



Medicaid Check-In 2023

Maryland Department of Health, Office of Health Care Financing



Overview

Unwinding Redeterminations Overview

- Maryland Medical Assistance enrollment grew substantially during the national public health emergency (PHE):
 - During the COVID-19 public health emergency, Marylanders who were enrolled in Medicaid continued to be covered, even if they were no longer eligible.
 - 1,415,631 participants in February 2020 up to 1,781,191 participants in as of April 3, 2023

Unwinding Redeterminations Overview

- Starting in April 2023, Maryland began making Medicaid eligibility reviews again. Not everyone is up for renewal at the same time. These renewals will take place over 12 months.
- Medicaid Check-In Campaign: Statewide outreach and communication strategy, March 2023-April 2024
 - Key partners: MDH, Managed Care Organizations (MCOs), Maryland Health Benefit Exchange (MHBE), Maryland Department of Human Services (DHS), and Chesapeake Regional Information System for our Patients (CRISP), providers, grassroots organizations, other stakeholders.

Who does this impact?

- Nearly all enrollees will have their coverage renewed during unwinding, including:
 - Participants who get their Medicaid/MCHP coverage through Maryland Health Connection;
 - Participants who qualify on the basis of being aged, blind, or disabled, or who are enrolled in a Home- and Community-Based Services Program and apply using MyMDThink;
 - Full dual eligibles enrolled in Medical Assistance/Medicare;
 - Partial dual eligibles, including those enrolled in the Qualified Medicare Beneficiary (QMB) and the Specified Low-Income Medicare Beneficiary (SLMB) programs.

Who does this impact?

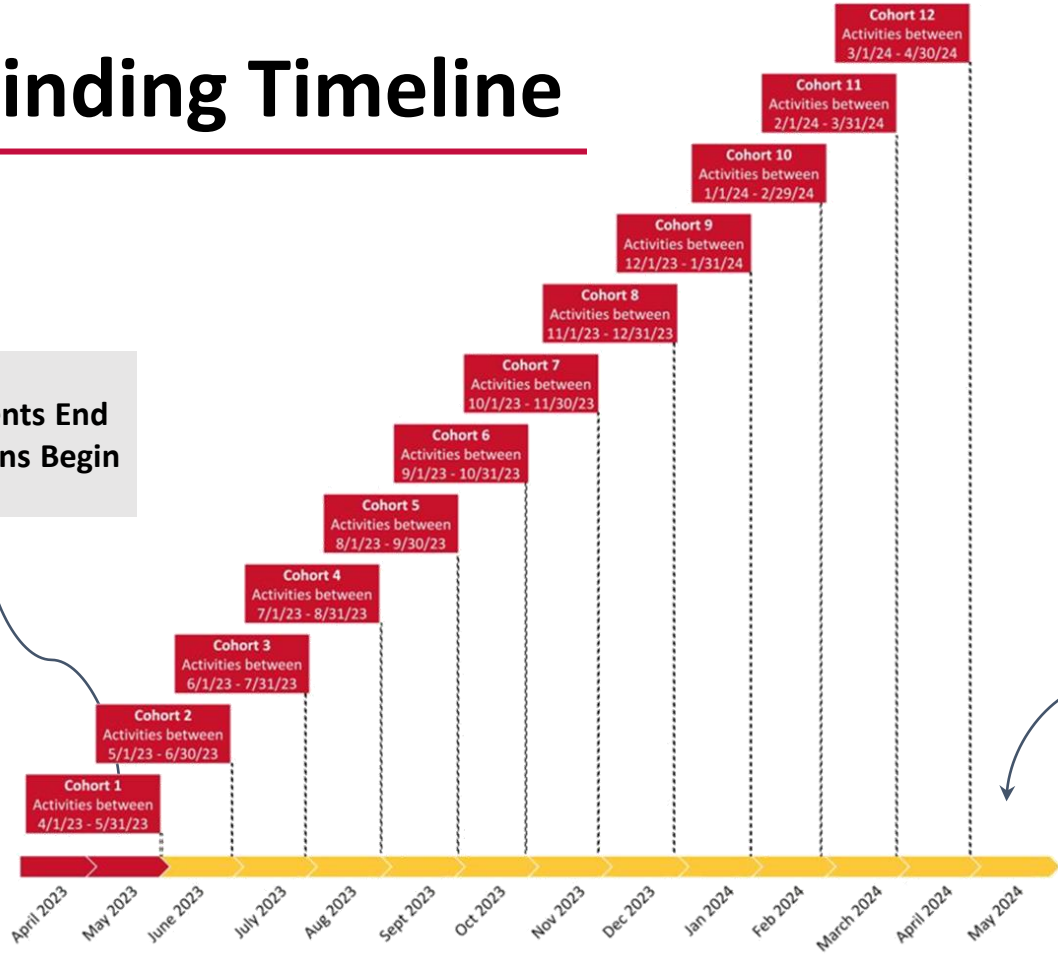
- Parents and children will have to renew their coverage - even if a parent is no longer eligible for coverage, their child may be.
- Note: The Supplemental Security Income (SSI) population is exempt and will not be following the redetermination process.

Unwinding Process

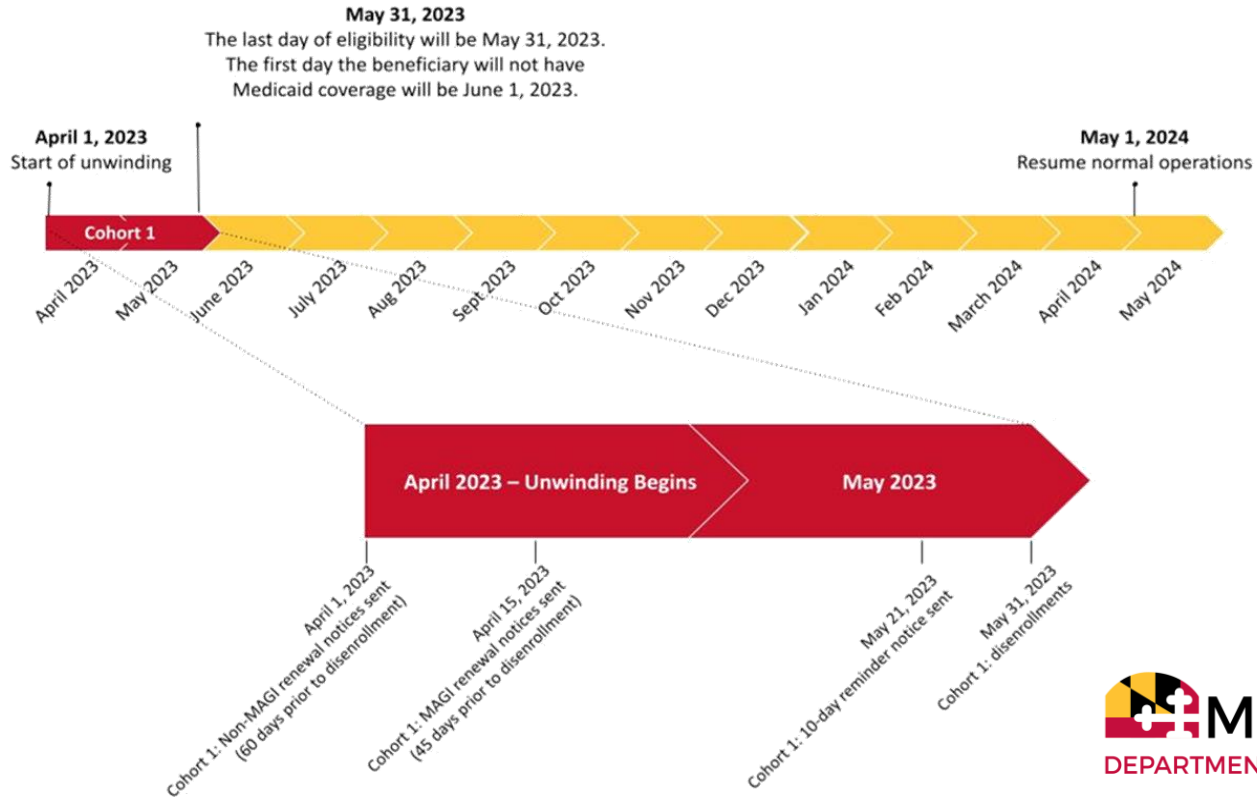
Unwinding Timeline

CE Requirements End
Redeterminations Begin

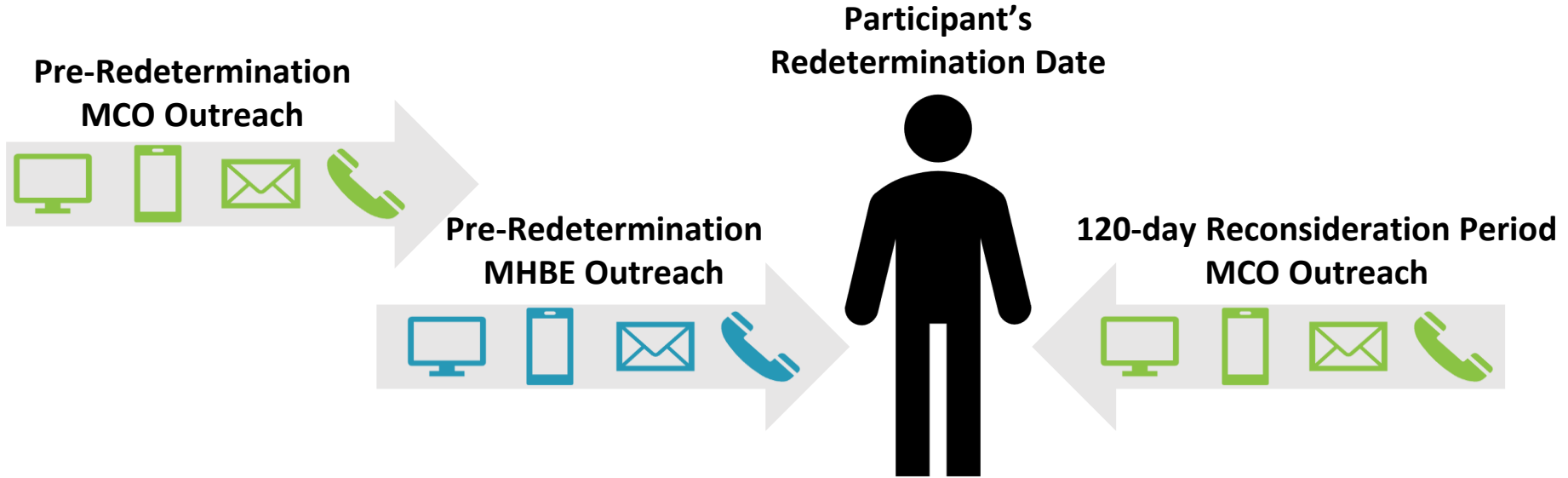
Normal operations
resume



Zoomed In Timeline



Directed Outreach Strategy



Post-Redetermination: *MCO Outreach and Reconsideration Period*

- An individual may be disenrolled from Medicaid coverage for failure to complete their redetermination.
 - MCOs will conduct targeted outreach to such individuals for 120 days following disenrollment.
 - If, during this time, an individual comes back into the system, and is found eligible for coverage, they will be re-enrolled automatically in the MCO plan they were last enrolled in. This coverage will begin 10 days from the date of the eligibility decision.

Post-Redetermination: MCO Outreach and Reconsideration Period

- Any services rendered during the period after disenrollment and prior to re-enrollment in an MCO plan are eligible for fee-for-service reimbursement.
- Note: Maryland Health Connection (MHC) also implemented “easy enrollment” into qualified health plans (QHPs) for individuals who lose Medicaid coverage. Individuals will receive information on how to opt-in to QHP coverage.
- The 120 day reconsideration period is also available for non-MAGI participants.

Special Enrollment Periods (SEPs): *Overscale Income*

- Participants with overscale income
 - Low-cost health insurance options are available through Maryland Health Connection
 - SEP starts when they have been notified that Medicaid coverage is ending, and ends July 31, 2024

Special Enrollment Periods (SEPs): *Age 65+*

- Maryland's State Health Insurance Program (SHIP) can provide assistance with free Medicare counseling and education
- 6 month SEP to enroll in Medicare Part A and Part B
 - Participants should visit the local Social Security office, or call Social Security at 1-800-772-1213
 - Benefits will start the month after Medicare enrollment

Special Enrollment Periods (SEPs): Age 65+

- To cover the costs of health care and drugs not covered under Medicare, individuals may also enroll in a Medicare Advantage or a Medicare Supplemental Plan (also known as Medigap Plans)
 - Medicare Advantage (Must be enrolled Medicare Part B)
 - 3 month enrollment period after losing Medicaid coverage
 - Participants should sign up at: www.medicare.gov or call 1-800-MEDICARE (1-800-633-4227)

Special Enrollment Periods (SEPs): Age 65+

- Medicare Supplemental Plans (Must be enrolled in Medicare Part B)
 - 6-month Guaranteed Issue Right to purchase a policy
 - Rates and plans can be viewed at: <https://tinyurl.com/2s4fyvky>
 - Note: Medicare Supplement policyholders may need a Medicare Part D plan. Participants should visit www.medicare.gov or call 1-800-MEDICARE (1-800-633-4227) to sign up for Medicare Part D.

Medicaid Check-In Campaign

Statewide Medicaid Check-In Campaign

- **Key Objectives:**
 - Encourage Medicaid participants to update their information
 - Generate awareness of the redetermination process statewide using an integrated mix of vehicles that reflect the audience's media preferences



Statewide Medicaid Check-In Campaign

- The campaign is presented in English and Spanish with statewide distribution plans allocated in accordance with enrollment. Hispanic media is leveraged to reach primarily Spanish-language portions of the audience.
- MDH, MMCOA, and GKV are continuously assessing the campaign and identifying areas for improvement, targeted outreach, and additional materials.



Medicaid Check-In Campaign Strategies

- A 12-month integrated media plan aimed at encouraging enrollees to keep their contact information current and educating them on the process for renewing.
- Campaign strategies:
 - Paid Search;
 - Paid Social Media (Facebook and Instagram);
 - Digital Media (display banners, streaming TV/radio, apps);
 - TV;
 - Radio;

Medicaid Check-In Campaign Strategies

- Campaign strategies (continued)
 - Outdoor of Home (OOH) – Outdoor boards and transit advertising;
 - Location-based media;
 - Prominent display of campaign information on MDH, MBHE, and DHS websites and dissemination of information through social media, public meetings and webinars, and other venues;
 - Providers serving the Medicaid population will be engaged through deployment of a dedicated MDH web page, provider toolkit, webinars, and other resources;
 - Other direct outreach strategies alongside the Medicaid Check-In Campaign to reach Medicaid participants.

Review of Zip Code Data

May, June, and July data have been released identifying individuals who were disenrolled due to a procedural reason.

- It is important to note that some of these individuals have already re-enrolled as they are within their 120-day reconsideration period
- Additional direct outreach is being conducted to these former members by the MCOs, MHBE and DHS

Review of Zip Code Data

Nearly 60% of the combined procedural disenrollment activity for Cohorts 1-3 is concentrated in 60 zip codes

- When comparing each individual cohort file, there is significant overlap in the zip codes with the highest procedural disenrollments
- Of the Top 10 zip codes for cohort #3, 8 of those zip codes were also in the Top 10 for Cohorts 1 & 2
- Of the Top 30 zip codes for cohort #3, 22 of those zip codes were also in the Top 30 for Cohorts 1 & 2
- Of the Top 60 zip codes for cohort #3, 47 of those zip codes were also in the Top 60 for Cohorts 1 & 2

Top 20 Zip Codes, May-July 2023

Zip Code	Scheduled for Retermination	Disenrolled - Procedural and Not Re-Enrolled		County
		#	%	
21740	7175	838	12%	Washington
21222	6561	734	11%	Baltimore County
20906	5286	728	14%	Montgomery
20706	4603	681	15%	Prince George's
20904	4859	658	14%	Montgomery
21234	5007	654	13%	Baltimore County
21206	5596	636	11%	Baltimore City
21215	7110	630	9%	Baltimore City
20783	4102	608	15%	Prince George's
20874	4288	601	14%	Montgomery
21061	4763	579	12%	Anne Arundel
21207	4832	538	11%	Baltimore County
21117	3821	528	14%	Baltimore County
20784	3494	525	15%	Prince George's
20902	3789	517	14%	Montgomery
21804	3924	511	13%	Wicomico
21221	4390	508	12%	Baltimore County
20774	3011	504	17%	Prince George's
21244	3739	497	13%	Baltimore County
20785	4125	495	12%	Prince George's

Top 60 zip codes for disenrollments

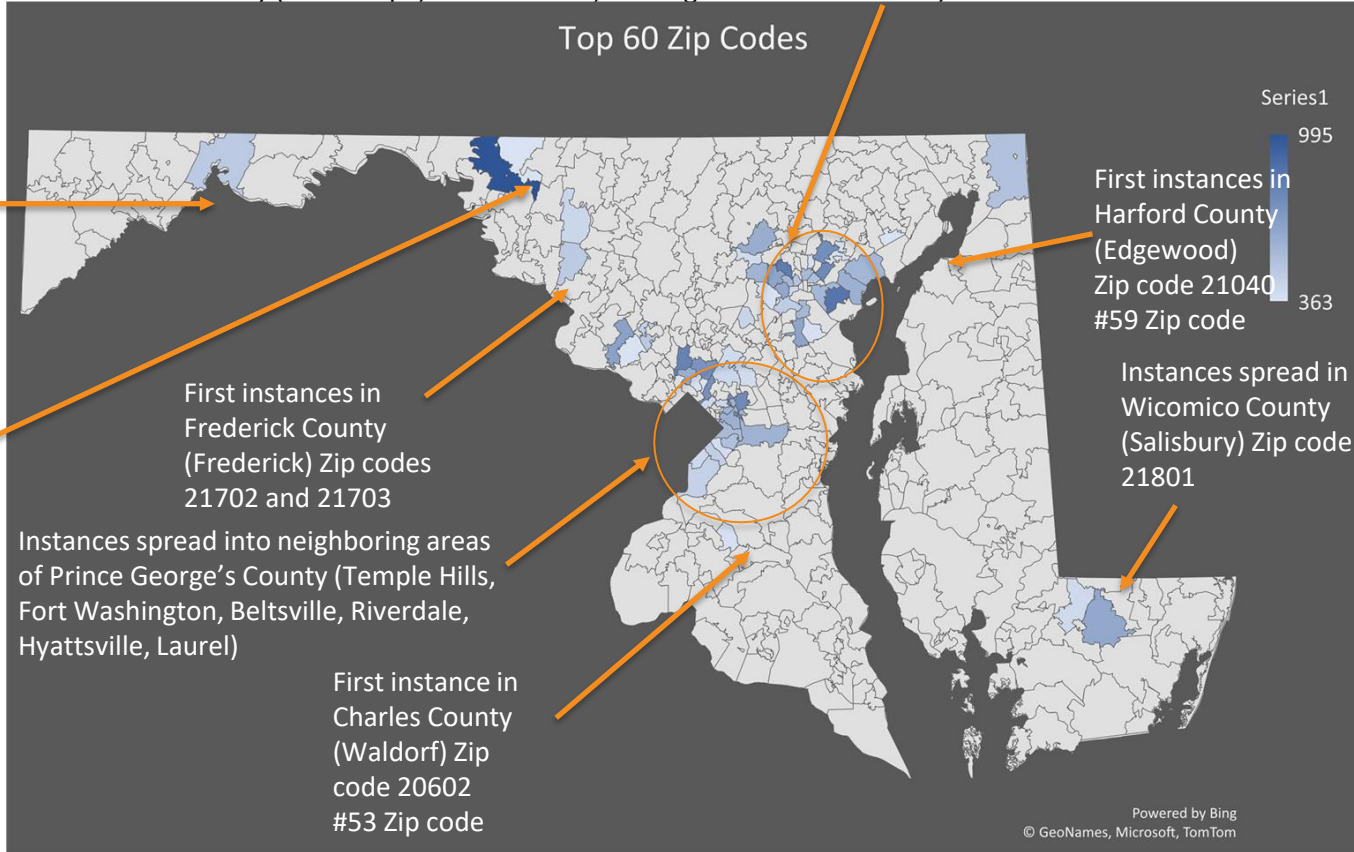
Instances spread into neighboring areas of Baltimore City (Central, South and Northeast) and Baltimore County (Halethorpe, Randallstown, Nottingham and Catonsville)

Top 60 Zip Codes

Series1

995

363



First instance in Allegany County (Cumberland) Zip code 21502 #33 Zip code

Instances spread in Washington County (Hagerstown) Zip code 21742

First instances in Frederick County (Frederick) Zip codes 21702 and 21703

Instances spread into neighboring areas of Prince George's County (Temple Hills, Fort Washington, Beltsville, Riverdale, Hyattsville, Laurel)

First instance in Charles County (Waldorf) Zip code 20602 #53 Zip code

First instances in Harford County (Edgewood) Zip code 21040 #59 Zip code

Instances spread in Wicomico County (Salisbury) Zip code 21801

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Additional Media Plan

- Convenience and Laundromat Stores - 35 zip codes - print and expand to digital presence
- New light rail advertising in Baltimore
- Expand radio buys in Washington DC, Hagerstown and Frederick; maintain current radio in Baltimore and Salisbury
- Bus shelter expansion in Hyattsville, Prince Georges, and Silver Spring; current bus shelter coverage in Baltimore City and Montgomery County
- Expand billboard advertising to Hagerstown and Frederick
- Expansion of paid search to include additional search terms

Call to Action

How Can I Help? *Engaging Partners, Providers, & Stakeholders*

MDH, in partnership with GKV and the MCOs, has prepared materials to facilitate outreach to participants.

The Medicaid Check-In [Provider Toolkit](#) has materials including:

- A [Provider Outreach Video](#) that explains the Medicaid Check-In campaign and provide ideas to stakeholders on how to engage.
- Social media posts that can be co-branded by other organizations.
- Flyers in a variety of languages. Flyers include a QR code that brings participants to the main campaign page.
- Newsletter blurbs that can be used in newsletters for participants or other stakeholders.
- Email templates that can be used to outreach to participants or other stakeholders.
- FAQs to help stakeholders understand the impact on participants.
- The Medicaid Check-In logo to add to existing materials.

How Can I Help? *Engaging Partners, Providers, & Stakeholders*

Additionally, there is a Medicaid Check-In [participant page](#) which includes important information and FAQs for Medicaid participants.

What should participants do?

- Make sure contact information is up to date with the Maryland Health Connection (MHC) or the Department of Human Services (DHS).
- Watch for a renewal notice from MHC or DHS – notices may arrive via email and/or mail.
- Complete renewal once a notice is received.
 - Renewals can be completed by phone, paper, or via an online portal.

Participant Assistance

Department of Human Services (~15%)

People who qualify for Medicaid on the basis of being aged, blind, disabled, or enrolled in a Home- and Community-based Services program (Non-MAGI)

- Visit the participant portal to log in: mymdthink.maryland.gov.
- Call the DHS Call Center at 800-332-6347. Help is available in more than 200 languages. Deaf and hard of hearing use Relay service.
- Call or visit the Local Department of Social Services or Local Health Department.

Maryland Health Connection (~85%)

People who qualify for Medicaid on a financial basis (MAGI)

- Visit the participant portal to log in: MarylandHealthConnection.gov.
- Call Maryland Health Connection at 855-642-8572. Help is available in more than 200 languages. Deaf and hard of hearing use Relay service.
- Call or visit the Local Department of Social Services or Local Health Department.



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 Webpage: <https://health.maryland.gov/mmcp/Pages/MedicaidCheckIn-Participants.aspx>
- Participant critical messages: [English - 15 seconds](#); [English - 30 seconds](#); [Spanish - 15 seconds](#), [Spanish - 30 seconds](#)
- **Partner Toolkit Information and Materials: Coming soon!**
- Provider Toolkit Information and Materials: <https://health.maryland.gov/mmcp/Pages/MedicaidCheckIn-Providers.aspx>
- Provider Outreach Video:
<https://www.youtube.com/watch?v=CBHxYbxwIAE&list=PL8iXJWFynuRjUzqVrU19Va72QXP9MF9HP&index=4>
- PSA from Governor Wes Moore:
https://www.youtube.com/watch?v=M9ReXXWuWDE&embeds_referring_euri=https%3A%2F%2Fhealth.maryland.gov%2F&source_ve_path=OTY3MTQ&feature=emb_imp_woyt
- **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.