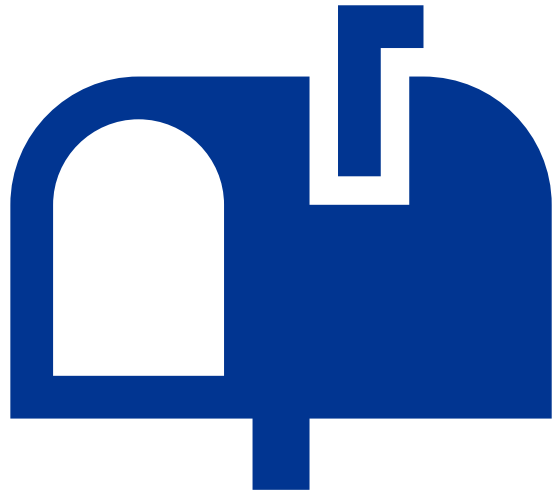


MCO Engagement of Beneficiaries



DHHS worked with all three MCOs to develop phone scripts for enrollee communications about continuous coverage and the need to submit redetermination applications.

DHHS provides the MCOs a monthly roster of their members receiving a pink letter so that the MCOs can do proactive outreach.



Update Your Address Campaign

DHHS initiated an **Update Your Address Campaign**, contacting **112,319** beneficiaries by e-mail and **23,155** **by** text messages to remind them to update their addresses.

DHHS augmented its online resources and brought on two new online data sources - Smarty Streets and Experian - to promote address accuracy.

DHHS created a phone hold message to reinforce the update your information campaign message.



DHHS has also promoted signing up to receive text message alerts and/or Go Green on NH Easy

(Can still receive paper notices with text alerts)



Go Green! SIGN UP to enroll in paperless notices.



Redetermination due: May 2022
(Method: Online-**CHANGE**)



Go Green!
GET YOUR NOTICES ONLINE



Want to receive account alerts to your mobile device?
GET TEXT MESSAGE NOTIFICATIONS



Have documents to submit?
UPLOAD PROOFS HERE



Social Media and Online Resources



Frequently Asked Questions

<https://www.dhhs.nh.gov/dfa/documents/provider-faqs.pdf>

Links to Notices

<https://www.dhhs.nh.gov/dfa/documents/cn0030.pdf>

Social media links

<https://www.dhhs.nh.gov/dfa/post-covid-social-media.htm>

Dedicated Email

ContinuedCoverage@dhhs.nh.gov




Resources and Links: <https://www.dhhs.nh.gov/>

If you or someone you know is experiencing an addiction-related crisis, call 2-1-1 now.

Post-pandemic benefit changes are coming ...

What you need to know



Pause Previous Next 1 2 3 4 5 6 7 8 9 10 11

What's New...

- **Notice of Public Hearing:** [DHHS Announces Public Hearing and Releases Draft of FFY 2022 – 2024 Child Care and Development Fund \(CCDF\) Federal Plan for Public Comment](#)
- Read what you need to know about [Post-Pandemic Benefits Changes](#)



Resources and Links, Social Media

Navigate to the “Social Media Posts & Graphics link:

<https://www.dhhs.nh.gov/dfa/post-covid-social-media.htm>

Facebook Graphics (500x500 pixels)



Twitter Graphics (1200x675 pixels)



Social Media Posts and Graphics

1. Throughout the COVID-19 pandemic, DHHS has worked to provide continued economic, nutrition and medical assistance to New Hampshire residents. Some of the extended program assistance and flexibilities you may have received will change when state and federal public health emergencies end. There is time to prepare for these changes!

If your household is receiving SNAP benefits or Medicaid, please visit <https://www.dhhs.nh.gov/dfa/post-covid.htm> for more information and resources.

2. Attention Medicaid recipients: When the federal public health emergency ends, extended Medicaid eligibility will end, too. Complete your redetermination for benefits now to avoid a gap in your medical coverage. Even if you are over income, your benefits will not close until the end of the federal public health emergency.

Complete your Medicaid redetermination at <https://nheasy.nh.gov/#/>

3. Your SNAP and Medicaid benefits could change when state and federal public health emergencies end. Visit <https://www.dhhs.nh.gov/dfa/covid19-changes.htm> to learn more.

4. If you receive medical, food, cash, or childcare assistance through NH DHHS, be sure the Department has your updated address and phone number. If you have a NH EASY account, visit <https://nheasy.nh.gov/#/> to update your information.



Navigating Insurance Coverage

If you have questions about or lose your health insurance coverage, you have options! New Hampshire offers free enrollment assistance through NH Navigator programs. Navigators can help with private insurance or Medicaid.

- To contact an insurance navigator call: 1-877-211-6284 or 800-208-5164.
- *Please contact the New Hampshire Insurance Department if you have questions or concerns about Marketplace plans: (800) 852-3416 or email consumerservices@ins.nh.gov*
 - **Jeremy Smith**, First Choices Services; **Adrian Jasion**, Foundation for Healthy Communities
 - **Elias Ashooh**, Health Market Connect



Engage and Support!



Support covered
beneficiaries



Reach out to call
centers



Assist in the
community

Two Frequently Asked Questions

- **Will beneficiaries receive a second letter regarding overdue redeterminations or pending ineligibility?** Yes
- **When is the next redetermination date after a beneficiary resolves an overdue redetermination?** For the PHE, the redetermination date will be the new redetermination approval date. For example, if a Medicaid beneficiary's original redetermination was due March 25, 2021, and the redetermination was approved in July 2021, the next redetermination date would be July 2022.
- <https://www.dhhs.nh.gov/dfa/documents/provider-faqs.pdf>





Questions



Acknowledgments

Thanks to the following leaders from the University of New Hampshire who supported this event:

Bridget Drake, Senior Program Support Assistant, Institute for Health Policy and Practice (IHPP)

Victoria Forkus, Research Associate, IHPP, Health Law and Policy

Deb Fournier, JD, Senior Associate, IHPP, Health Law and Policy

Lucy Hodder, JD, Director, Health Law & Policy, Franklin Pierce School of Law & IHPP

UNH Franklin Pierce School of Law, <https://law.unh.edu/>



Key Messages from NH DHHS



By updating your information now,
you could avoid losing coverage later

Act now to help you and your family

We are here to help you understand
how to keep your health care benefits

Thank you!



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