



Unwinding the Public Health Emergency

Quarterly Messaging Toolkit

February 2022

1. MESSAGING GUIDANCE

Multiple modes of communication are needed to reach beneficiaries with different communication preferences and comfort levels with technology.

Members may not be familiar with the phrase “public health emergency” but do understand “pandemic” and “COVID-19.”

Media coverage is beginning to estimate how many Medicaid beneficiaries could lose coverage. AHCCCS estimates that roughly 500,000 members will need to be redetermined (either automatically or with a request for documentation). Messaging should help members prepare for redetermination and plan for other coverage sources if they are no longer Medicaid eligible.

SUGGESTED DISTRIBUTION CHANNELS	SUGGESTED CONTENT
Website	FAQs, banners
Social media	Digital content
Email	Regular, simple messages
Phone calls	Phone scripts, On hold messages
Text messages	Text messages
Direct mail	Easy to follow links, QR code, short URLs
Print material	Postcards, posters, table tents

2. SAMPLE SOCIAL MEDIA POSTS (for Facebook, Twitter, LinkedIn, or Instagram)

Public Messaging for Members

1. During the pandemic, AHCCCS members have been able to stay covered, regardless of income eligibility changes. When the pandemic ends, be sure we can contact you to confirm your continued eligibility. Log in to healthearizonaplus.gov to update your address, or call



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1-855-HEAPLUS (432-7587). The fastest way to update your information is online at www.healthearizonaplus.gov.

2. Your Medicaid eligibility is renewed annually. More than 75% of renewals are determined automatically, with no need for members to submit any paperwork. If we DO need information from you, we will send a letter, so it's important that we can reach you! Make sure your contact info is correct. Log into healthearizonaplus.gov or call 1-855-HEAPLUS (432-7587). The fastest way to update your information is online at www.healthearizonaplus.gov.
3. Do you need help updating your contact information with AHCCCS? Find a Community Assistor on the www.healthearizonaplus.gov website who can help you update your phone number and mailing address, and complete your Medicaid renewal.
4. Although we don't know exactly when the pandemic will end, you can prepare for it now. Make sure we have your correct mailing address so we can send renewal information if needed. Log into healthearizonaplus.gov or call 1-855-HEAPLUS (432-7587). The fastest way to update your information is online at www.healthearizonaplus.gov. You can also visit www.healthearizonaplus.gov to find a Community Assistor organization who can help you update your phone number and mailing address, and complete your Medicaid renewal.
5. If you or someone in your household receives a letter from AHCCCS requesting information, please respond and provide the proof requested. This will help ensure that AHCCCS coverage remains active. The fastest way to update your information is online at www.healthearizonaplus.gov.

Public Messaging for AHCCCS Providers

1. AHCCCS will reinstate provider screening requirements that have been suspended during the pandemic. We expect to deploy these screening requirements in mid April 2022. Questions? Email APEPTrainingQuestions@azahcccs.gov.
2. Thank you to the 30,000 providers who have already completed their re-registration application. If you are a provider who has received an invitation to re-register, but have not yet completed this process, please do so before April 10. Many providers will be completely revalidated once this process is completed. Questions? Email APEPTrainingQuestions@azahcccs.gov.
3. After April 10, some AHCCCS providers will receive written notification to revalidate their application and meet additional screening requirements for their provider type. Providers that have an expired license will be notified in writing to submit the current license or certification.



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Providers that have not responded to the re-registration invitation will be notified in writing to complete a revalidation application. Failure to complete the revalidation application could result in disenrollment and claim denials.

4. Providers, if you are no longer participating as a Medicaid provider or no longer employed with an organization please contact APEPTrainingQuestions@azahcccs.gov to report the change.

Sample Text Messages to Members

English

This is [STATE MEDICAID/CHIP AGENCY/HEALTH PLAN] with a reminder to make sure your current address is in our records. It's important to keep your contact information up to date so we can reach you about any changes to your [MEDICAID/CHIP] coverage. Visit healtharizonaplus.gov [Optional language for MCOs with assistor agreements: ", call us at (MCO Member Services #)"] or call 1-855-432-7587 to update your contact info today.

Spanish

Estamos llamando de [AGENCIA ESTATAL DE MEDICAID/CHIP] para recordarle que debe asegurarse de que su dirección actual esté en nuestros registros. Es importante mantener al día su información de contacto para que podamos comunicarnos con usted sobre cualquier cambio en su cobertura de [MEDICAID/CHIP]. Visite healtharizonaplus.gov [Optional language for MCOs with assistor agreements: ", llámenos al (MCO Member Services #)"] o llame al 1-855-432-7587 para actualizar su información de contacto hoy.

Sample Website Banners

Enrolled in Medicaid? Has your contact information changed in the past two years? Update your mailing address in HealthARizonaPlus.gov to stay enrolled.

[If MCO is an HEAplus Assistor] Enrolled in Medicaid? Has your contact information changed in the past two years? Call us at (MCO member services #) or update your mailing address in HealthARizonaPlus.gov to stay enrolled.

Sample IVR/On-hold scripts

1. If you've moved within the last two years, make sure AHCCCS has your new address so that you continue to receive important information about your Medicaid coverage. Log on to healtharizonaplus.gov or call 1-855-HEAPLUS (432-7587) to update your contact information.
2. If you have changes in your household, such as income, someone becoming pregnant, a new household member, or address, please report those changes to AHCCCS. Log on to healtharizonaplus.gov or call 1-855-HEAPLUS (432-7587) to update your contact information.



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3. If your contact information (phone number, email, mailing address) has changed, report those changes to AHCCCS. Log into healtharizonaplus.gov or call 1-855-HEAPLUS (432-7587).
4. Do we have your most current contact information? Confirm your mailing address, email, and phone number with a member services representative.

3. HASHTAGS/TAGS

Primary: #EndofPHE #Medicaid

Secondary: #PublicHealthEmergency, #PHE #AHCCCS

Accounts:

Facebook - @AHCCCSgov

Twitter - @AHCCCSgov

LinkedIn - @AHCCCS

4. GRAPHICS

Folders: <https://drive.google.com/drive/folders/1VVrJYs9HQdwRbZ0aDg1kqCzLOyHZHGfK?usp=sharing>

5. RESOURCES

- Main web page: <https://azahcccs.gov/AHCCCS/AboutUs/covid19.html>
- HEAPlus: <http://www.healtharizonaplus.gov>