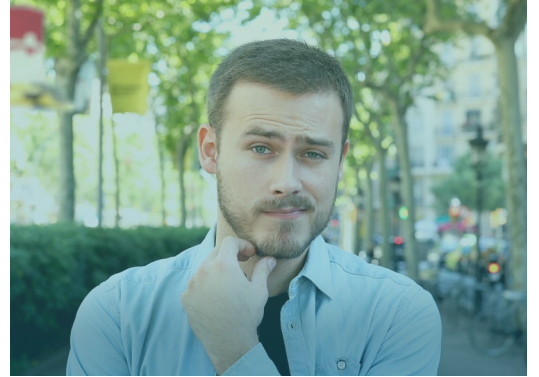
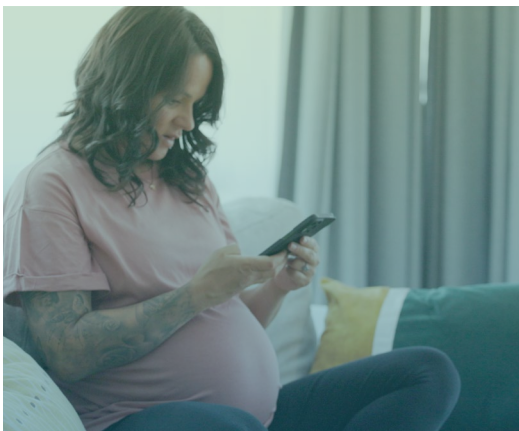


Medicaid Redetermination Comprehensive Communications Campaign Summary

September 2023



**HELPING MARYLANDERS MAINTAIN THEIR
MEDICAID & MCHP COVERAGE.**



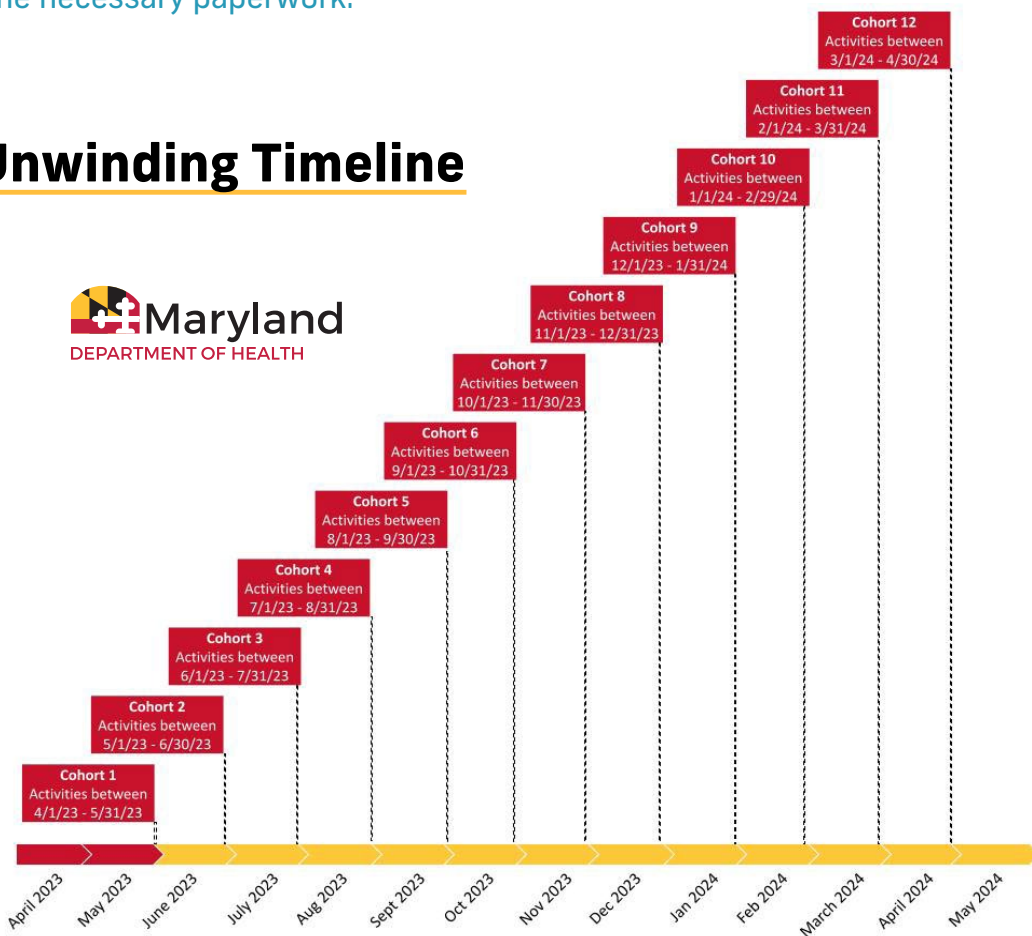
MEDICAID RENEWALS: NO LONGER AUTOMATIC.

In March 2020, the Centers for Medicare & Medicaid Services (CMS) stopped Medicaid and Maryland Children’s Health Program (MCHP) renewals and redeterminations because of the COVID-19 pandemic. During the pandemic, Medicaid enrollees were not required to complete the renewal process to maintain coverage.

Starting April 2023 at the direction of CMS, Maryland resumed standard Medicaid eligibility and enrollment operations. Over the course of 12 months, Maryland’s 1.8 million Medicaid enrollees will be split into monthly “cohorts” designated for renewal.

All states, including Maryland, face several challenges when communicating this new renewal period, including low awareness of the renewal process and the need to act quickly to submit the necessary paperwork.

Unwinding Timeline



THE MEDICAID CHECK-IN CAMPAIGN: REACHING MARYLANDERS WHEREVER THEY ARE.

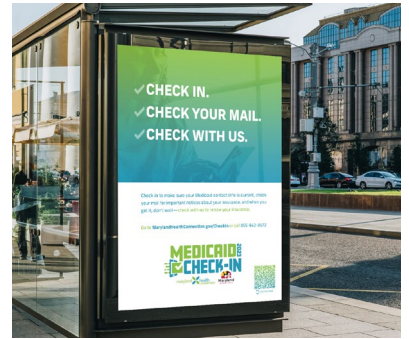
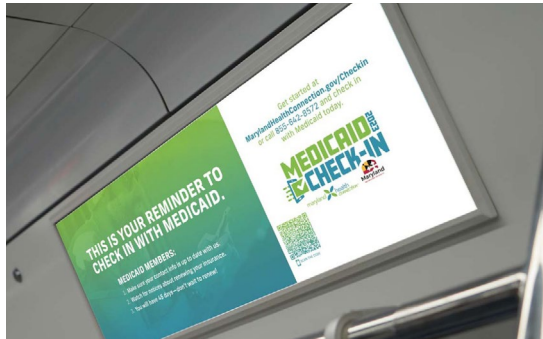
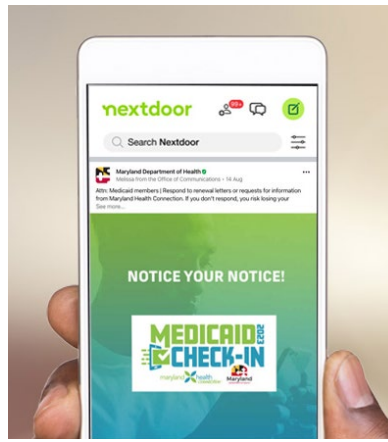
Ensuring that eligible participants renew their Medicaid coverage to maintain access to essential healthcare services is a top priority for the state of Maryland.

A well-structured statewide targeted outreach and communication plan has been launched to ensure participants are aware of the importance of keeping their contact information up to date and submitting their renewal application in a timely manner to keep their Medicaid coverage.

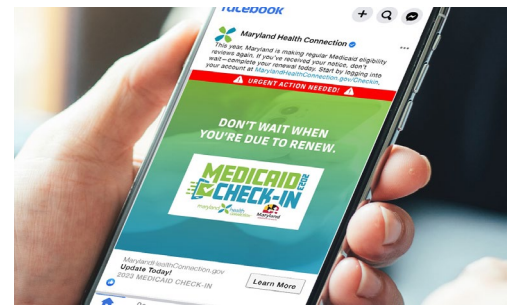
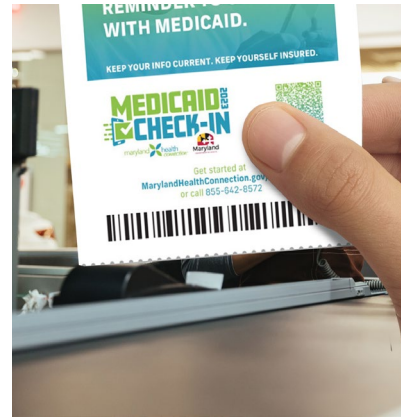
The Medicaid Check-In campaign features clear and concise messaging that emphasizes the importance of Medicaid renewals. The campaign is presented in over 10 languages to address the diverse needs of the Maryland Medicaid population.

The 12-month communications plan utilizes an integrated mix of media channels that reflects the preferences of Medicaid enrollees: broad mediums, including TV, radio and out-of-home advertising, aid in generating awareness. Digital media, including social media, paid-search advertising and OTT streaming services, along with location-based advertising tactics, actively engage the audience.





A 12-month integrated communications plan aimed at encouraging enrollees to keep their contact information current and educating them on the renewal process.



Haitian Creole



Spanish

5



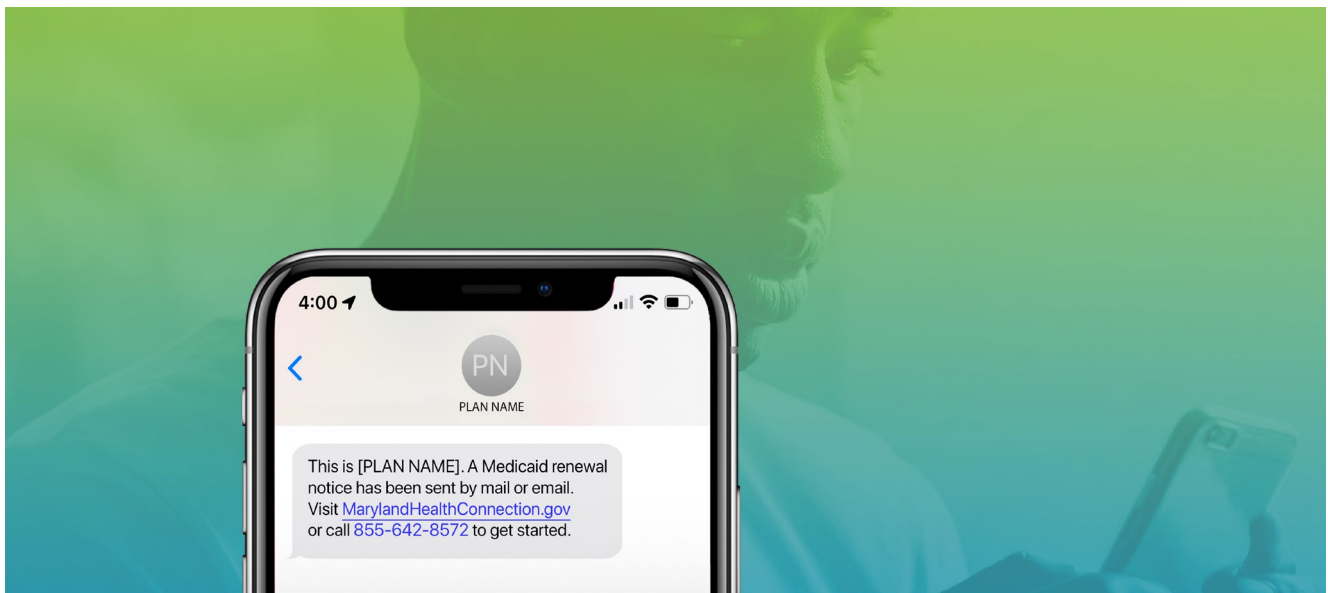
Mandarin



Vietnamese

MANAGED CARE ORGANIZATIONS: COMING TOGETHER FOR THE GREATER GOOD.

All nine of Maryland's Managed Care Organizations (MCOs) are working together to invest considerable resources to ensure that qualified Marylanders maintain their Medicaid coverage. The Medicaid Check-In campaign includes a highly targeted multi-touchpoint direct member outreach campaign. Members are sent multiple communications via text, robocall and email regarding renewal status and updates. MCOs also help spread the word by sharing information on their respective websites and social media channels to further increase the reach of renewal messaging.



The Maryland Managed Care Organization Association (MMCOA) is the trade association for Maryland's nine managed care organizations serving the HealthChoice Medicaid program.

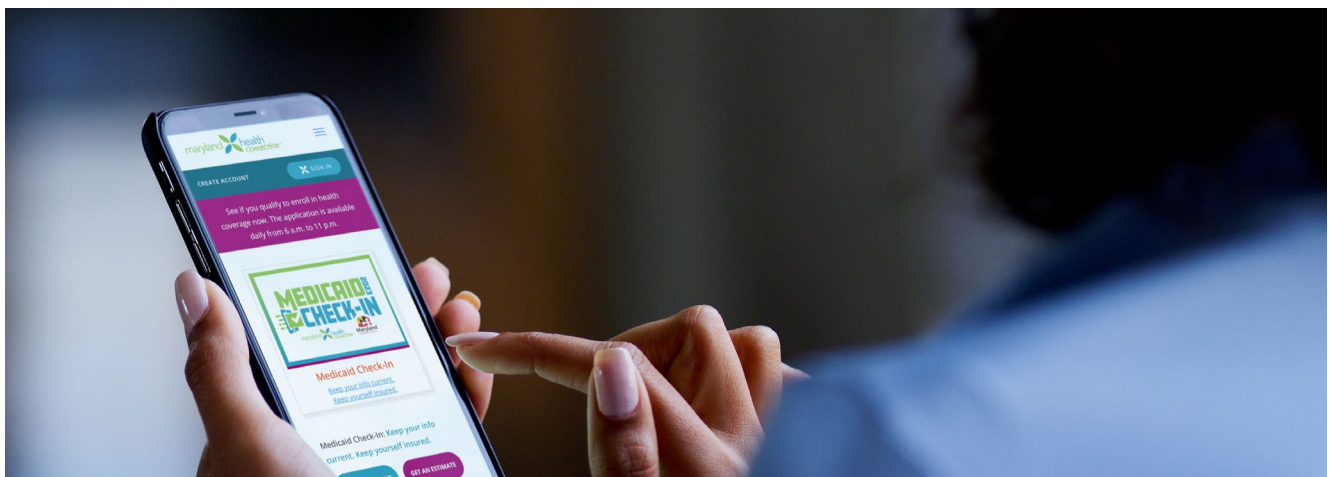


STRENGTHENING THE CAUSE THROUGH DIRECT OUTREACH: THE MARYLAND DEPARTMENT OF HEALTH (MDH), THE MARYLAND HEALTH BENEFIT EXCHANGE (MHBE) AND THE DEPARTMENT OF HUMAN SERVICES (DHS).



Amplifying the renewal message through delivery of consistent communications by multiple credible organizations helps to build trust and confidence in the renewal effort. In addition to sending out the redetermination notices, MHBE is contacting all individuals due for redetermination by email, text and robocall to remind them to complete their renewal. MHBE and MDH are engaging Medicaid participants via their own social media platforms.

DHS is connecting with participants who qualify for Medicaid due to other factors, including disability, specific medical conditions or age. The department is actively sharing information via their social media platforms as well as featuring information prominently on their website. DHS is actively engaged with case managers and key stakeholders representing individuals eligible for home-and community-based services.



COMMUNITY OUTREACH: CONNECTING WITH AUDIENCES WHERE THEY LIVE, WORK AND SOCIALIZE.

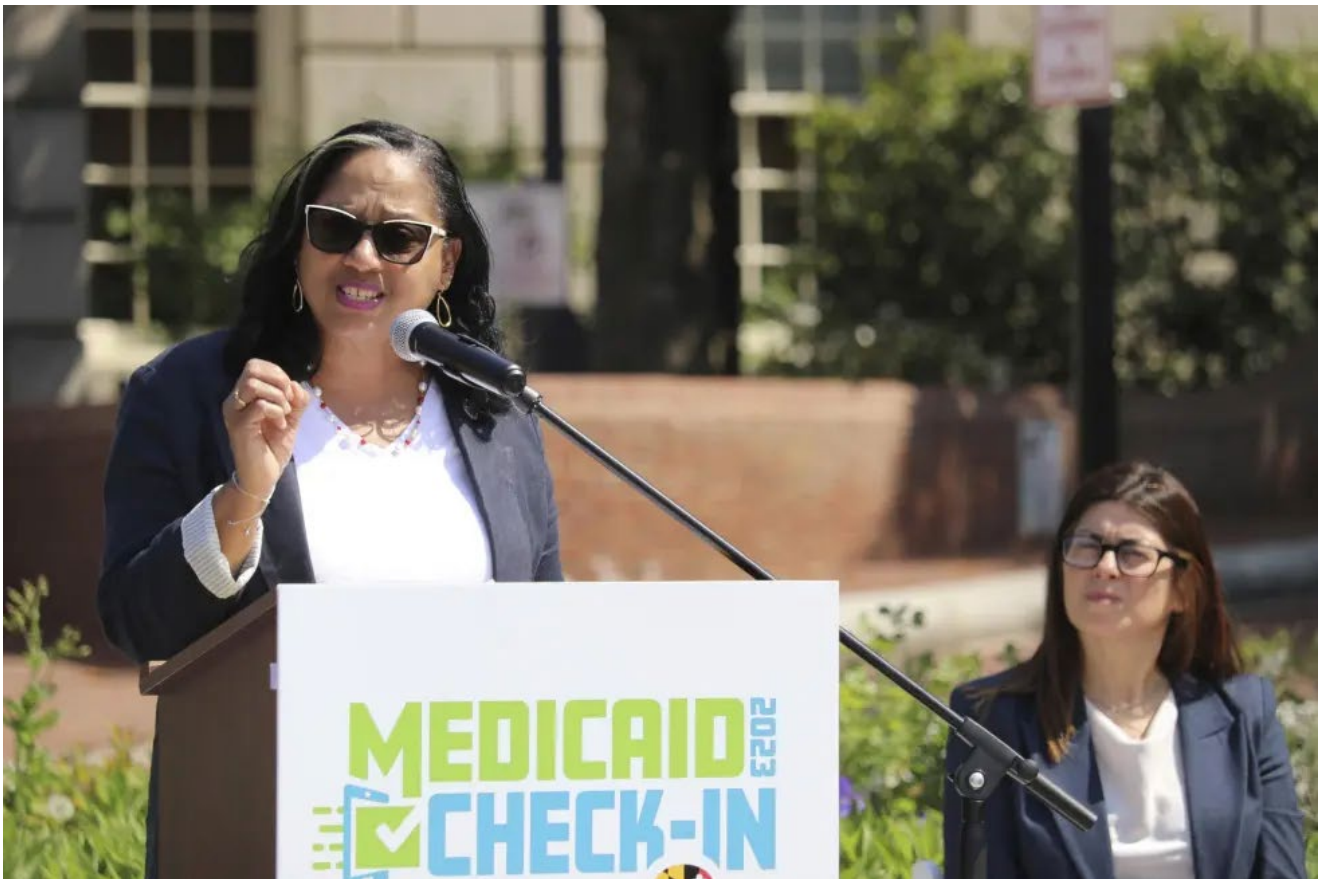
A crucial component to the renewal program features the use of community outreach efforts. MCOs continue to take an active role in participating in and sponsoring local events at a grassroots level. The Medicaid Check-In campaign utilizes partnerships with locally based, specialized outreach companies to engage Medicaid enrollees where they live, work and socialize, including local barber shops and beauty salons.

The campaign includes a focused effort to tailor and deliver communications to the Hispanic community in a culturally sensitive way, with the goal of increasing understanding to maximize the chances of a successful renewal. These efforts are also supported by other general advertising efforts on Spanish speaking TV and radio stations.

Recognizing that some Medicaid recipients may lack access to the internet and/or may have limited digital literacy, these outreach events provide a face-to-face engagement opportunity to educate enrollees about the importance of Medicaid renewals and support the ongoing collaboration with local ambassadors, community leaders and faith-based resources to promote awareness.



Outreach efforts include sponsorships at multiple festivals and events.



Maryland Del. Joseline Peña-Melnyk, a Democrat who chairs the Maryland House and Government Operations Committee, speaks at a news conference on Thursday, May 11, 2023, in Annapolis, Md., in front of the Maryland State House. (AP Photo/Brian Witte)

OVERVIEW:

The Maryland Department of Health held a bilingual press conference at Lawyers' Mall in Annapolis where Maryland leaders, MCO's representative and Maryland's Health Benefit Executive Director spoke in order to raise awareness about the statewide Medicaid redetermination and Medicaid "Check In" campaign. The full press conference was live streamed on the Maryland Department of Health YouTube channel.

SPEAKERS:

- **Dr. Laura Herrera Scott**, Secretary of Health
- **Rafael Lopez**, Secretary of Human Services
- Delegate **Joseline Peña-Melnyk**, Chair of Health and Government Operations Committee
- Deputy Secretary **Ryan Moran**, Health and Healthcare Finance and Medicaid Director
- **Michele Eberle**, Maryland Health Benefit Exchange Executive Director
- **Kathlyn Wee**, CEO, UnitedHealthcare Community Plan of Maryland & DC

PARTNER OUTREACH: ENGAGING KEY STAKEHOLDERS AND MEDICAL PROVIDERS TO HELP SPREAD THE WORD.

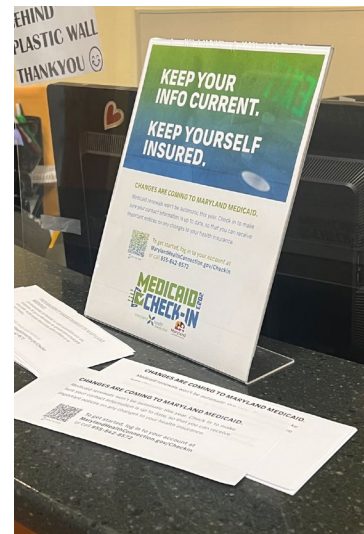
The Maryland Department of Health has engaged with hundreds of key stakeholders throughout the state, including the Maryland Hospital Association, Association of Chain Drug Stores and numerous faith-based and community-based organizations along with school-based systems.

The campaign also includes a concentrated effort to engage medical providers who play a vital role in helping to educate the Medicaid population about the new redetermination period.

MDH has also created a dedicated online toolkit to help engage and educate these partners. This user-friendly toolkit includes educational information and videos, along with access to numerous communications and collateral materials that are distributed within various settings, including clinics where Medicaid participants access health services.



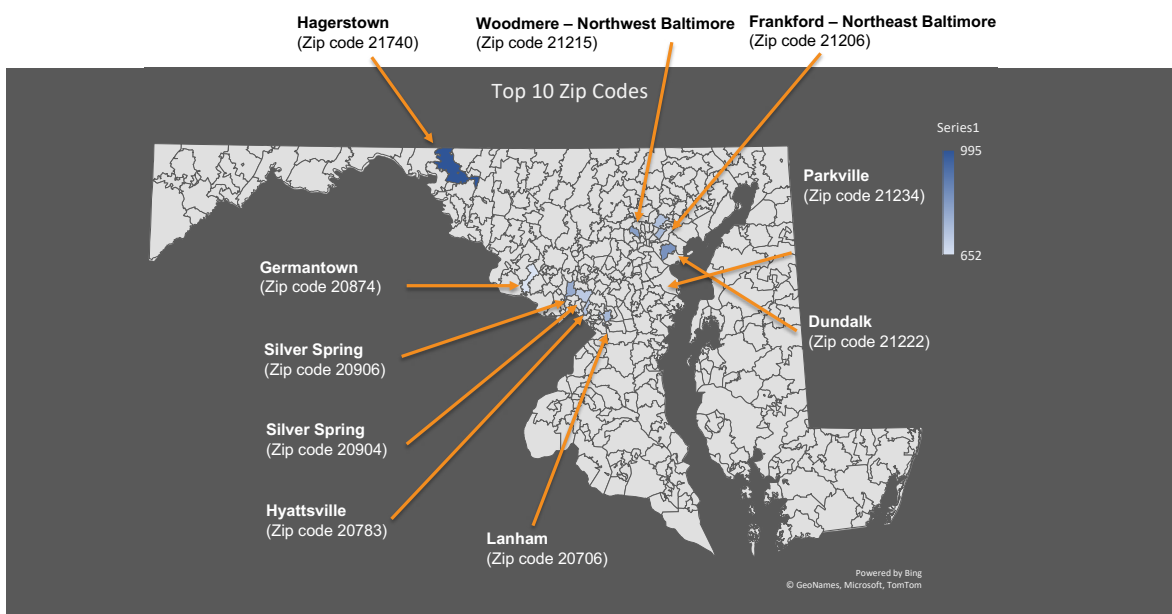
Toolkit Page where key stakeholders and providers can access educational materials.



Materials displayed at provider offices.

CAMPAIGN ENHANCEMENTS: UNCOVERING INSIGHTS FOR OPTIMIZATIONS.

While general awareness is a major objective of the campaign, the Medicaid Check-In campaign is not a stagnant media plan. As the market situation continues to evolve over the 12-month redetermination effort, a reporting structure is in place to make data-driven campaign optimizations. Heat mapping is conducted monthly to identify those zip codes with higher procedural disenrollments. Based on the analysis, additional advertising support is executed to further reinforce the campaign presence in those targeted areas.



MEDICAID CHECK-IN CAMPAIGN HIGHLIGHTS THROUGH SEPTEMBER 2023

- Over **65 million media impressions**
- Over **800,000 pageviews** on the dedicated campaign webpage
- Nearly **210,000 visits to the online account page**
- Increased traffic to the campaign page month over month
- Media channels performing above benchmarks, key performance indicators (KPIs)

MEDICAID²⁰²³ CHECK-IN

maryland  health
connection™



MarylandHealthConnection.gov/Checkin

