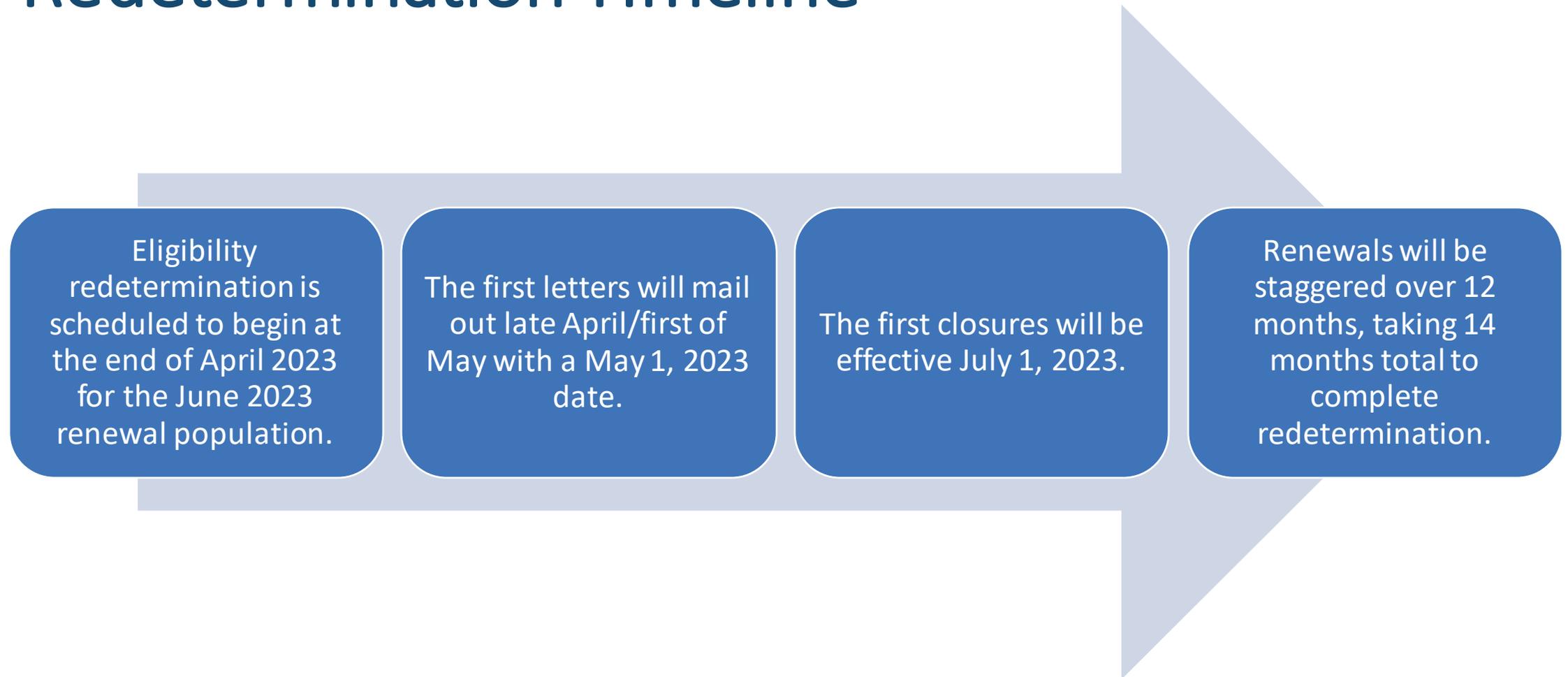


# Ending Medicaid Continuous Coverage

An Explanation of Upcoming Changes

- In March 2020, Louisiana Medicaid changed some of its eligibility rules in response to the federal COVID-19 Public Health Emergency (PHE). This included stopping closures for most Medicaid members.
- The recent passage of the 2023 Consolidated Appropriations Act (CAA) ends this continuous Medicaid coverage.
- As a result, beginning in April 2023, Medicaid will re-start reviewing eligibility for Medicaid members and closing anyone who is not eligible.
- Louisiana Medicaid currently provides health insurance coverage to just over two million individuals throughout the state which equates to approximately 40% of the Louisiana population.

# Redetermination Timeline



- Some eligibility reviews can be completed by using information from electronic databases.
- Many will require additional information which will require members to respond to mail.
- For this reason, it is VITAL that members confirm that Medicaid has their most up-to-date contact information, including cell phone numbers and email addresses.
  - LDH will allow individuals to submit requested information over the phone, via mail or email, online, and in-person
  - LDH will pre-populate renewal forms for individuals enrolled in Medicaid, CHIP, and BHP on a MAGI basis, consistent with federal requirements.
- Members who do not respond to requests for information risk losing their coverage, even if they are eligible.

# Member Outreach and Education

- CAA places new requirements on states:
  - States must attempt a good faith effort in obtaining updated contact information from members prior to redetermining.
  - If a state receives a returned renewal packet with no updated address, states are required to attempt to reach the member in a second modality (ie. text, phone, etc.)
- Medicaid has launched an extensive outreach and communications campaign that includes traditional paid media and grassroots efforts to reach Medicaid members.
- We've already started television, radio and billboard advertisements.

# Member Outreach and Education (*contd.*)

- And, in collaboration with our health plans, Medicaid has mailed out a second round of “pink letters” to all Medicaid households to confirm their contact information.
- Any member who does not get a pink letter by the first of April probably has outdated contact information.
- They need to update that information as soon as possible by contacting Medicaid or their health plan.



# Assistance Requested

- We have also created flyers, cards and posters to help spread awareness and encourage members to update their contact information and watch for and respond to mail from Louisiana Medicaid.
  - The signage includes a QR code that provides members a link they can use to update their information.
- We are seeking your support to help prepare your Medicaid member patients for the upcoming redetermination process by:
  - Posting our signs in your office and sharing them with your patients.
  - Encouraging your patients to make sure Medicaid has their latest contact information, so they don't miss important mail and risk losing their health coverage.
  - Using our contact information form to get the latest contact information updated for your patients.

# Outreach Materials



**MEDICAID MEMBERS**  
Don't risk losing your health coverage.

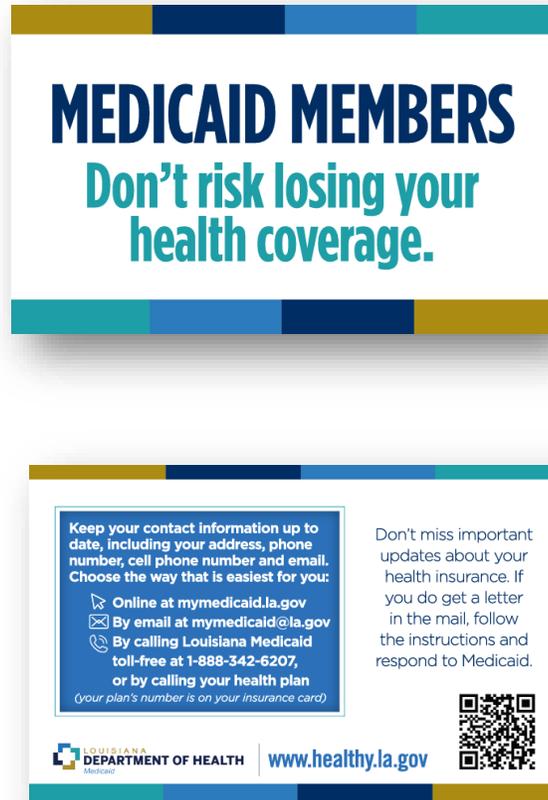
Keep your contact information up to date, including your address, phone number, cell phone number and email. Choose the way that is easiest for you:

- Online at [mymedicaid.la.gov](http://mymedicaid.la.gov)
- By email at [mymedicaid@la.gov](mailto:mymedicaid@la.gov)
- By calling Louisiana Medicaid toll-free at 1-888-342-6207, or by calling your health plan  
*(your plan's number is on your insurance card)*

Don't miss important updates about your health insurance. If you do get a letter in the mail, follow the instructions and respond to Medicaid.

[www.healthy.la.gov](http://www.healthy.la.gov) |  LOUISIANA DEPARTMENT OF HEALTH

Poster/Flyer



**MEDICAID MEMBERS**  
Don't risk losing your health coverage.

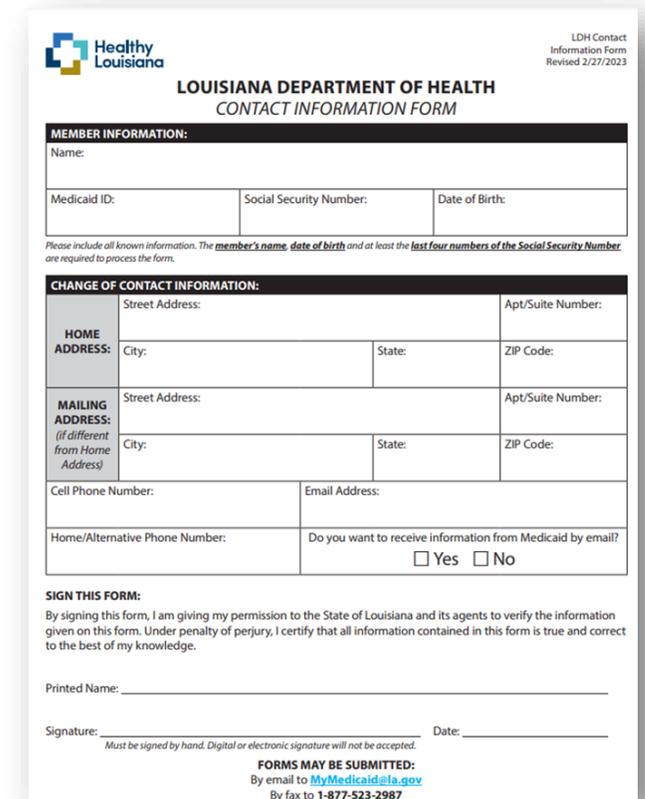
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Don't miss important updates about your health insurance. If you do get a letter in the mail, follow the instructions and respond to Medicaid.

 LOUISIANA DEPARTMENT OF HEALTH | [www.healthy.la.gov](http://www.healthy.la.gov)

Two-Sided Card



 **LOUISIANA DEPARTMENT OF HEALTH**  
CONTACT INFORMATION FORM

LDH Contact Information Form Revised 2/27/2023

**MEMBER INFORMATION:**

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

Medicaid ID: \_\_\_\_\_ Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Please include all known information. The member's name, date of birth and at least the last four numbers of the Social Security Number are required to process the form.

**CHANGE OF CONTACT INFORMATION:**

**HOME ADDRESS:** Street Address: \_\_\_\_\_ Apt/Suite Number: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

**MAILING ADDRESS:** (if different from Home Address) Street Address: \_\_\_\_\_ Apt/Suite Number: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Home/Alternative Phone Number: \_\_\_\_\_ Do you want to receive information from Medicaid by email?  
 Yes  No

**SIGN THIS FORM:**  
By signing this form, I am giving my permission to the State of Louisiana and its agents to verify the information given on this form. Under penalty of perjury, I certify that all information contained in this form is true and correct to the best of my knowledge.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Must be signed by hand. Digital or electronic signature will not be accepted.

**FORMS MAY BE SUBMITTED:**  
By email to [MyMedicaid@la.gov](mailto:MyMedicaid@la.gov)  
By fax to 1-877-523-2987

Contact Update Form

# Member Resources

- The flyers, cards, forms and other materials are available in a tool kit available at [www.healthy.la.gov](http://www.healthy.la.gov).
- You can print these now, but we are also working to get copies of these to providers in the near future.
- Members can update contact information by:
  - Logging on to [MyMedicaid.la.gov](http://MyMedicaid.la.gov),
  - Emailing [MyMedicaid@la.gov](mailto:MyMedicaid@la.gov),
  - Calling their health plan on the number on their ID card or
  - Calling Medicaid's Customer Service Center at 1-888-342-6207. Assistance is available Monday through Friday, 8 a.m. – 4:30 p.m.
  - Completing the Contact Update Form, found here: [ldh.la.gov/assets/HealthyLa/Resources/ContactInformationForm.pdf](http://ldh.la.gov/assets/HealthyLa/Resources/ContactInformationForm.pdf)

# Key Messages for Medicaid Members

- **Louisiana Medicaid is resuming eligibility reviews.**
- **Medicaid members need to:**
  - ✓ **Keep their contact information up to date**, including your cell phone number and email address.
  - ✓ **Check their mail** for letters from Louisiana Medicaid/LaCHIP.
  - ✓ **Respond to requests for information.** Not responding could cause members to lose their health coverage, even if they are eligible.

# THANK YOU

Tara LeBlanc

*Medicaid Executive Director – Louisiana Department of Health*

|  
[Tara.LebLANC@la.gov](mailto:Tara.LebLANC@la.gov)

