



Washington Apple Health Redetermination Activity

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Still eligible for Apple Health?

Customers found eligible for Apple Health through *Washington Healthplanfinder* will be re-enrolled into that program.

- Taking action within 90 days of losing Apple Health prevents a gap in coverage.
- Apple Health-eligible customers can enroll at any time through *Washington Healthplanfinder*.



No longer eligible for Apple Health?

Customers who are no longer eligible for Apple Health must select a new health plan through *Washington Healthplanfinder* to remain covered.

- Signing up within 60 days of losing Apple Health prevents a gap in coverage.
- Most people losing Apple Health can get a high-quality Cascade Care plan for less than \$10 a month.
- Those unable to sign up, or who need help, should contact the Exchange Customer Support Center: 1-855-923-4633.

How it works....

- Everyone with Apple Health should log in to *Washington Healthplanfinder* (wahealthplanfinder.org) to ensure their contact and income information is up to date.
- Everyone losing Apple Health should return to *Washington Healthplanfinder* to secure free or low-cost health insurance.

Medicaid Continuous Coverage Timeline

A summary of the actions that have led up to the ending of Medicaid Continuous Coverage that started with the Public Health Emergency.



March 20, 2020

Public Health Emergency (PHE) declared, and the Families First Coronavirus Response Act Medicaid continuous coverage began.



Dec. 29, 2022

Consolidated Appropriations Act Omnibus legislation is passed separating Medicaid continuous coverage from the PHE.



April 1, 2023

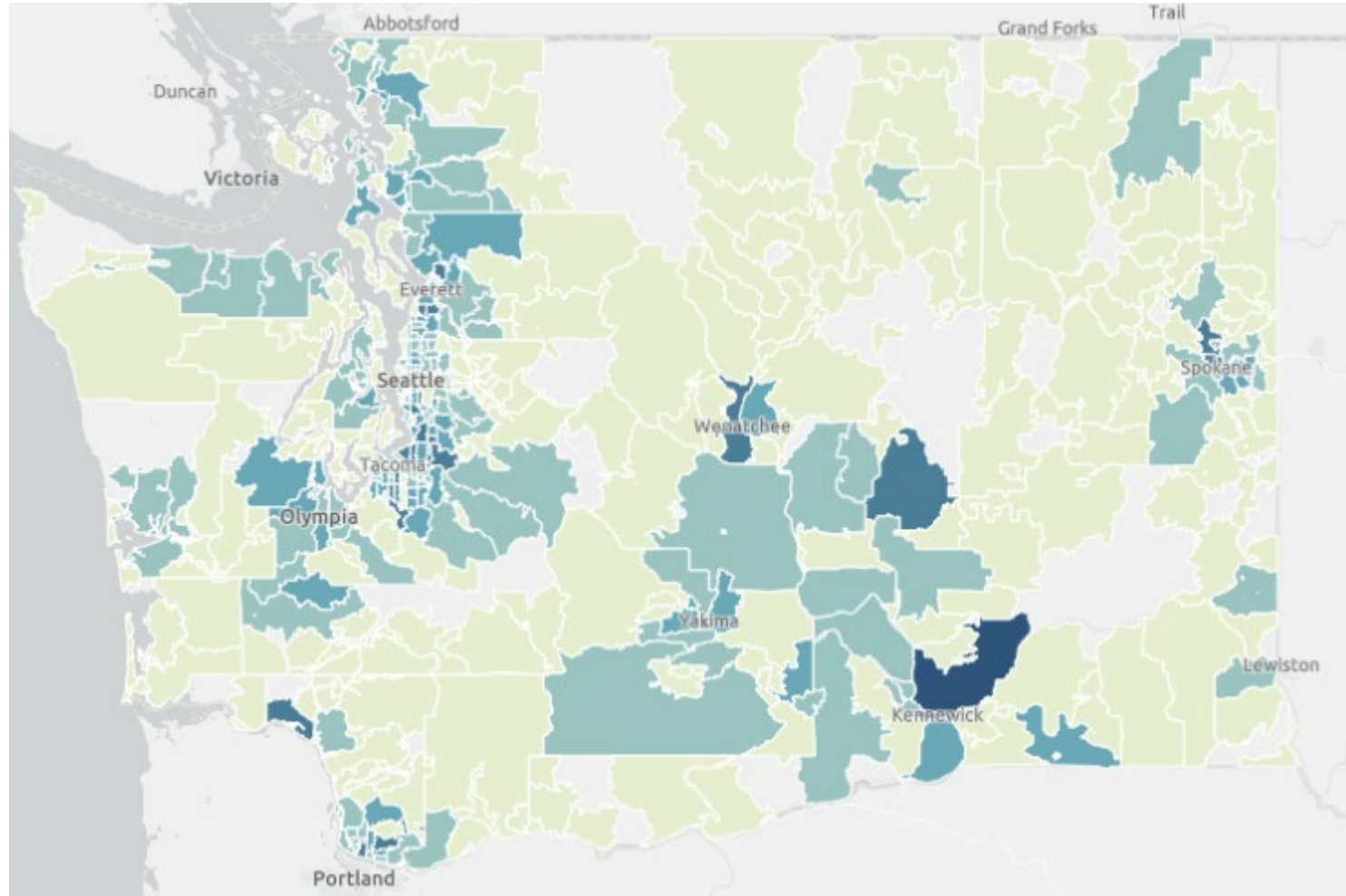
Reinstatement of redetermination. Health Care Authority begins ending continuous coverage.



May 11, 2023

Public Health Emergency is ending.

Heat map of those renewing by May 31



By zip code.
Darker color indicates higher amounts.

- From an equity lens,
- How do we reach those in rural areas?
 - How do we reach those in dense population areas in which there is a lot of noise?
 - How do we reach people where they are at?

Mobilizing Communications



Get Ready

(March 2023 – March 2024)

Here's what you need to know about upcoming changes to Medicaid eligibility and what you can do to prepare.

Make sure Medicaid has the correct mailing address, phone, and email contacts to reach you with important updates about your health insurance.

Renew

(April 2023 – March 2024)

It's time to re-enroll.

Renew your Washington Apple Health insurance now. Here's what you need to do to keep coverage.

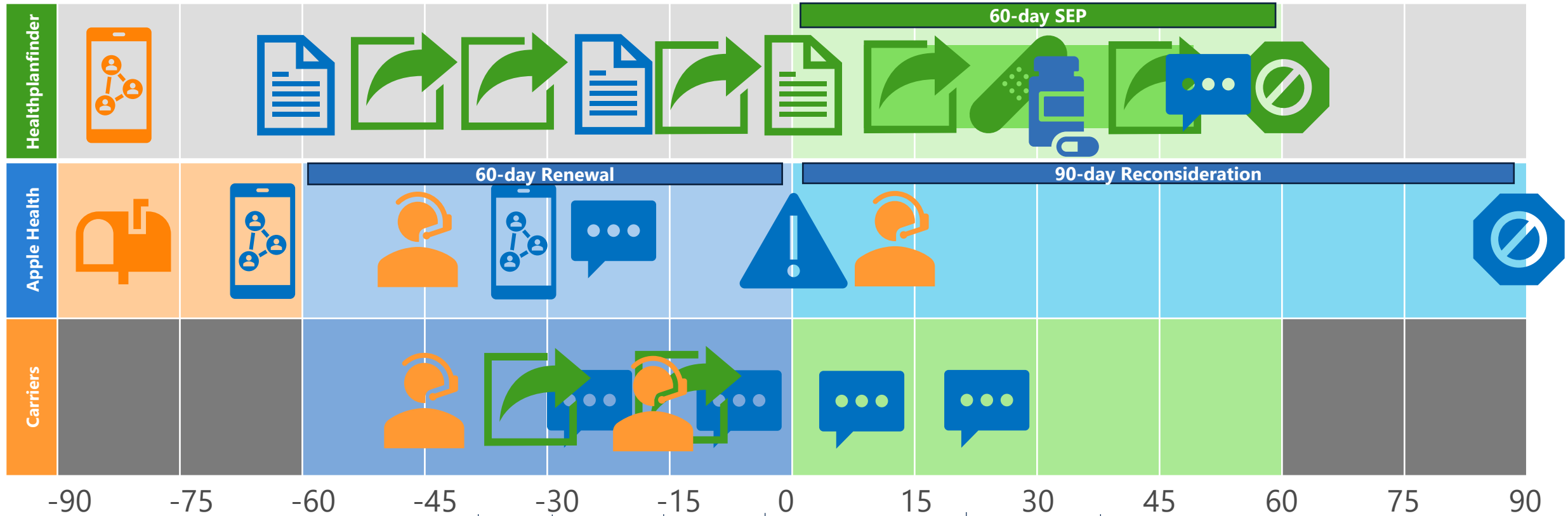
Transition

(June 2023 – May 2024)

*If you are no longer eligible for Washington Apple Health insurance, **low-cost health insurance options are still available.***

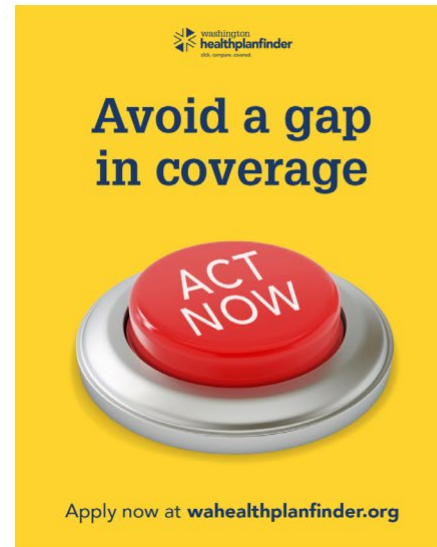
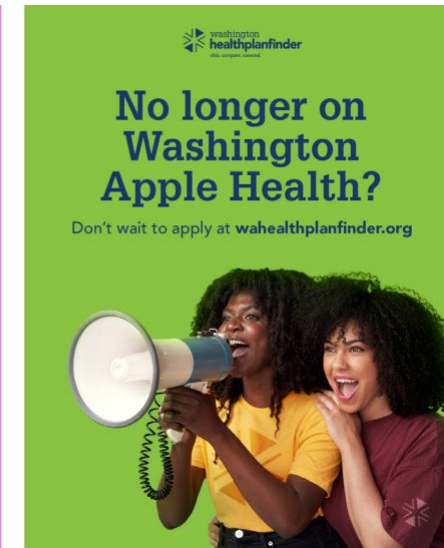
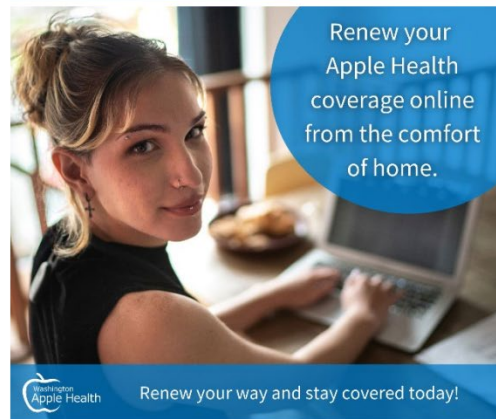
More financial help is available to lower costs than ever before. Visit [Healthplanfinder](#) to find a plan.

Overview Communications Timeline



- Key:  Postcard Mailer |  Social Media |  Call |  Notice |  Email |  Text Message |  Signage |  60-day deadline |  End of 90 days

Partner toolkit



Partner Toolkit available at: <https://www.wahbexchange.org/partners/partners-toolkit/>

Health Care Authority Toolkit available at: <https://www.hca.wa.gov/assets/free-or-low-cost/end-of-phe-social-media-toolkit.pdf>

Community Led Communications

The Exchange is funding community initiatives to drive customer engagement that are tailored to geographies and populations



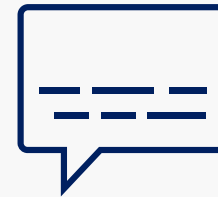
Radio

- Radio placements on Spanish Language stations, including PSAs



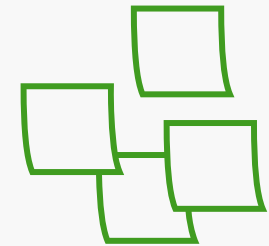
Outdoors

- Bus advertising based on geographies of larger Apple Health populations



Translated Materials

- Content in additional languages for accessibility



Additional Print Material

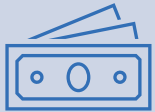
- Tri-fold brochures, door hangers for canvassing efforts in neighborhoods, window clings and standees for pharmacies and clinics.

Key Message for newly QHP eligible



Urgency

“Losing your Washington Apple Health Coverage? Go to Washington Healthplanfinder to get a new plan today!”



Affordability

“Most new enrollees will find health coverage for under \$10 a month. Find an affordable plan today at”



Value

“Plans on Washington Healthplanfinder offer comprehensive coverage of doctor’s visits, prescription drugs and emergencies. Find a high value plan today at....”



Assistance

“Have questions or need help signing up? Assistance is available on the phone, online and in-person. Reach out to us today at”

Most of the newly QHP customers eligible might be income eligible for Cascade Care Savings

washington healthplanfinder
1-855-923-4633

Explore New Premium Savings




wahealthplanfinder.org 1-855-923-4633

This advertisement features a yellow background with purple accents. At the top left is the Washington Healthplanfinder logo. The main headline reads 'Explore New Premium Savings'. In the center, a hand is shown holding a coin that has the Cascade Care logo on it. The logo depicts a mountain range, a sun, and water. At the bottom, the website 'wahealthplanfinder.org' and the phone number '1-855-923-4633' are displayed.

wahealthplanfinder.org 1-855-923-4633

Need Coverage?

Check if you qualify for Cascade Care Savings at wahealthplanfinder.org



washington healthplanfinder
1-855-923-4633

wahealthplanfinder.org 1-855-923-4633

This advertisement has a blue background. At the top, it shows the website 'wahealthplanfinder.org' and the phone number '1-855-923-4633'. The headline asks 'Need Coverage?' and provides the website for checking eligibility. A smiling man with curly hair is the central focus. A large, faint Cascade Care logo is visible in the background. At the bottom, the Washington Healthplanfinder logo and contact information are repeated.

washington healthplanfinder
1-855-923-4633

New Savings to Be Found



wahealthplanfinder.org 1-855-923-4633

This advertisement features a purple background with green accents. It includes the Washington Healthplanfinder logo and phone number at the top. The headline says 'New Savings to Be Found'. A hand is shown holding a coin with the Cascade Care logo. The logo shows a mountain, sun, and water. The website 'wahealthplanfinder.org' and phone number '1-855-923-4633' are at the bottom.



WWW.WAHEALTHPLANFINDER.ORG | WWW.WAHBEXCHANGE.ORG