



Medicaid Check-In 2023

Maryland Department of Health, Office of Health Care Financing



Updates

- Continuous eligibility requirements sunset on **April 1, 2023**, at which time states could begin unwinding procedures.
 - Maryland's first redetermination letters were mailed at the beginning of April 2023;
 - First disenrollments for participants who no longer qualify for coverage will occur at the end of May 2023.
- Medicaid Check-In Launch campaign has kicked off!

Checking Redetermination Dates

- Eligibility Verification System ([EVS](#))
 - Redetermination dates are now included in the EVS system.
 - Information can either be access online (www.emdhealthchoice.org) or by phone (1-866-710-1447).
- MDH/CRISP partnership to provide redetermination information participating CRISP providers via a monthly managed file transfer (MFT) via CRISP. The file will include information for the current month + the next three cohorts at a given time. Tentative timelines:
 - Currently in a beta test phase with select FQHCs
 - End of May: expansion to all interested FQHCs
 - End of June: expansion to all interested CRISP participants
- Optum will begin including redetermination information in a new, weekly Patient Eligibility Report.
- Additional information will be included on the MDH Medicaid Check-In [Provider Page](#) once available.

Additional Resources

Check out these webpages for more information and additional resources to get the word out to Medicaid participants:

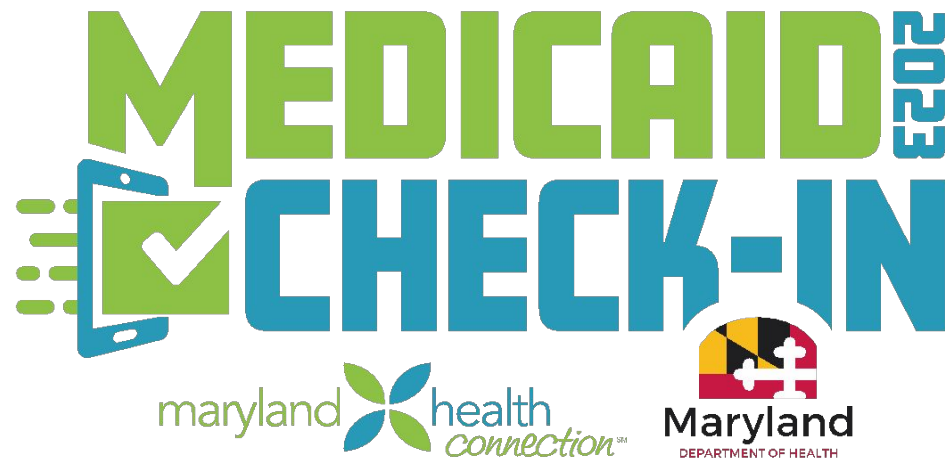
- Campaign Landing Page: <https://www.marylandhealthconnection.gov/checkin/>
- Participant Information: <https://health.maryland.gov/mmcp/Pages/MedicaidCheckIn-participants.aspx>
- Provider Outreach Video:
<https://www.youtube.com/watch?v=CBHxYbxwIAE&list=PL8iXJWFyNuRjUzqVrU19Va72QXP9MF9HP&index=4>
- Provider Toolkit Information and Materials:
<https://health.maryland.gov/mmcp/Pages/MedicaidCheckIn-providers.aspx>
- [How to Register a New Account](#) - myMDTHINK video
- **Additional suggestions for FAQs** can be directed to the Medicaid Innovation, Research, and Development team for consideration in future updates. Please send to mdh.medicaidcheckin@maryland.gov.

Medicaid Redetermination Campaign Overview



Campaign Communication Objectives

- Disrupt autopilot behavior to let Medicaid participants know that changes are occurring
- Leverage the brand familiarity with Maryland Health Connection
- Generate awareness of the need for individuals to ensure their contact information is up to date
- Stress the importance for individuals to renew when it's their turn
- Develop assets that can be easily adaptable by MCOs and partners for their needs in tandem with the campaign



- Makes it clear that action needs to be taken, but the action is not burdensome
- Feels familiar to other easy check-in occasions like hotels/motels, hair appointments, wellness visits
- Non-intimidating, implies care on the part of those looking out for you
- Results in a continued series of actions versus one step
- Campaign messaging validated through research

Campaign efforts executed over two phases

Prelaunch (February 28, 2023 – March 31, 2023)

- Encouraged Medicaid participants to update their contact information
- Paid media was focused on social media and supported MCO outreach to members. Collateral materials were also developed to support the effort.

Launch (April 12, 2023 – April 30, 2024)

- Continue to encourage enrollees to keep their information current
- Stress the importance for individuals to renew when it's their turn
- Deliver statewide messaging using an integrated mix of media vehicles that reflect the audience's media preferences. Support MCO outreach efforts.



Haitian Creole



Spanish



Mandarin



Vietnamese

MEDICAID 2023 CHECK-IN



LAUNCH CREATIVE



45 DAYS TO RENEW



MarylandHealthConnection.gov/Checkin
or call 855-642-8572



KEEP YOUR INFO CURRENT.
KEEP YOURSELF INSURED.

MEDICAID 2023
CHECK-IN

maryland  health
connection™  Maryland
DEPARTMENT OF HEALTH

✓ CHECK IN.
✓ CHECK YOUR MAIL.
✓ CHECK WITH US.

Check in to make sure your Medicaid contact info is current, check your mail for important notices about your insurance, and when you get it, don't wait—check with us to renew your insurance.

Go to MarylandHealthConnection.gov/Checkin or call 855-642-8572

MEDICAID CHECK-IN 2022
maryland health connection Maryland
SCAN THE CODE



THIS IS YOUR REMINDER TO CHECK IN WITH MEDICAID.

MEDICAID MEMBERS:

1. Make sure your contact info is up to date with us.
2. Watch for notices about renewing your insurance.
3. You will have 45 days—don't wait to renew!

Get started at
MarylandHealthConnection.gov/Checkin
or call 855-642-8572 and check in
with Medicaid today.



DON'T WAIT. WHEN YOU'RE DUE, RENEW:

- ✓ Update your contact info with Medicaid.
- ✓ Watch for insurance renewal notices.
- ✓ When you get yours, renew within 45 days.

Get started at MarylandHealthConnection.gov/Checkin
or call 855-642-8572 and check in with Medicaid today.



MOVED RECENTLY?

Remember to log into MarylandHealthConnection.gov/Checkin now and update your contact information to continue to receive important notices about your insurance.



SCAN THE CODE

DON'T WAIT—UPDATE YOUR INFO!



Bank Card **** * 6809
Approval# 123654

*****THANK YOU!*****

**THIS IS YOUR
REMINDER TO CHECK IN
WITH MEDICAID.**


KEEP YOUR INFO CURRENT. KEEP YOURSELF INSURED.



SCAN THE CODE


Get started at
MarylandHealthConnection.gov/Checkin
or call 855-642-8572



 **Maryland Health Connection** ✓ ⋮


Medicaid members, make sure your contact information is up to date so that you can receive important notices about any changes to your health insurance. Start by logging into your account at MarylandHealthConnection.gov/Checkin.


**KEEP YOUR INFO CURRENT.
KEEP YOURSELF INSURED.**



MarylandHealthConnection.gov
Update Today!
2023 MEDICAID CHECK-IN


[Learn More](#)



 **Maryland Health Connection** ✓ ⋮


If you don't respond to renewal letters or requests for information from Maryland Health Connection, you can lose your coverage—even if you're eligible. Don't put your insurance at risk. Check your mail. Check your email.


NOTICE YOUR NOTICE!



MarylandHealthConnection.gov
Update Today!
2023 MEDICAID CHECK-IN

[Learn More](#)




 **Maryland Health Connection** ✓ ⋮

This year, Maryland is making regular Medicaid eligibility reviews again. If you've received your notice, don't wait—complete your renewal today. Start by logging into your account at MarylandHealthConnection.gov/Checkin.


⚠ URGENT ACTION NEEDED! ⚠

**DON'T WAIT WHEN
YOU'RE DUE TO RENEW.**



MarylandHealthConnection.gov
Update Today!
2023 MEDICAID CHECK-IN

[Learn More](#)



**KEEP YOUR INFO CURRENT.
KEEP YOURSELF INSURED.**

Keep your contact info current to receive important notices about your health insurance.



UPDATE NOW!

NOTICE YOUR NOTICE!

Don't miss your renewal notice —you could lose your coverage. Check your mail and email!



LEARN MORE

URGENT ACTION NEEDED!

**DUE TO RENEW?
DON'T WAIT.**

If you've received your notice, don't wait—complete your renewal today.



RENEW TODAY!

**KEEP YOUR INFO CURRENT.
KEEP YOURSELF INSURED.**

Keep your contact info current to receive important notices about your health insurance.



UPDATE NOW!

NOTICE YOUR NOTICE!

Don't miss your renewal notice —you could lose your coverage. Check your mail and email!



LEARN MORE

URGENT ACTION NEEDED!

**DUE TO RENEW?
DON'T WAIT.**

If you've received your notice, don't wait—complete your renewal today.



RENEW TODAY!

Sponsored · www.marylandhealthconnection.gov...



Maryland Health Connection* | 2023 Medicaid Changes | Attention MD Medicaid Members

Keep your info current. Keep yourself insured. Log in online or in-app today. Learn more. Check in with Maryland Health Connection to make sure your info is current. Log in today.

Insurance coverage: Medicaid Renewal, Medicaid Coverage, Medicaid Check-In

Sponsored · www.marylandhealthconnection.gov...



Maryland Health Connection* | Maryland Medicaid 2023 | Keep Your Info Current

Make sure Maryland Health Connection has your current address, phone number, and email. Changes are here for MD Medicaid. Update your contact info to keep yourself insured.

Sign In To Update Info · Download the App · Keep Your Info ...

Ad · www.marylandhealthconnection.gov/checkin ▾

Maryland Health Connection* | Don't Lose Medicaid Coverage | Stay Up-To-Date in Maryland

Make sure Maryland Health Connection has your current address, phone number, and email. Changes are here for MD Medicaid. Update your contact info to keep yourself insured.

Sign In To Update Info · Download the App · Keep Your Info Current · Update Your Contact Info

Ad · www.marylandhealthconnection.gov/checkin ▾

Maryland Health Connection* | Attention MD Medicaid Members | Check In Online or In-App

Changes are here for MD Medicaid. Update your contact info to keep yourself insured. Make sure Maryland Health Connection has your current address, phone number, and email.

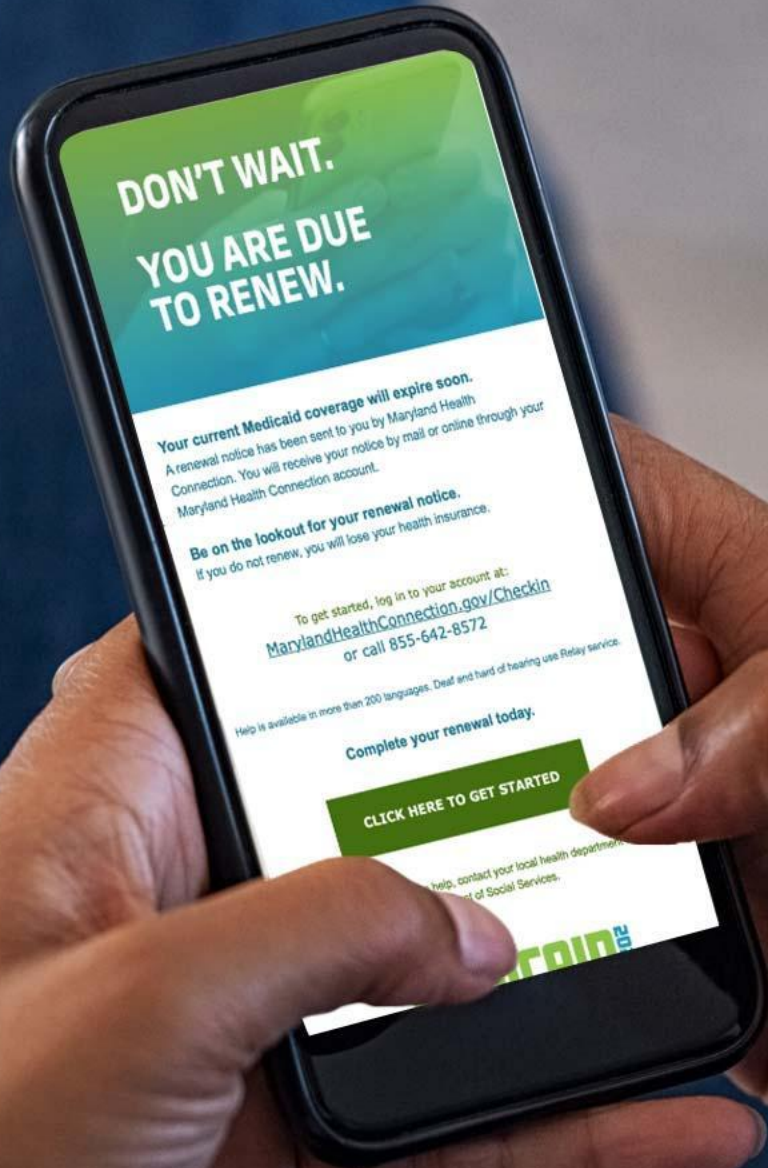
Insurance coverage: Medicaid Renewal, Medicaid Coverage, Medicaid Check-In

Ad · www.marylandhealthconnection.gov/checkin ▾

Maryland Health Connection* | Change in Email | Change in Address

Make sure Maryland Health Connection has your current address, phone number, and email. Check in with Maryland Health Connection to make sure your info is current. Log in today.

Insurance coverage: Medicaid Renewal, Medicaid Coverage, Medicaid Check-In



TEXT MESSAGE



ROBOCALL

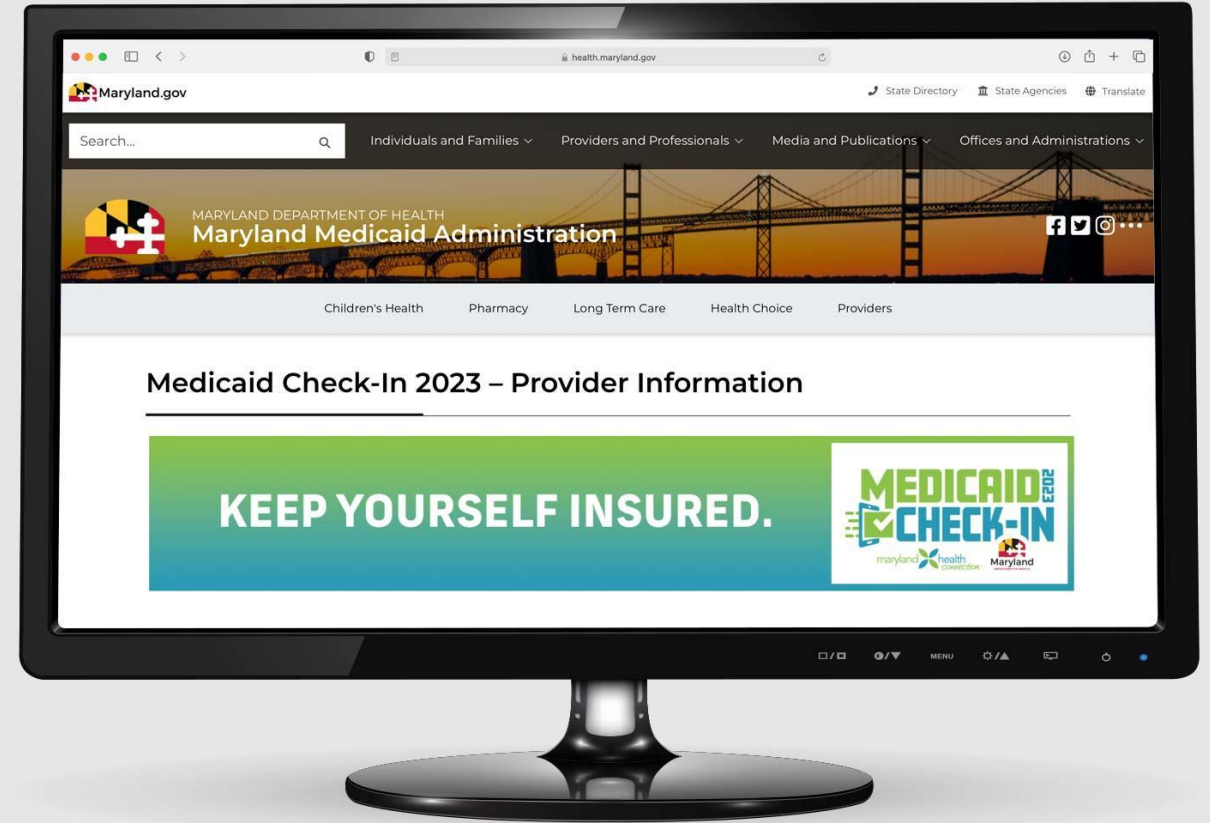


E-NEWSLETTER





- It's crucial that we also educate providers on the changes so that they can help get the word out.
- Developed content and worked with MDH to create dedicated web page.
- Provides ease of access to materials, including flyers, social media, newsletters, TV monitor images, etc.



<https://health.maryland.gov/mmcp/Pages/MedicaidCheckIn-Providers.aspx>

Created and produced a 3-minute video to help educate providers and key influencers about the redetermination process and to encourage them to share information with participants.



<https://www.youtube.com/watch?v=CBHxYbxwIAE>

MARYLAND MEDICAID RENEWAL IS NOT AUTOMATIC THIS YEAR.

- ✓ Make sure your contact info is up to date so that you can receive your renewal notice for your health insurance.
- ✓ Once you receive it, you'll have 45 days to renew.

Get started at MarylandHealthConnection.gov/Checkin or call 855-642-8572 and check in with Medicaid today.

KEEP YOUR INFO CURRENT. KEEP YOURSELF INSURED.



SCAN THE CODE

⚠ URGENT ACTION NEEDED! ⚠

ATTENTION MEDICAID MEMBERS!

- ✓ Your health insurance will **NOT** automatically renew this year.
- ✓ Medicaid will send you a renewal notice, but your contact info must be current in our system for it to reach you. **Make sure your information is up to date.**
- ✓ Once you receive it, you'll have **45 days to renew.**

Get started at MarylandHealthConnection.gov/Checkin or call 855-642-8572 and check in with Medicaid today.

DON'T WAIT. WHEN YOU'RE DUE, RENEW.



SCAN THE CODE

THANK YOU!

MEDICAID 2023
CHECK-IN

A stylized icon of a smartphone with a green checkmark on its screen and green signal waves on the left side.

maryland  health
connectionSM


Maryland
DEPARTMENT OF HEALTH