



# Michigan Medicaid Redetermination: Information for Medicaid Provider Health Centers, Hospitals and Stakeholders

MARCH 20, 2023

# Welcome



Agenda		
10:00 a.m.	Welcome and Introductions	<b>Anne Scott</b> , <i>Michigan Primary Care Association (MPCA)</i> & <b>Jason Jorkasky</b> , <i>Michigan Health &amp; Hospital Association (MHA)</i>
10:05 a.m.	Medicaid Redetermination: Process & Timeline for Michigan	<b>Nicole Hudson</b> , <i>Senior Advisor on Special Projects to the Chief Deputy for Health, MDHHS</i>  <b>Laura Hall</b> , <i>Michigan DIFS Communications Director</i>
10:30 a.m.	Stakeholder Strategies: Providers Mobilizing to Support Medicaid Redetermination	<b>Christina Golding-Jewett</b> , <i>Honor Community Health Center</i>
10:40 a.m.	Medicaid Health Plan Efforts	<b>Tiffany Stone</b> , <i>Deputy Director Medicaid Policy, Michigan Association of Health Plans</i>
10:45 a.m.	Q&A	
11:00 a.m.	Adjourn	

# COVID-19 Public Health Emergency Unwind

Resumption of standard Medicaid operations  
March 2023

# Agenda



PHE Unwind Overview



Renewals & Redeterminations



Communication Strategies



Marketplace Transitions



Questions

# PHE Unwind Overview

2020

- January: Public Health Emergency begins
- March: Families First Coronavirus Relief Act (FFCRA)
- Continuous coverage requirement effective January 1, 2020, through the end of the PHE

2022

- December: Congress passes Consolidated Appropriations Act
- Decouples Medicaid continuous enrollment from the end of the PHE

2023

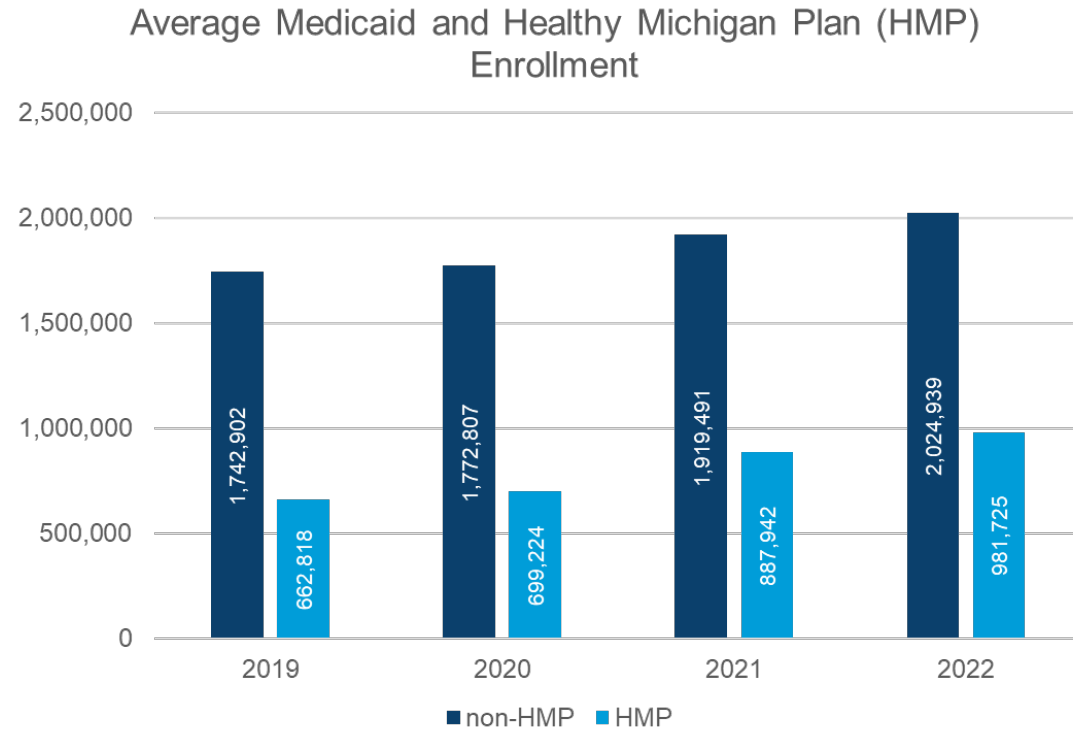
- March 31: Last day of Medicaid continuous enrollment provisions
- April: MDHHS begins to restart redeterminations

## Current Status:

- States can begin redeterminations and terminate Medicaid enrollment of individuals who no longer meet Medicaid eligibility requirements on or after April 1, 2023
- MDHHS will begin redeterminations for the June 2023 cohort, starting with passive enrollment in April 2023
- July 1, 2023: first day beneficiaries will have coverage terminations in Michigan

# Medicaid Enrollment Growth

- March 2020 enrollment: 2,395,319
- Current enrollment: 3,157,250
- **761,931 additional individuals covered (31.8% increase)**

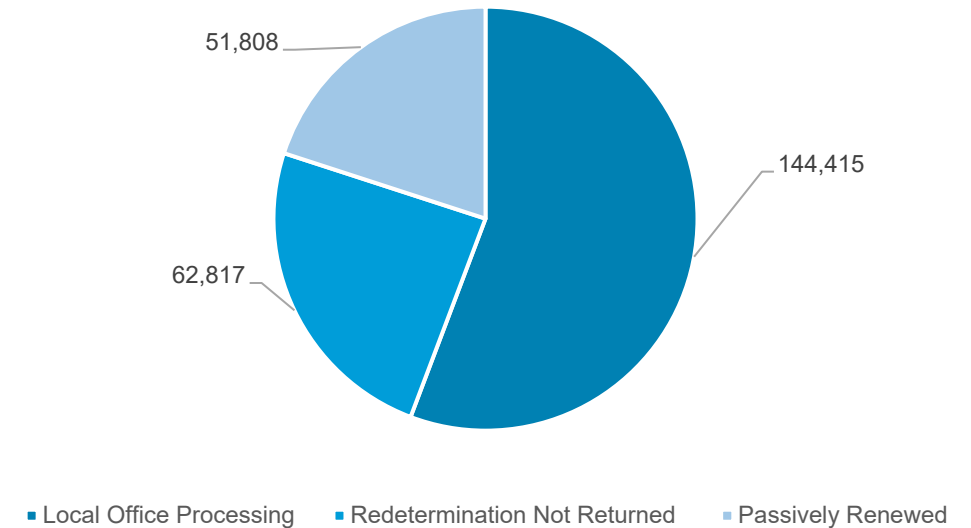


# Renewals & Redeterminations

# Medicaid Redeterminations Timeline



Projected Average Monthly Beneficiary Redeterminations (259,040)





## Medicaid Redeterminations Timeline

Individual's Renewal Month	Awareness Letter Sent	Renewal Packet Sent*	Month Renewal Packet is Processed	Last Date of Coverage (No Longer Eligible or No Packet Returned)
June 2023	March 2023	May 2023	June 2023	June 30, 2023
July 2023	April 2023	June 2023	July 2023	July 31, 2023
August 2023	May 2023	July 2023	August 2023	August 31, 2023
September 2023	June 2023	August 2023	September 2023	September 30, 2023
October 2023	July 2023	September 2023	October 2023	October 31, 2023
November 2023	August 2023	October 2023	November 2023	November 30, 2023
December 2023	September 2023	November 2023	December 2023	December 31, 2023
January 2024	October 2023	December 2023	January 2024	January 31, 2024
February 2024	November 2023	January 2024	February 2024	February 29, 2024
March 2024	December 2023	February 2024	March 2024	March 31, 2024
April 2024	January 2024	March 2024	April 2024	April 30, 2024
May 2024	February 2024	April 2024	May 2024	May 31, 2024

- Full eligibility redetermination timeline available at: <https://www.michigan.gov/mdhhs/end-phe/eligibility-notification-timeline>

# Monthly Alert Letter

Michigan Department of Health and Human Services  
PO Box 30809  
Lansing, MI 48909



John Smith  
1234 Main Street  
Anytown, MI 48044

<Date>

## About your Medicaid renewal

Dear Beneficiary,

At the start of the COVID-19 pandemic, the federal government declared a public health emergency (PHE). We stopped the Medicaid renewal process during the PHE. We are restarting renewals. A renewal is when we check if you are still eligible for free or low-cost Medicaid coverage. To keep your coverage, you may need to fill out a renewal form. If you need a form, we will send you one in the next 3 months.

### What to do now

- 1. Update your address, phone number, and email address now.**  
Update your information at [michigan.gov/mibridges](https://michigan.gov/mibridges) or contact your local MDHHS office.
- 2. Report any changes to your household or income now.**  
Report changes at [michigan.gov/mibridges](https://michigan.gov/mibridges) or contact your local MDHHS office.
- 3. Check your mail or text messages for a renewal packet.**  
Learn more about renewals and filling out the forms at [michigan.gov/mibridges](https://michigan.gov/mibridges).

### What to do if you get a renewal packet

Be sure to fill it out, sign the forms, and return them by the due date with any proof we need. If you do not complete your renewal, you may lose your Medicaid coverage. If you are no longer eligible, you can choose to buy health insurance through [HealthCare.gov](https://HealthCare.gov).

### Questions?

Call the Beneficiary Help Line at **1-800-642-3195** (TTY: 1-866-501-5656), Monday – Friday, 8 a.m. to 7 p.m. To learn more, go to [michigan.gov/2023benefitchanges](https://michigan.gov/2023benefitchanges).

Thank you,  
Michigan Department of Health & Human Services

Capitol Commons Center • P.O. Box 30752 • Lansing, Michigan 48909-7979  
[michigan.gov/mdhhs](https://michigan.gov/mdhhs) • 800-642-3195

B 23-01

# Building Staff and Partner Capacity

Adding 200 Eligibility Staff to process redeterminations



Further supplementing MDHHS local office staffing levels temporarily by:

Rehiring Retirees

Adding Limited Term Assistance  
Payments Supervisors

Authorizing overtime of 8 hours per month for eligibility staff and supervisors during the redetermination period



Adding Help Desk staff and bolstering call center support teams

# Communications Strategy

# Communication Resources

**Get ready to renew now.**

Following these steps will help determine if you still qualify:



Make sure your  
contact information  
is up to date.

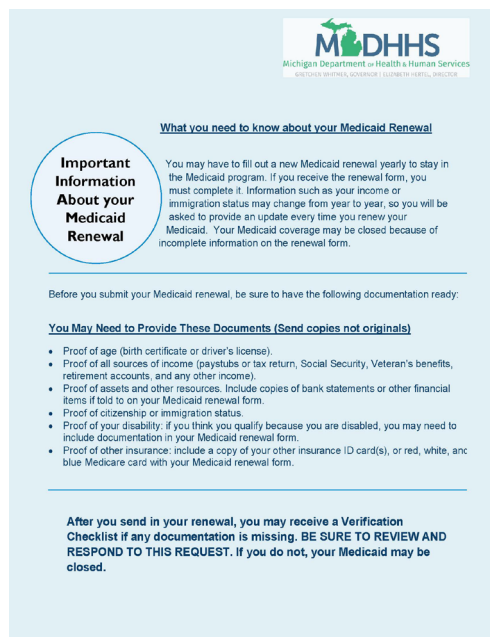


Check mail or  
text messages for  
a letter.



Complete your  
renewal form  
(if you get one).

- Media Campaign: radio, social media, minority media outlets
- Toolkit for community and provider partners:
  - Social media and web resources
  - Beneficiary letters and flyers
  - Additional print materials such as wallet card, posters, and brochure
- Many of the materials have been translated into Spanish and Arabic



# Toolkit Materials



# Accessing Toolkit Materials

- Toolkit materials can be requested by filling out the form here: [Request Form](#)
- Materials will be sent within a few minutes (depending on file size)

## Restart of Medicaid Redeterminations Outreach and Educational Documents

This form is for various Michigan Medicaid stakeholders to request documents developed by MDHHS to educate and encourage beneficiaries to prepare for the restart of the Medicaid eligibility redetermination process. Stakeholders must request new materials each time a new outreach effort is initiated.

\* Required

1

Requester Name \*

Please enter first and last name of person submitting request

Enter your answer

2

Documents desired \*

please check [below](#) [preview picture](#) for each file that you would like to receive - out of 12 choices

<input type="checkbox"/> Address_Healthy MI Plan_2024/25_Letter_L.jpg	1762 kb		28 KB
<input type="checkbox"/> Address_Medicaid_2024/25_Letter_L.jpg	1762 kb		34 KB
<input type="checkbox"/> Address_Medicaid_2024/25_Letter_R.jpg	1762 kb		31 KB
<input type="checkbox"/> HowdoesPHAffect_2024/25.pdf	1077 kb		12 KB
<input type="checkbox"/> HowdoesPHAffect_2024/25.pdf	1077 kb		7 KB
<input type="checkbox"/> LearnMore_2024/25.pdf	1077 kb		10 KB
<input type="checkbox"/> LearnMore_2024/25.pdf	1077 kb		10 KB
<input type="checkbox"/> Medicaid_PHAffect_2024/25_Change_A.jpg	1762 kb		19 KB
<input type="checkbox"/> Medicaid_PHAffect_2024/25_Change_B.jpg	1762 kb		19 KB
<input type="checkbox"/> Medicaid_PHAffect_2024/25_Change_C.jpg	1762 kb		19 KB
<input type="checkbox"/> WhatisPHA.pdf	1077 kb		11 KB

11 English animated files

☐ Digital Banners - ZIP (English)

<input type="checkbox"/> HowdoesPHAffect_2024/25_Arabic.pdf	1077 kb		12 KB
<input type="checkbox"/> LearnMore_2024/25_Arabic.pdf	1077 kb		10 KB
<input type="checkbox"/> WhatisPHA_2024/25_Arabic.pdf	1077 kb		10 KB

3 Arabic animated files

☐ Digital Banners - ZIP (Arabic)

<input type="checkbox"/> HowdoesPHAffect.pdf	1077 kb		20 KB
<input type="checkbox"/> HowdoesPHAffect.pdf	1077 kb		10 KB
<input type="checkbox"/> LearnMore_A.pdf	1077 kb		10 KB
<input type="checkbox"/> LearnMore_B.pdf	1077 kb		10 KB
<input type="checkbox"/> WhatisPHA.pdf	1077 kb		10 KB
<input type="checkbox"/> WhatisPHA.pdf	1077 kb		10 KB

6 Spanish animated files

Email Layout Example



3

Stakeholder Group Representing \*

please select organization you are requesting for

Provider

State of Michigan

Community Partner / Professional Assoc.

Provider

Aetna Better Health

AmeriHealth Caritas

BCBSM Dental

Blue Cross Complete

Delta Dental

☐ State of Michigan

5

Method of Outreach \*

please select all ways that you plan to communicate these documents

☐ Email (sent to members/patients)

☐ Paper Handouts (Brochures, Flyer, Poster, etc.)

☐ Social Media (Twitter, Facebook, etc.)

☐ USPS Mail (direct mailing to members/patients)

☐ Website (posting to your site, please enter in next question)

☐ Other

6

Website Address

If you plan to post to your website, please enter the website address below, thank you.  
If entering more than one, please separate by ; (semicolon)



# Communication Strategies Cont.



ESTABLISHED A  
DEDICATED WEBSITE AT  
MICHIGAN.GOV/2023BENE  
FITCHANGES TO ONE-  
STOP ACCESS FOR ALL  
BENEFICIARY AND  
STAKEHOLDER  
INFORMATION



CONVENING REGULAR  
MEETINGS WITH KEY  
PARTNERS AND  
STATEWIDE  
ASSOCIATIONS



ENSURING TIMELY AND  
FREQUENT BRIEFINGS TO  
INFORM, EDUCATE, AND  
SUPPORT OUR  
LEGISLATIVE PARTNERS



HOSTING EDUCATIONAL  
WEBINARS TO SUPPORT  
BROAD AWARENESS AND  
ENGAGEMENT



PROACTIVE PHONE AND  
EMAIL OUTREACH TO  
BENEFICIARIES WHO  
HAVE NOT RETURNED  
PAPERWORK AND COULD  
SUBJECT TO CLOSURE



# Marketplace Transitions

# MDHHS & DIFS Partnership to Ensure Smooth Marketplace Transitions



- Implemented a joint Marketplace Coordination Workgroup to support robust interagency communication and coordination
- Released joint guidance to MDHHS's contracted Medicaid Health Plans (MHPs) regarding permissible beneficiary outreach, including establishing an outreach strategy for MHPs that offer a Marketplace plan
- Developed an outreach strategy to assure that individuals who are transitioning from Medicaid coverage due to excess income are aware of their options for staying covered
  - Includes providing education about the Federal Marketplace and how to find additional resources, including navigators and assisters in their community
- Building website for specific Marketplace information and education related to PHE
  - <https://michigan.gov/staycovered>



# Questions

# Team Approach to the Medicaid Redetermination Period at Honor Community Health

Tina Golding-Jewett BSN, RN, CCM



# Ending of the Public Health Emergency

- First meeting called in September 2022 by Honor's CEO, Deb Brinson
- Challenge issued to committee to creatively address the issue
- Worry for the effect that loss of coverage would have on patients
- Concerned about the operating bottom line at Honor

# Working Together

- We are working in conjunction with the Michigan Primary Care Association, the Oakland County Health Department, The Michigan Council for Maternal Child Health, the Michigan state Medicaid office, the Medicaid Health Plan providers and other community providers of health care services
- We are reaching out to over 100 different agencies to focus on redetermination
- Our first goal was to update our patient contact information in our EMR and then to share with our partners

# Short Term Strategies

- Patient Update Card campaign developed
  - Patients direct mailed postcard
  - Health Center Staff given buttons to wear as a conversation starter
  - Patient FAQs, navigation help sheets and more
  - All staff were trained in speaking to patients regarding the upcoming redetermination period
  - From the call center through the front desk check in, to the medical assistants and with the provider, all staff shares a unified message which emphasizes updating contact information in the MDHHS site
  - Staff incentives



# Short Term Strategies

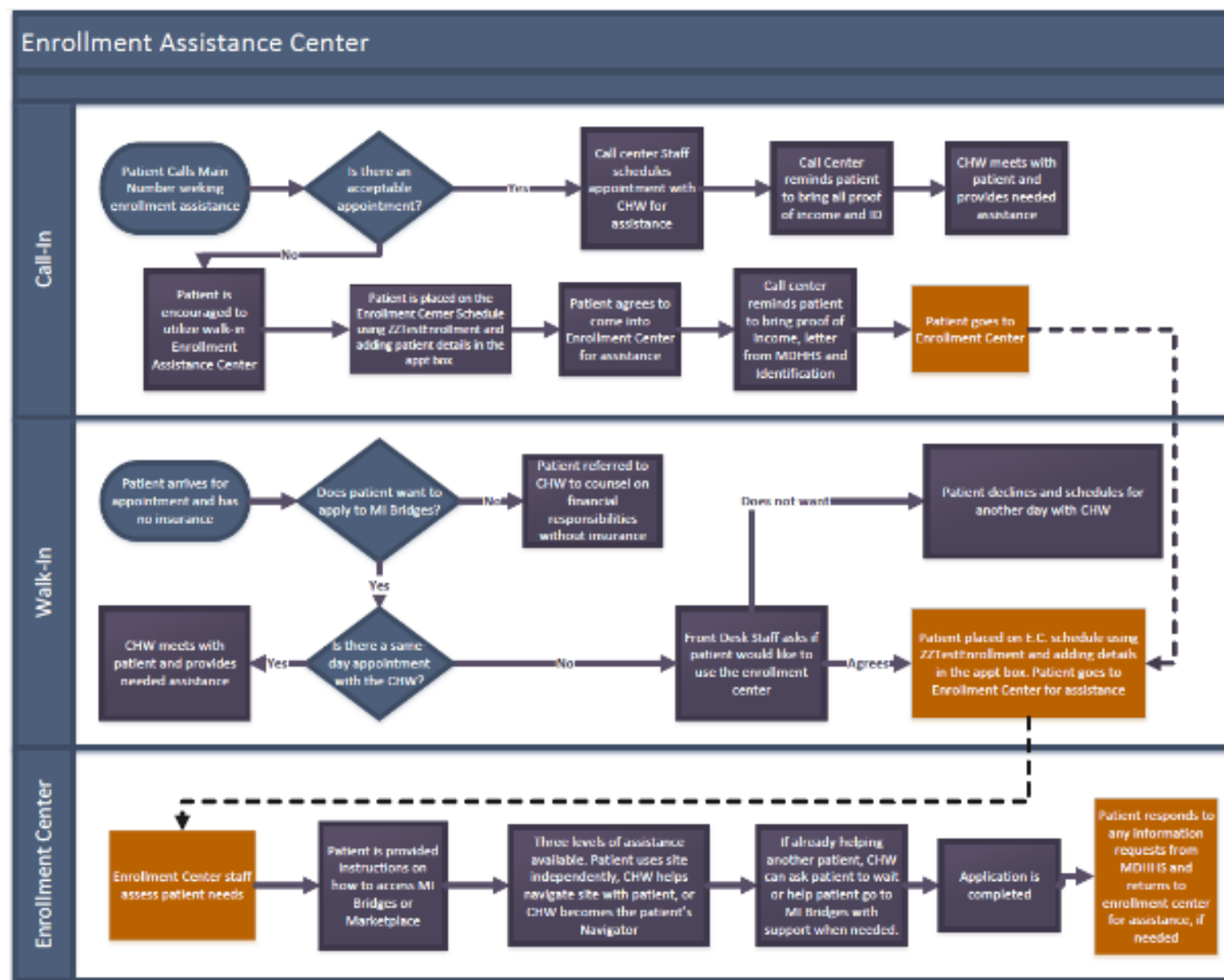
- Patient Insurance Assistance Center

- Established in the C-Suite waiting area
- Can be staffed by anyone, up to and including the C-suite staff
- Patients can access the MDHHS sites and the Michigan.gov sites using our equipment and internet
- Community Health Workers





# Workflow



# Postcard and Update Card



## HONOR COMMUNITY HEALTH

Dear Honor Community Health Patients,

The COVID-19 Public Health Emergency is going to be coming to an end. If you have Medicaid for your health insurance coverage you will need to act. Starting in January of 2023, Michigan will restart Medicaid eligibility renewals. This means that you will have to submit information to keep your benefits.

Things you will need to do:

- Make sure your contact information is up to date on [Michigan.gov/MIbridges](https://Michigan.gov/MIbridges).
- Check your mail or text messages for a letter. This letter will not be sent until the public health emergency has ended.
- Respond to any letter sent to you regarding enrollment within 30 of receiving the letter.

Honor Community Health has staff members available to assist you in applying or re-applying for benefits. If you have or need Medicaid insurance coverage and would like additional help to enroll for these benefits, please contact (248) 724-7600. You can also log onto [Michigan.gov/MIbridges](https://Michigan.gov/MIbridges).



## INFORMATION CARD

By providing your name and contact information, you give your permission for Honor Community Health to contact you for follow-up, health care information, enrollment and/or re-enrollment, and other assistance.

Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Address: \_\_\_\_\_

Zip: \_\_\_\_\_ City: \_\_\_\_\_

Home phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Do you need assistance to update your information? Yes \_\_\_\_ No \_\_\_\_

# Progress

- 2,313 cards filled out in the first five weeks
- Each card represents a patient or family that has been counseled by staff
- Contacting patient from every postcard returned undeliverable to obtain updated information
- Staff engagement through weekly luncheon contest between sites
- Messaging will shift as patient redetermination needs change but we will keep it consistent with CMS/MPCA recommendations

# Going Forward

- CHWs are the key to our redetermination processes
- Making a priority to obtain emergency contact information
- In the long-term we are updating our real-time insurance verifications
- Making more referrals to CHWs for assistance

# Monitoring

- Phase One Red Flags:
  - The number of update cards received from patients
- Phase Two Red Flags:
  - Daily number of patients coming in for assistance with CHW or through the walk-in center.
  - Payer Mix

# Thank You

[cjewett@honorcommunityhealth.org](mailto:cjewett@honorcommunityhealth.org)



# Medicaid Health Plan Efforts

Medicaid Health Plans (MHP) are working in several ways to support redetermination for their members:

- Awareness- Plans are utilizing text messaging, direct mail, broadcast media, social media campaigns, etc., to inform members to update their contact information.
- Maintaining Coverage- Starting 60 days before a member's redetermination date MHPs will begin more targeted outreach efforts consisting of direct mail, text messaging, social media campaigns, live member calls, etc., to assist members with coverage retention or educate and assist with other insurance options available.
- Working with Community Resources-
  - Training for vendors and provider groups
  - Partnering with libraries to distribute posters and FAQ guides to hang regarding redetermination
  - Participating in community navigation events
  - Provider newsletters
  - Creating provider educational packets
  - Engaging with LHD



# Q & A

ENTER YOUR QUESTIONS IN THE Q&A OR USE THE CHAT



# THANK YOU

- Slides & a recording link will be made available to registrants