

# New York Public Health Emergency and Continuous Coverage Unwind Plan

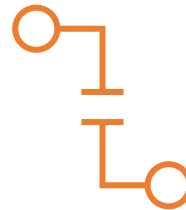
May 10, 2023

# Background

- In 2020, public health emergency (PHE) was declared, giving States flexibility to keep beneficiaries continuously enrolled in health coverage.
- In response to the PHE, a continuous coverage requirement went into effect, such that most members in NY had their Medicaid eligibility automatically extended since March 2020
- Essential Plan and Child Health Plus enrollees also had their coverage extended



During the PHE the number of beneficiaries enrolled in these programs increased significantly



The continuous coverage requirement was disconnected from the PHE officially on March 31, 2023 in the Consolidated Appropriations Act of 2023

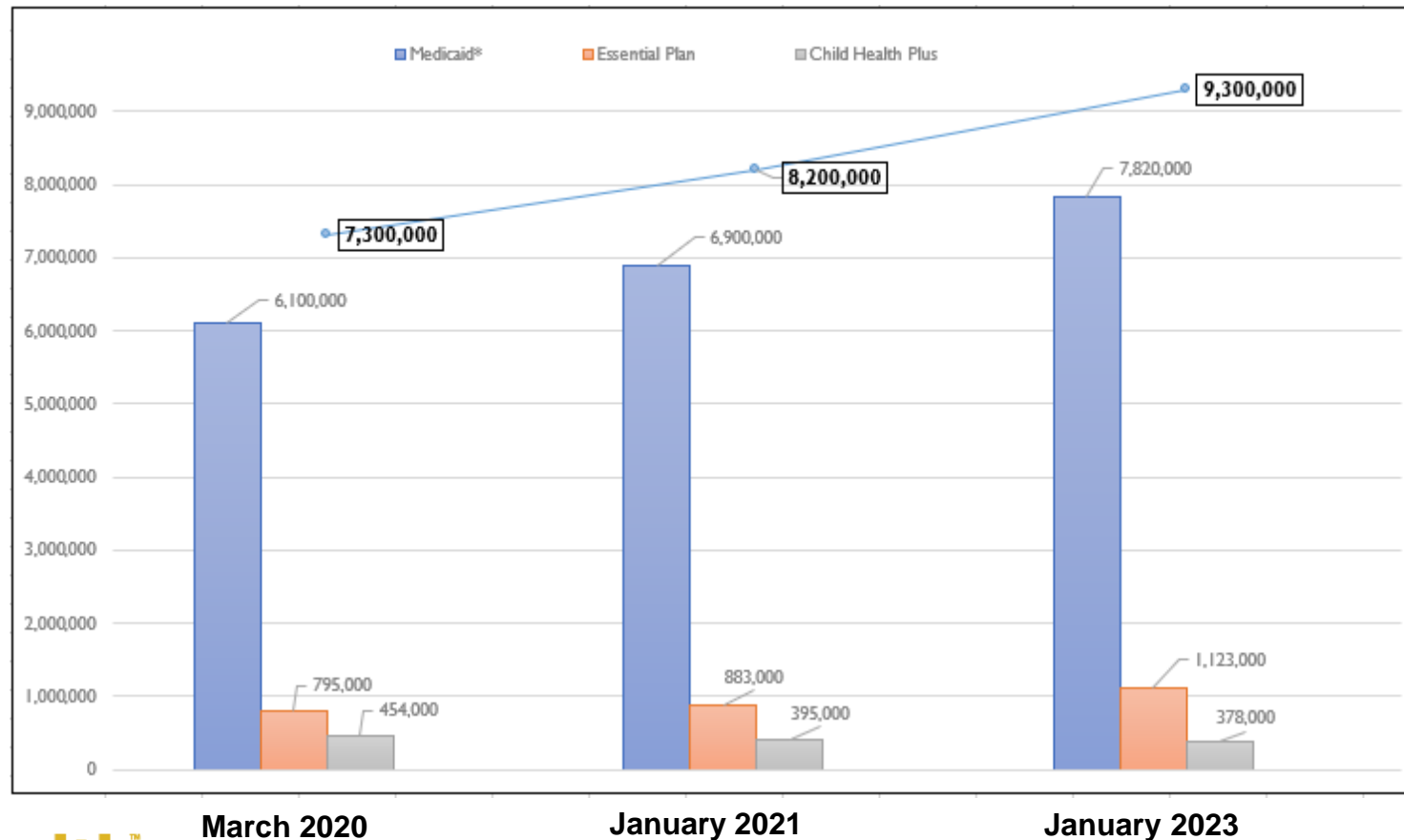
*\*In New York, no one will be disenrolled before July 1, 2023.*



The White House has indicated that the PHE will end on May 11, 2023.

# Impact of PHE Provisions on Public Health Insurance

As of January 2023, more than 9 million New Yorkers – approaching 50% of the State’s population - are enrolled in Medicaid, Essential Plan, and Child Health Plus



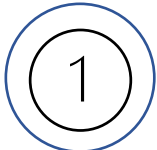
# Federal Unwind Requirements



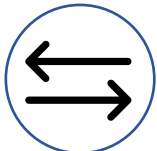
States must not renew more than 1/9 of their total caseload in a given month during the unwind period, and are encouraged to evenly distribute their renewals over the entire unwind period



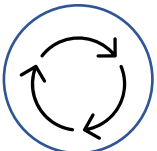
States must not terminate coverage for enrollees until a full renewal has been completed



States must not terminate coverage prior to the first of the month after the continuous coverage requirement ends



States must not take adverse action based on an identified change in circumstance until a full renewal has been completed



States must complete all renewal actions by the end of the 14th month after the unwind begins



States must develop an unwinding plan that meets the goals of "...keeping eligible individuals enrolled, reducing churn, and maximizing transition to other coverage where appropriate..."

# Challenges to Winding Down Coverage Changes

- The end of the continuous coverage requirement in New York means:
  - Renewing eligibility for more than 8 million people:
    - Nearly 6.9 million in Medicaid and Child Health Plus
    - More than 1.1 million in Essential Plan
- Restarting the required eligibility and enrollment processes will take time and resources:
  - Updating eligibility and enrollment systems
  - NY State of Health Customer Service Center and Local Districts will need to increase staff based on anticipated volume increases
  - Restarting consumer notifications
- Public education and outreach campaign

# PHE impact on Medicaid

## NY State of Health

- ✓ New York's Integrated Marketplace
- ✓ Administers MAGI

5.3 Million  
Members

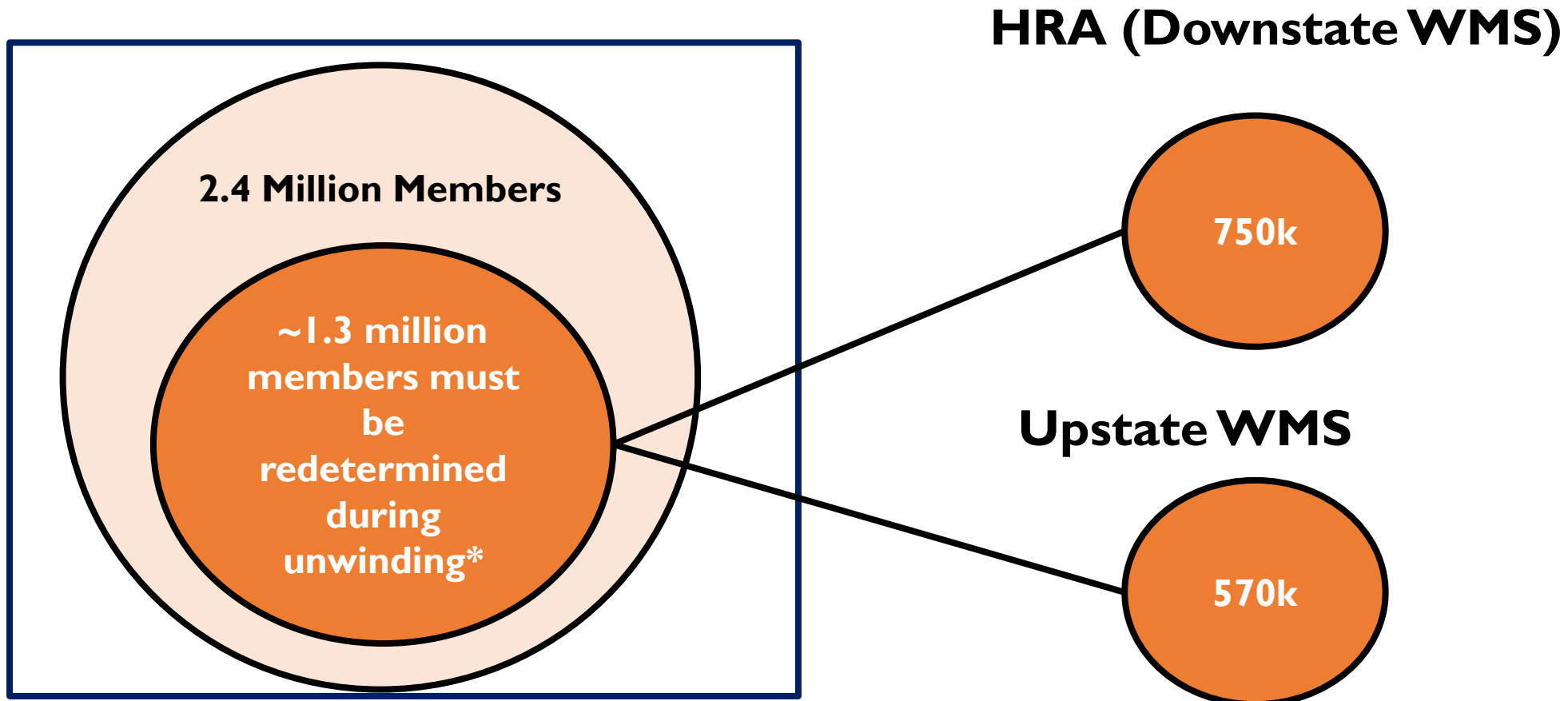
## Local Departments of Social Services

- ✓ WMS - New York's Legacy Eligibility System
- ✓ Administers non-MAGI and Temporary Assistance

2.4  
Million  
Members

- ❖ Roughly half of whose eligibility is based on cash assistance

# Local District Enrollees in Unwind



*\*1.1 million enrollees will be automatically redetermined due to their enrollment in cash assistance.*

# Resumption of Medicaid Renewals

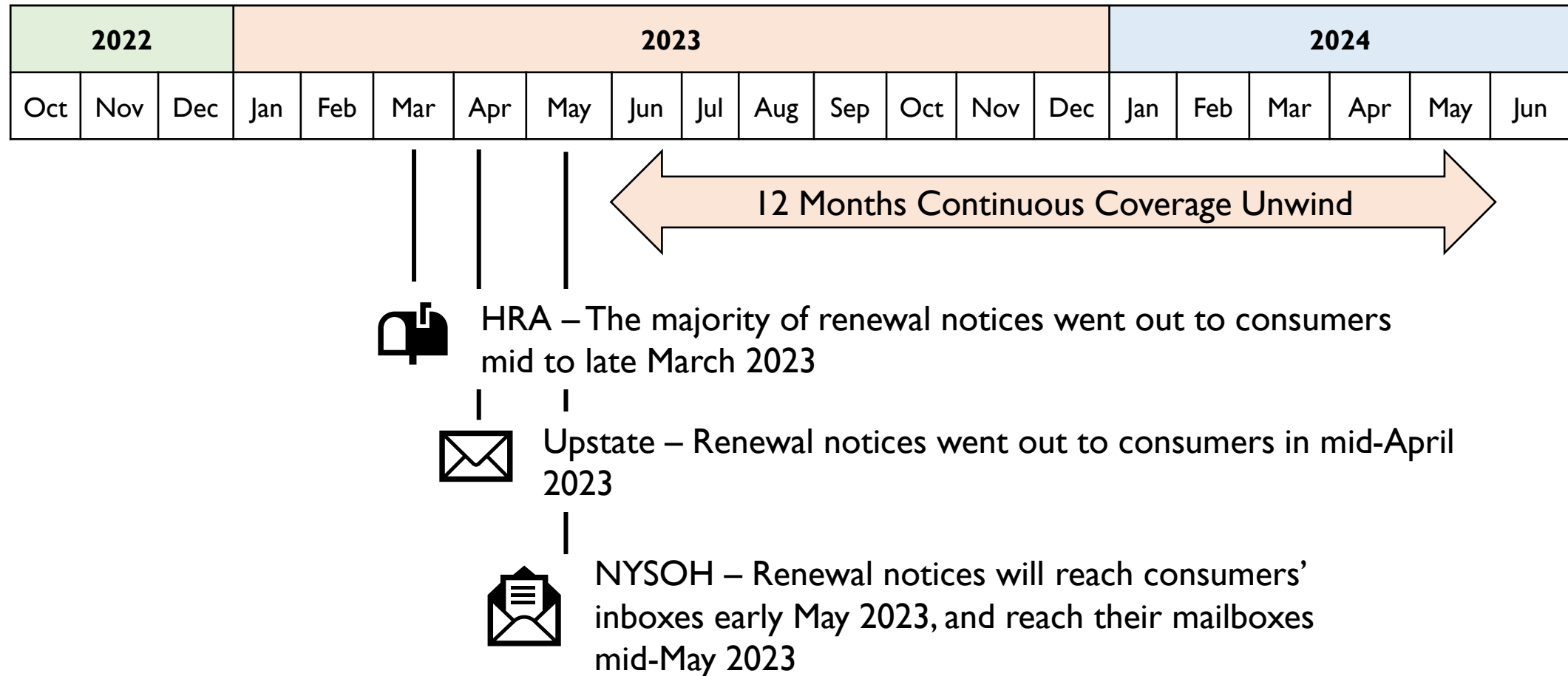
- Medicaid renewal packets for cases with June 30<sup>th</sup> end dates mailed as follows:
  - New York City Human Resources Administration (HRA)- March 2023
  - Upstate Districts (LDSS)- April 2023
  - NY State of Health (NYSOH)- May 2023
- NYS has 14 months to complete renewals for all Medicaid, Child Health Plus (CHPlus), and Essential Plan (EP) enrollees.
- All Medicaid enrollees, including those in Medicaid fee-for-service (FFS) or managed care, CHPlus, and EP enrollees will be sent renewal notices describing the action needed, if any, to renew their coverage.
- If possible, individuals no longer eligible will be transitioned into the program they are eligible for. Individuals who don't respond to recertification notifications may be disenrolled.
- To manage the volume, enrollees will maintain their regular renewal "cycles" so that approximately one-twelfth of the population will renew each month.



# Member Renewal Notices

- Renewal notices will be mailed to individuals using the address currently on file. HRA/LDSS and NYSOH have been working to make sure enrollee addresses are current.
- Members should update contact information as soon as it changes directly through NYSOH and HRA/LDSS.
- Members will be sent renewal notices describing any needed action to renew coverage and will maintain regular renewal “cycles.”
- Enrollees will have at least 30 days to respond to renewal notices to prevent loss of coverage.
- The ACCESS HRA portal will allow Medicaid-only clients to view their coverage end date and other essential renewal information. Renewals launched in ACCESS HRA on May 1, 2023.
- Enrollees in upstate districts may upload renewals through the NYDocSubmit mobile app.
- Enrollees with NYSOH will renew their coverage through their NYSOH accounts.

# Unwind Timeline for Eligibility Consumer Notices



# Federal Unwinding Flexibilities

## NY State of Health

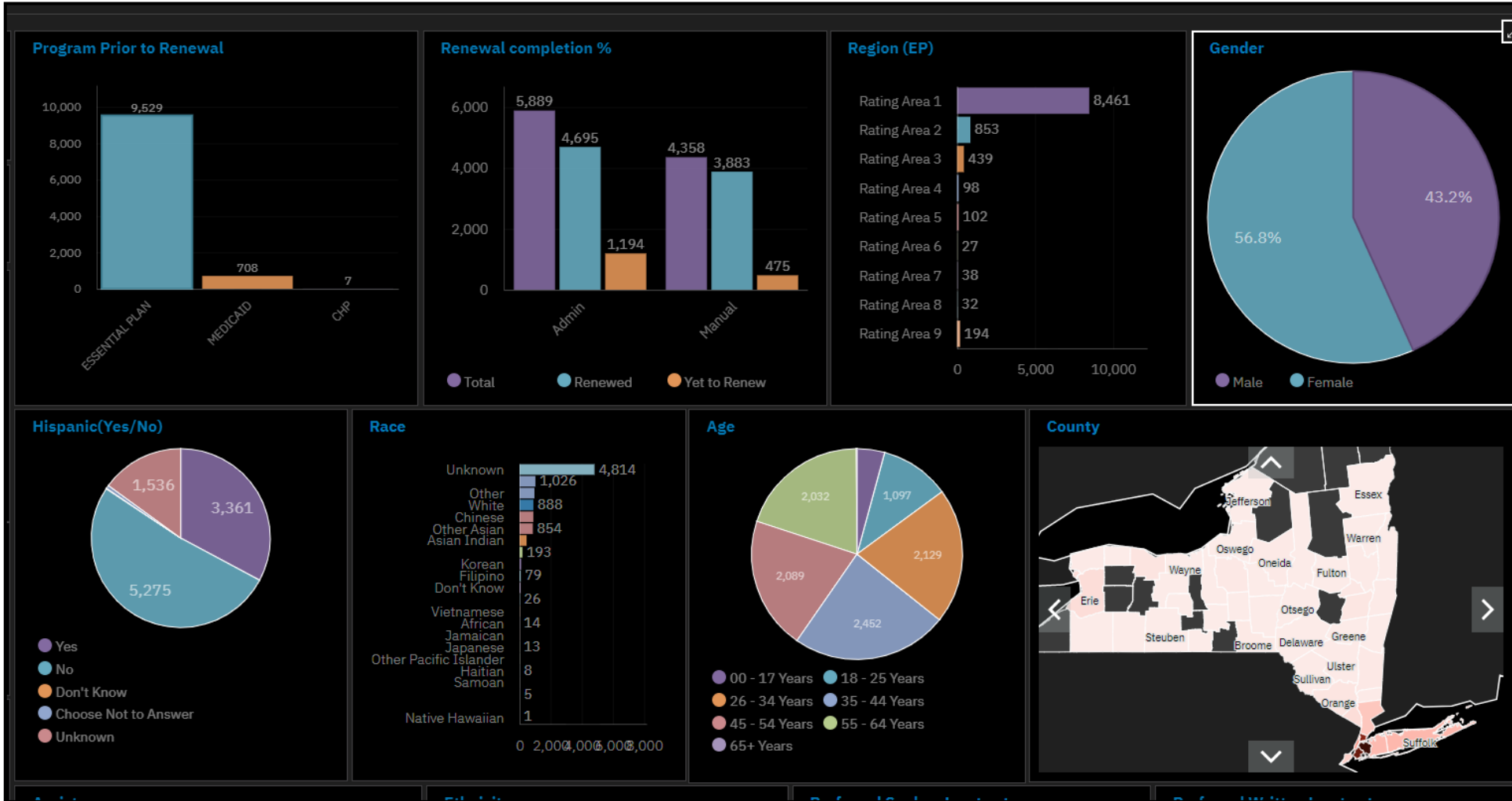
- Received approval in October 2022 to conduct ex parte (administrative) renewals using IRS data across all programs to assist with PHE unwind
- Approved CMS waivers under Section 1902(e)(14) of the Social Security Act:
  - SNAP - CHPlus/Essential Plan
  - Zero income – Medicaid, CHPlus, Essential Plan
  - Maintaining enrollment for individuals over 65 and dually eligible – Medicaid
    - Waiver of resource test
  - MMC plans updating member contact information

## HRA and LDSS

- Auto renewal for non-MAGI with social security income
- Approved CMS waivers under Section 1902(e)(14) of the Social Security Act:
  - SNAP – non-MAGI
  - Resource test – non-MAGI
  - Plans and Enrollment Broker updating member contact information
  - Fair Hearings – aid continuing automatically applied for timely requests

# Tracking & Measurement

- **Required federal reporting**
  - Baseline report & Monthly reporting
  - Renewals, program transitions, appeals volumes
  
- **NYSOH COVID Unwind Dashboards**
  - Manual vs. Administrative renewals
  - Demographic & geographic information for renewal cohort
  - Program transitions
  - Undeliverable mail



# NYSOH COVID Unwind Dashboards

# Role of NY State of Health Assistors

- Assistors (Navigators, Certified Application Counselors) and Marketplace Facilitated Enrollers have been attempting to contact individuals on their dashboards with returned mail to update contact information.
  - Lists will be provided throughout the unwind period so outreach can be conducted.
- Assistors will proactively contact individuals on their dashboards to provide renewal assistance.
- Comprehensive unwind training completed in April 2023.

# Communications Overview

Newly developed outreach and marketing resources to help inform New Yorkers enrolled in Medicaid, Child Health Plus (CHP) or the Essential Plan (EP) about the important steps they need to take to renew their coverage and help promote these messages, including:

- Robust [public education campaign](#);
- [Paid advertising](#);
- Direct mailings and other [communications tools for partners](#).

Local Departments of Social Services statewide have educational materials, videos and digital assets to support districts in their efforts to keep consumers covered.

# Public Education Campaign

- The Public Education Campaign reminds enrollees about what is needed to renew their health insurance coverage and maximize the potential for auto-renewal.
- The campaign's webpage (<https://info.nystateofhealth.ny.gov/COVID-19-Changes>) explains the changes that are coming and lists steps enrollees can take now to prepare (e.g., sign up for text alerts and update their contact information).
- Information on this webpage is available in the following languages:
  - English
  - Spanish
  - Simplified Chinese
  - Traditional Chinese
  - Arabic
  - Bengali
  - French
  - Haitian Creole
  - Italian
  - Korean
  - Polish
  - Russian
  - Urdu
  - Yiddish





## Important Changes to New York Medicaid, Child Health Plus and the Essential Plan

Do you or a family member currently have health insurance through New York State Medicaid, Child Health Plus or the Essential Plan? Starting in Spring 2023, New York State will resume eligibility reviews and renewals for people enrolled in these programs. This means you may need to take action to renew your health insurance or the insurance of your family members. Read the following resources to learn more.

- For New Yorkers enrolled through **NY State of Health**:
  - [Frequently Asked Questions](#)
  - [Learn about the steps to renew your insurance](#)
- For New Yorkers enrolled through the **New York City Human Resources Administration (HRA)**:
  - [Frequently Asked Questions](#)
  - [Learn about the steps to renew your insurance](#)
- For New Yorkers enrolled through their **Local Department of Social Services**:
  - [Frequently Asked Questions](#)
  - [Learn about the steps to renew your insurance](#)

# Information is also available on the [NYS Medicaid website](#)

**Department of Health**    Individuals/Families    Providers/Professionals    Health Facilities    Health Data    About Us    Search

You are Here: [Home Page](#) > [New York State Medicaid](#) > Important Changes to New York Medicaid, Child Health Plus and the Essential Plan

## Important Changes to New York Medicaid, Child Health Plus and the Essential Plan

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- For New Yorkers enrolled through their Local Department of Social Services:
  - [Frequently Asked Questions](#)
  - [Learn about the steps to renew your insurance](#)

Here are some things you can do **now** to get ready.

### 1) Make sure your address is up to date


If you enrolled through NY State of Health, make sure NY State of Health has your current mailing address, phone number and email address so they can contact you about your health insurance. To update your information:

- Call NY State of Health at 1-855-355-5777 (TTY: 1-800-662-1220)

**Medicaid**

- Medicaid Home
- How to Apply
- Information for:
  - Members
  - Providers
  - Local Departments of Social Service (LDSS)
  - Health Plans
- Managed Care
- Child Health Plus
- Integrated Care for Dual Eligibles
- Medicaid Data and Reports
- Medicaid Update
- Medicaid Redesign Team (MRT)
- Medicaid Finance and Rate Setting
- Archive

**Follow NYS Medicaid**



**Questions**

**HOW DO I APPLY FOR MEDICAID?**

You can apply for Medicaid in any one of the following ways:

# Communications Tools for Partners: PHE Tool Kit

- This tool kit features:

- Social Media Posts with Images
- Text Alerts Information
- Drop In Articles
- Email Messages
- Fact Sheets
- Frequently Asked Questions
- Rack Cards
- Posters
- Call Scripts
- Materials Available for Co-Branding
- Videos
- Consumer Journey Renewal Infographics

- Resources are available in the following languages:

- English
- Spanish
- Simplified Chinese
- Traditional Chinese
- Arabic
- Bengali
- French
- Haitian Creole
- Italian
- Korean
- Polish
- Russian
- Urdu
- Yiddish

# HOW TO RENEW YOUR NY STATE OF HEALTH INSURANCE WITH MICHELLE

01



Michelle received her renewal notice in the mail. Her notice stated she must take action and renew by a specific date.



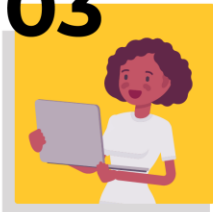
02



Her notice detailed different ways to renew, such as logging in to her account at [nystateofhealth.ny.gov](https://nystateofhealth.ny.gov), speaking with a Certified Enrollment Assistor, or calling [1-855-355-5777](tel:1-855-355-5777).



03



Michelle needed to update her account with any changes that may affect her health insurance coverage - like income, family or address.



04



She visited [nystateofhealth.ny.gov](https://nystateofhealth.ny.gov) and clicked the 'Get Enrollment Help' button to find a Certified Enrollment Assistor. The assistor provided her with free renewal support.



05



Michelle was able to renew her Medicaid health plan and avoid a gap in coverage.



## NY State of Health Consumer Journey

# <https://info.nystateofhealth.ny.gov/PHE-tool-kit>



SUPPORT & RESOURCES

Individuals & Families   Employers   Assistors & Brokers   Info & Events

» Unwinding from the COVID-19 Public Health Emergency: A Communications Tool Kit to Keep New Yorker...

## Unwinding from the COVID-19 Public Health Emergency: A Communications Tool Kit to Keep New Yorkers Covered

### Overview

Important changes are coming. New federal rules will require New York State to begin redetermining eligibility for public program enrollees in the Spring of 2023. Enrollees in Medicaid, Child Health Plus (CHP) and the Essential Plan (EP) have not had to renew their health insurance since early 2020 due to the COVID-19 public health emergency (PHE) continuous coverage requirements for these public programs, which were adopted by the Families First Coronavirus Response Act in March 2020. However, the December 2022 Consolidated Appropriations Act included new rules ending the continuous coverage requirements starting Spring 2023.

Beginning in Spring 2023, renewal notices will be sent to enrollees in these programs based on their enrollment end dates. Renewal notices will include the deadline to take action to renew their insurance or risk having a gap in coverage. Deadlines will be based on the enrollees' enrollment end dates and will range from June 30, 2023 through May 31, 2024.

In an effort to minimize the number of New Yorkers at risk of losing their Medicaid, CHP or EP coverage, NY State of Health is working with partners, local districts and other stakeholders to inform New Yorkers about renewing their coverage and exploring other available health insurance options if they no longer qualify for Medicaid, CHP or EP.

**Phase 1:** Prepare for the renewal process and educate Medicaid, CHP and EP enrollees about the upcoming changes and the importance of opting in for text messages from NY State of Health so they'll know when it is time to renew their coverage.



**Phase 2:** Encourage enrollees to update their address and contact information to ensure the renewal information NY State of Health sends will reach them.



**Phase 3:** Ensure Medicaid, CHP and EP beneficiaries take the necessary steps to renew coverage and transition to other coverage if they are no longer eligible for Medicaid, CHP or EP.

# THREE PHASE AD CAMPAIGN: 2022 - 2024

## Prepare to renew:

1. Sign up for text alerts and “stay connected”
2. Update your contact information

## It's time to renew:

3. When you hear from us, it's time to Take Action
  - ❖ Your renewal notice is one notification you don't want to miss
  - ❖ Receiving your renewal notice is the signal that it's time for you to renew
  - ❖ We are here to help you complete your renewal

# SAMPLE PHASE THREE ADS

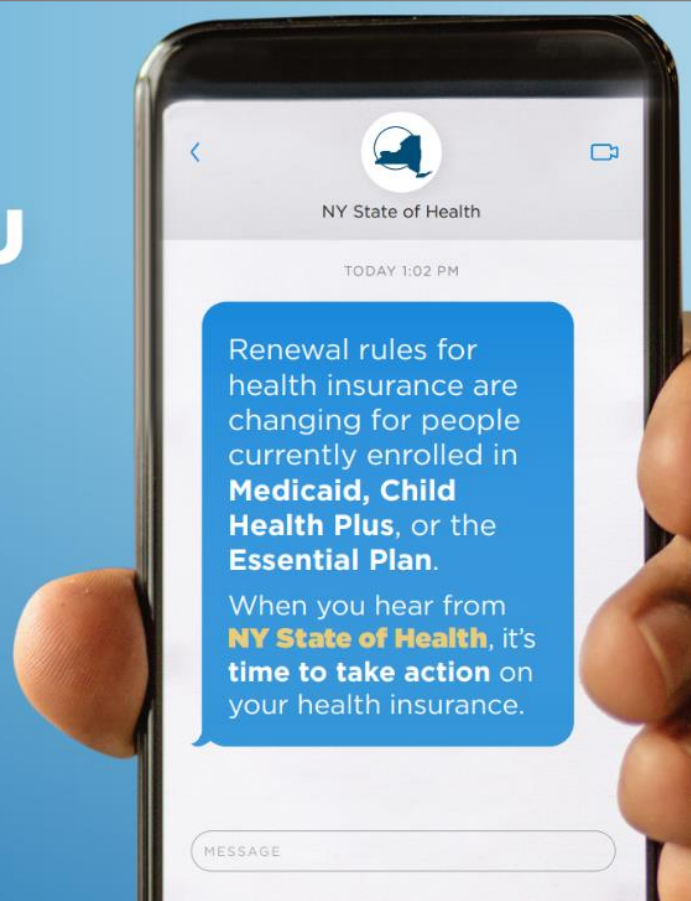
**THIS IS ONE MESSAGE YOU DON'T WANT TO IGNORE.**

Sign into your account or call to get started.



[nystateofhealth.ny.gov](https://nystateofhealth.ny.gov)

(855) 355-5777



Print

Display

Social Media



生活充斥著忙碌。這就是為什麼我們在此為您的健康保險提供幫助。



當收到我們的通知時，就是對您的健康保險採取行動的時候了。

瞭解更多

## Sample Video: [How to Update Your Contact Information Online](#)





# Q & A

FAQs:

[https://www.health.ny.gov/health\\_care/medicaid/changes/](https://www.health.ny.gov/health_care/medicaid/changes/)

More Questions?

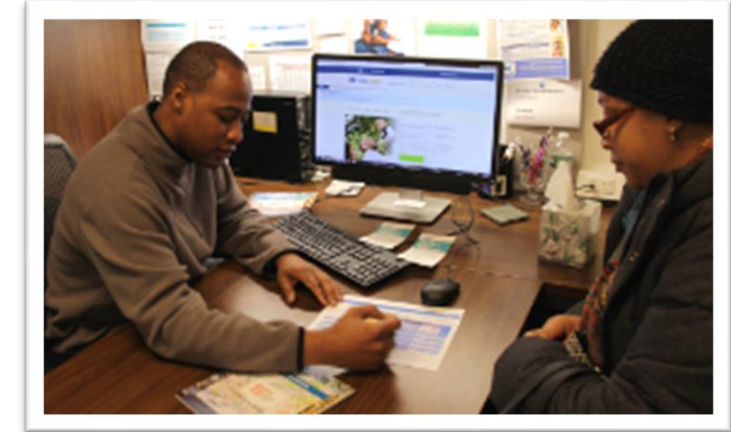
[PHEunwind@health.ny.gov](mailto:PH Eunwind@health.ny.gov)

# Keep New York Covered (KNYC)

An Outreach Project to Help New Yorkers Maintain Coverage

# Overview of the Community Service Society (CSS)

- CSS is a 180-year-old not-for-profit working to promote **economic opportunity for New Yorkers**, centering our efforts on the voices and experiences of low-income communities and communities of color.
- **Health Consumer Assistance**
- CSS provides direct consumer health assistance to over 100,000 New Yorkers annually through a live-answer helpline and in partnership with trusted local community-based organizations (CBOs).



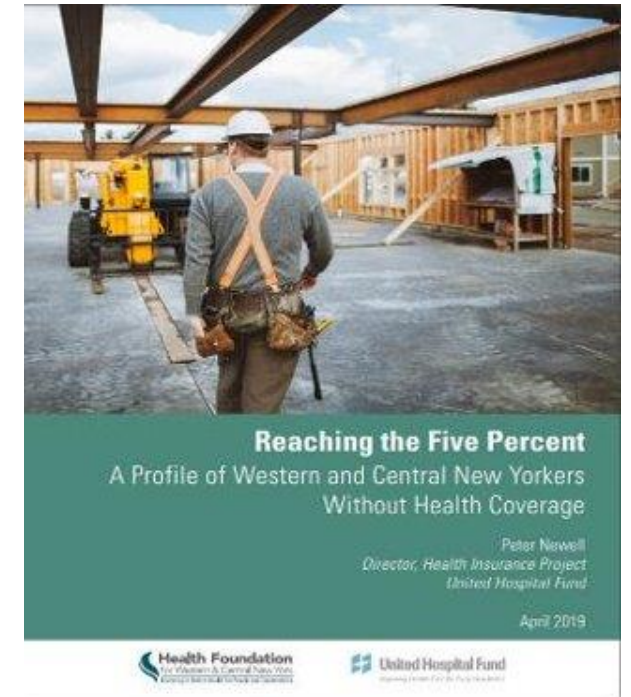
- CSS Navigator program operates in 52 counties with 17 CBOs
- The CSS Facilitated Enrollment program for the Aged, Blind and Disabled (FE-ABD) operates in 38 counties with a network of 8 CBOs.
- Ombuds programs – CSS also runs 3 Ombuds programs that help patients with *post enrollment* barriers such as access to care, address medical billing, navigate the healthcare system, and appeal denials of care.

# The Importance of Assistors

- The State invests in local community-based enrollment Assistors who educate New Yorkers on their health insurance options, enroll them into coverage, and assist them through the renewal process.
- Assistors reach the hard-to-reach populations and speak the languages of their members.
  - Live and work in the community
  - Help access other benefits (e.g., food, housing assistance, and others)
- More than 77% of the nearly 7 million enrolled through the Marketplace had the help of an Assistor.

# Why Keep NY Covered?

- The NYS Navigators and Facilitated Enrollment-Aged, Blind, and Disabled contracts do not fund outreach and marketing; rather they fund direct enrollment activities only
- Building off the lessons of the Reaching the 5% Project (Cabrini, HFWCNY) pilot to reach the uninsured
  - Pilot project ran from 2020-2023, building off CSS's "hub & spokes" model
  - People reached: 9,087,121
  - People enrolled: 7,048
  - Return of Investment: 863%




# Funder consortium coalesces to address end of the PHE

- New York Health Foundation
- United Hospital Fund
- New York Community Trust
- Greater Rochester Health Foundation
- Altman Foundation
- Mother Cabrini Health Foundation
- Health Foundation of Western & Central New York




# What is the Keep NY Covered project?

**\$1.4 million initiative with \$20,000-\$50,000 grants to enrollers for marketing & outreach work**

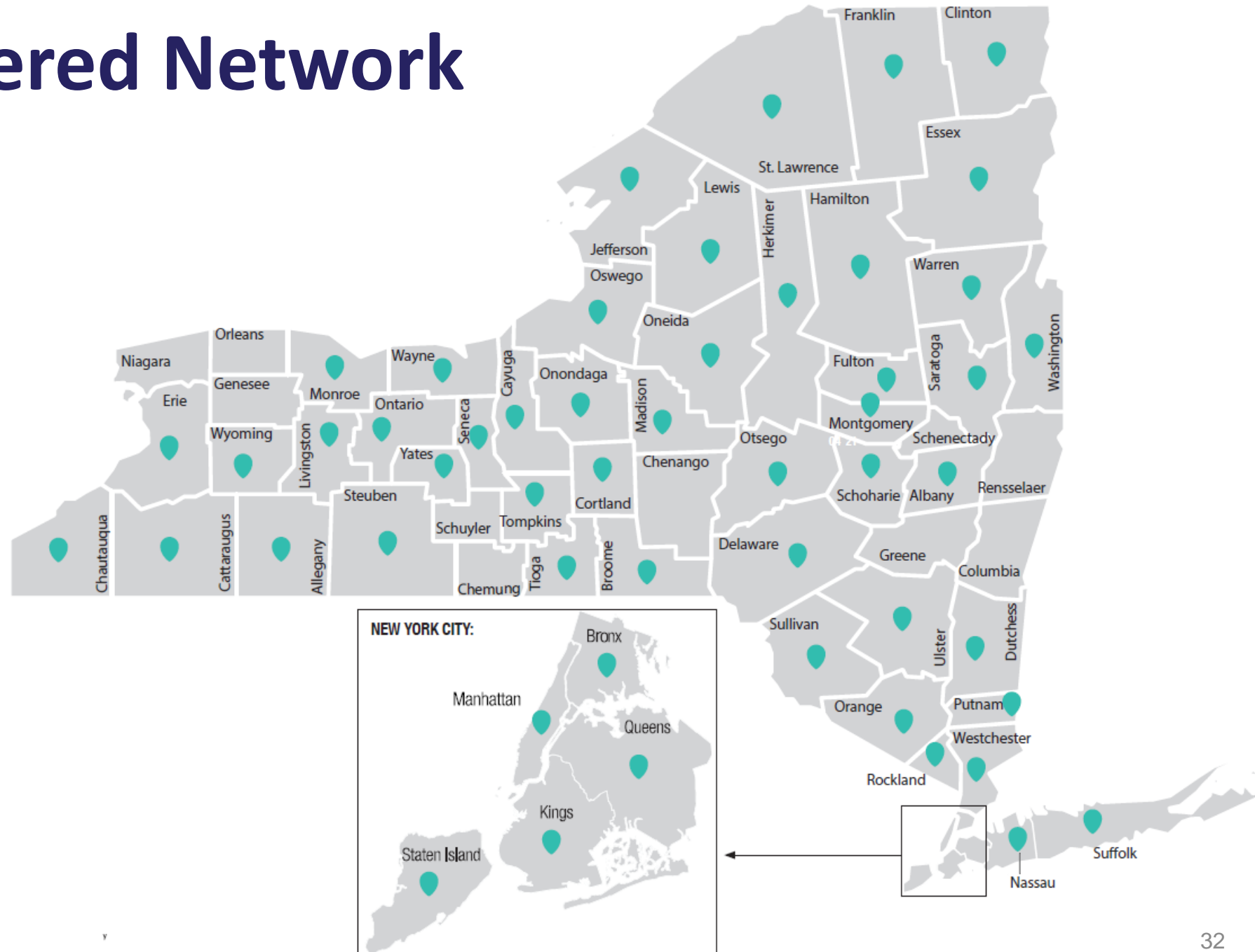
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- November 2022, CSS issued RFP to 111 eligible community-based (CBOs) enrollment groups.
  - Received 46 applications, 28 CBOs selected, March '23 launch.

- 
- CSS hub provides: funding, quality assurance, technical assistance, regular interactive learning sessions, shared outreach strategies and marketing messages, and reporting.

- 
- ICHOR Strategies trained and hosted office hours for sub-grantees on how to enhance the impact of their organization's outreach approach.
  - Close coordination of messaging with Marketplace officials.

# Keep NY Covered Network

- Keep NY Covered CBOs cover 52 counties
- 10 counties do not have coverage for lack of proposals and resources





# Network's Current and Future Impact

- In just two months, the CBOs have reached 1,914,898 New Yorkers and enrolled 3,936.
- Outreach activities:
  - Email blasts
  - Social media posts and live
  - Print media and radio ads
  - Virtual and in-person community presentations
  - In-person outreach
  - Phone banking
  - Press release



# Millions of New Yorkers could lose Medicaid coverage unless they re-enroll

WSKG | By Phoebe Taylor-Vuolo, Report for America corps member  
 Published April 28, 2023 at 12:53 AM EDT

▶ LISTEN • 1:48



Millions of New Yorkers will have to re-enroll in Medicaid and other related health insurance plans to avoid losing their coverage.

Nearly eight million New Yorkers are enrolled in Medicaid, Child Health Plus, and the Essential Plan. Sharon Chesna, the executive director of Mothers and Babies Perinatal Network in Binghamton, said that number skyrocketed when the pandemic first began.

Don't lose your health insurance. **Re-enroll now.**

#keepitcovered

guidance & counseling services Nassau-Suffolk Hospital Council HWCLI Health & Welfare Council of Long Island

Need help enrolling in a health plan? **We've got you covered!**  
 entertainmentcommunity.org/AHIRC

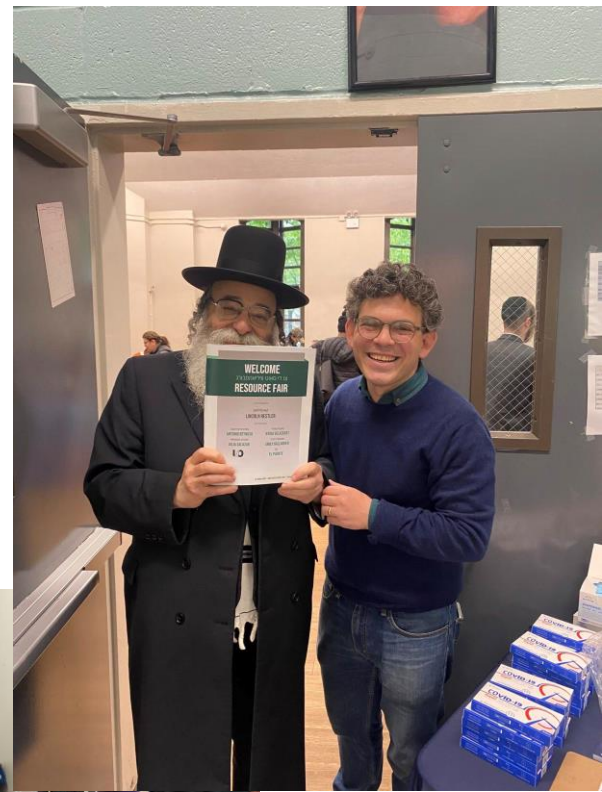
Entertainment Community Fund  
 Formerly The Actors Fund

## ¡Pronto habrá cambios importantes en New York Medicaid, Child Health Plus y Essential Plan!

### ¡Urban Health Plan quiere ayudarle a conservar la cobertura!

A partir de la primavera de 2023, el estado de Nueva York reanudará las verificaciones de elegibilidad para asegurarse de que las personas inscritas siguen reuniendo los requisitos para Medicaid, Child Health Plus y Essential Plan.

¡Esto significa que es posible que deba tomar medidas para renovar su seguro médico o el seguro de su familia!



# IMPORTANT CHANGES ARE COMING TO YOUR HEALTH INSURANCE.

IT IS EASY TO STAY CONNECTED.

CALL (800) 453-4666 OR VISIT OUR WEBSITE AT WWW.MISN-NY.ORG  
 333 BROADWAY, NEWBURGH, NY 12550

**#KEEPNYCOVERED**  
 IN PARTNERSHIP WITH THE COMMUNITY SERVICE SOCIETY



**Emerald Isle Immigration Center**  
*Keep New York Covered*  
*Outreach Strategies*

## Emerald Isle Immigration Center (“EIIC”)

Emerald Isle Immigration Center (EIIC) is a non-profit community organization with offices located in Woodside in Queens and Woodlawn in the Bronx.



Conducting online community presentations and workshops  
in collaboration with our education and  
Citizenship assistance programs



**Comuníquese con nosotros:**

- Por Teléfono/Mensaje de Texto: **914-348-1175**
- *Por correo electrónico (Email) a:*

**juan@eiic.org** 



## Partnering with our “EIIC Creatives” team members

The **EIIC Creatives** team is committed to producing and performing at concerts, arts workshops, educational classes, parties for seniors, outdoor fair and festival performances, and more.



Healthcare outreach activity during a *Painting stories workshop* at 34 Ave Open Street accompanied by an acoustic music session by EIC Creatives



***Volunteers and Artist call to action*** to support our access to healthcare outreach efforts during a celebration event at NY Historical Society





## **Believe in the power of collaboration and its effect in our local communities**

Meeting individuals and families in places where they normally gather and where they get reliable information: local churches, houses of worship, local parks, community centers, public libraries, parent teacher associations, and consulates in the New York City area.



# EIIC Creatives bringing a world music session and healthcare education materials to a local school



## Partnering with Colombian Consulate in NYC

Community event called “*Health Window*” (*Ventana de Salud*), hosted by the Colombian Consulate in NYC, a great opportunity to speak in Spanish to many individuals of Colombian origin, many of them residing in the Bronx and in Queens.





**Social Media Promotion.**

**Social Media Ambassador program.**



Thank You!

