



Access Health CT

Insurance & Real Estate Committee & Human Services Committee Meeting – February 2, 2023

Medicaid Unwinding Agenda

Data/Timeline.....	3-9
Enrollment Process.....	10-11
Marketing.....	12-14
Community Outreach.....	15-18

Data/Timeline

Medicaid Unwinding: Data/Timeline

Targeted Timeline and Approach

Medicaid Renewal Projection Schedule	Medicaid Renewal Final Schedule	Coverage End Date	Non-Extension Projection Volume	Extension Projection Volume	Total Projection Volume	Original Renewal Month(s)
First Week of Mar, 2023	Mid of Apr, 2023	4/30/2023	18725	16244	35199	3/2020, 4/2020, 5/2020
First Week of Apr, 2023	Mid of May, 2023	5/31/2023	18780	27455	46621	6/2020, 7/2020, 8/2020
First Week of May, 2023	Mid of Jun, 2023	6/30/2023	19698	15281	35398	9/2020, 10/2020, 11/2020
First Week of Jun, 2023	Mid of Jul, 2023	7/31/2023	20631	28615	50006	12/2020, 1/2021, 2/2021
First Week of Jul, 2023	Mid of Aug, 2023	8/31/2023	22232	25702	48469	3/2021, 4/2021, 5/2021
First Week of Aug, 2023	Mid of Sep, 2023	9/30/2023	2139	21459	43445	6/2021, 7/2021, 8/2021
First Week of Sep, 2023	Mid of Oct, 2023	10/31/2023	26689	15657	42577	9/2021,10/2021, 11/2021
First Week of Oct, 2023	Mid of Nov, 2023	11/30/2023	25017	26420	51636	12/2021, 1/2022
First Week of Nov, 2023	Mid of Dec, 2023	12/31/2023	36944	19655	56657	2/2022, 3/2022, 4/2022
First Week of Dec, 2023	Mid of Jan, 2024	1/31/2024	21119	15390	36653	5/2022, 6/2022, 7/2022
First Week of Jan, 2024	Mid of Feb, 2024	2/29/2024	4242	25180	29714	8/2022, 9/2022, 10/2022, 11/2022
First Week of Feb, 2024	Mid of Mar, 2024	3/31/2024	91	8557	13842	12/2022, 01/2023, 02/2023
Total:			216307	245615	490217	

Households with
Regular Medicaid
Redetermination

Households
Medicaid
Extension
Redetermination

Total # Households to
be Redetermined

**data is as of 1/29/2023, actual number of applications processed in each month may differ*

Medicaid Unwinding: Data/Timeline

Household Projections

Medicaid Renewal Projection Schedule	Medicaid Renewal Final Schedule	Coverage End Date	Non-Extension Projection Volume	Extension Projection Volume	Total Projection Volume	Households	
						Medicaid Renewal Final: Projected Successful	Medicaid Renewal Final: Projected Failures - Income or Other Reason
First Week of Mar, 2023	Mid of Apr, 2023	4/30/2023	18725	16244	35199	24639	10560
First Week of Apr, 2023	Mid of May, 2023	5/31/2023	18780	27455	46621	32635	13986
First Week of May, 2023	Mid of Jun, 2023	6/30/2023	19698	15281	35398	24779	10619
First Week of Jun, 2023	Mid of Jul, 2023	7/31/2023	20631	28615	50006	35004	15002
First Week of Jul, 2023	Mid of Aug, 2023	8/31/2023	22232	25702	48469	33928	14541
First Week of Aug, 2023	Mid of Sep, 2023	9/30/2023	2139	21459	43445	30412	13034
First Week of Sep, 2023	Mid of Oct, 2023	10/31/2023	26689	15657	42577	29804	12773
First Week of Oct, 2023	Mid of Nov, 2023	11/30/2023	25017	26420	51636	36145	15491
First Week of Nov, 2023	Mid of Dec, 2023	12/31/2023	36944	19655	56657	39660	16997
First Week of Dec, 2023	Mid of Jan, 2024	1/31/2024	21119	15390	36653	25657	10996
First Week of Jan, 2024	Mid of Feb, 2024	2/29/2024	4242	25180	29714	20800	8914
First Week of Feb, 2024	Mid of Mar, 2024	3/31/2024	91	8557	13842	9689	4153
Total:			216307	245615	490217	343152	147065
			# Households with Regular Medicaid Redetermination	# Households Medicaid Extension Redetermination	Total # Households to be Redetermined	No additional action required to retain coverage	Manual Action Required to retain coverage

Assumption: On average, 30% of applications fail to be successfully renewed due to Income or other reasons

*data is as of 1/29/2023, actual number of applications processed in each month may differ

Medicaid Unwinding: Data/Timeline

Individual Projections – Extension

Medicaid Renewal Projection Schedule	Medicaid Renewal Final Schedule	Coverage End Date	Extension Individuals			
			Total Projection Volume	Remain Eligible for Medicaid/TMA	Possibly Eligible for CCT	Possibly Eligible for QHP, APTC, APTC+CSR)
First Week of Mar, 2023	Mid of Apr, 2023	4/30/2023	30213	23264	2115	4532
First Week of Apr, 2023	Mid of May, 2023	5/31/2023	53897	41501	3773	8085
First Week of May, 2023	Mid of Jun, 2023	6/30/2023	29227	22505	2046	4384
First Week of Jun, 2023	Mid of Jul, 2023	7/31/2023	56041	43152	3923	8406
First Week of Jul, 2023	Mid of Aug, 2023	8/31/2023	46246	35609	3237	6937
First Week of Aug, 2023	Mid of Sep, 2023	9/30/2023	36581	28167	2561	5487
First Week of Sep, 2023	Mid of Oct, 2023	10/31/2023	25395	19554	1778	3809
First Week of Oct, 2023	Mid of Nov, 2023	11/30/2023	41944	32297	2936	6292
First Week of Nov, 2023	Mid of Dec, 2023	12/31/2023	30661	23609	2146	4599
First Week of Dec, 2023	Mid of Jan, 2024	1/31/2024	24255	18676	1698	3638
First Week of Jan, 2024	Mid of Feb, 2024	2/29/2024	38682	29785	2708	5802
First Week of Feb, 2024	Mid of Mar, 2024	3/31/2024	21691	16702	1518	3254
Total:			434833	334821	30438	65225

of Individuals with Medicaid Extension

No additional action required to retain coverage

Manual Action Required to retain coverage

TMA: Transitional Medical Assistance
CCT: Covered Connecticut
QHP: Qualified Health Plan
APTC: Advance Premium Tax Credits
CSR: Cost-Sharing Reduction

Assumption: Income on file remains accurate for the household

*data is as of 1/29/2023, actual number of applications processed in each month may differ

Medicaid Unwinding: Data/Timeline

Individual Projections – Non-Extension

Medicaid Renewal Projection Schedule	Medicaid Renewal Final Schedule	Coverage End Date	Non-Extension Individuals			
			Total Projection Volume	Remain Eligible for Medicaid/TMA	Possibly Eligible for CCT	Possibly Eligible for QHP, APTC, APTC+CSR)
First Week of Mar, 2023	Mid of Apr, 2023	4/30/2023	31761	30808	635	318
First Week of Apr, 2023	Mid of May, 2023	5/31/2023	32826	31841	657	328
First Week of May, 2023	Mid of Jun, 2023	6/30/2023	33976	32957	680	340
First Week of Jun, 2023	Mid of Jul, 2023	7/31/2023	36304	35215	726	363
First Week of Jul, 2023	Mid of Aug, 2023	8/31/2023	38890	37723	778	389
First Week of Aug, 2023	Mid of Sep, 2023	9/30/2023	37662	36532	753	377
First Week of Sep, 2023	Mid of Oct, 2023	10/31/2023	45038	43687	901	450
First Week of Oct, 2023	Mid of Nov, 2023	11/30/2023	41113	39880	822	411
First Week of Nov, 2023	Mid of Dec, 2023	12/31/2023	62784	60900	1256	628
First Week of Dec, 2023	Mid of Jan, 2024	1/31/2024	37711	36580	754	377
First Week of Jan, 2024	Mid of Feb, 2024	2/29/2024	12517	12141	250	125
First Week of Feb, 2024	Mid of Mar, 2024	3/31/2024	2229	2162	45	22
Total:			412811	400427	8256	4128

of Non-Extension
Individuals

No additional action
required
to retain coverage

Manual Action Required
to retain coverage

TMA: Transitional Medical Assistance
CCT: Covered Connecticut
QHP: Qualified Health Plan
APTC: Advance Premium Tax Credits
CSR: Cost-Sharing Reduction

**data is as of 1/29/2023, actual number of applications processed in each month may differ*

Assumption: Income on file remains accurate for the household

Medicaid Unwinding: Q&A

Will/Can a consumer be Auto Enrolled?

- If consumer is not eligible to be renewed into Medicaid, AHCT will process them for a Qualified Health Plan (QHP) with a subsidy if they qualify.
- Consumer must take action to confirm current information and select the plan which is appropriate for their household.

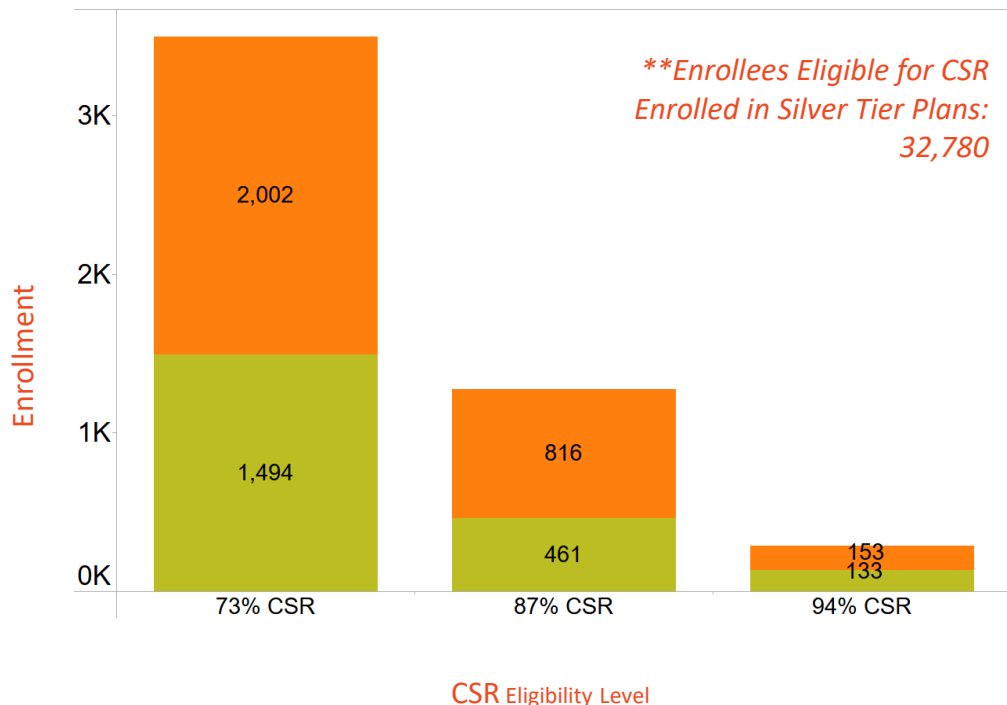
Timeline on notices being sent by DSS?

- Medicaid Projection notice sent: ~60 days before Coverage End Date
- Notice of Successful Renewal sent: ~15 days before Coverage End Date

Medicaid Unwinding: Q&A

Are people leaving subsidies on the table?

Enrollees Eligible for CSR Enrolled in Bronze and Gold Tier Plans



You're eligible for a cost sharing reduction (CSR) plan that could lower the amount you would pay when you get services under your plan with a provider such as a doctor or pharmacy. This is only available if you purchase a Silver plan. For example: This plan's in-network deductible is \$6500.00 for an enrollee however the deductible if you choose a Silver plan could be as low as \$675.00 . Please refer to the plan documents for coverage information as the deductible may differ for some services.

Are you sure you want to proceed with this plan selection?

If you have questions or are unsure, contact your broker or if you don't have one and would like to find someone in your area to help, [click here](#).

Enrollment Process

Medicaid Unwinding: Qualified Health Plan (QHP) Enrollment Process After Medicaid

Process:

- AHCT/DSS Integrated Eligibility System (IES) will determine new Qualified Health Plan (QHP) eligibility for consumer as part of Medicaid redetermination
- Notice tells consumer new eligibility for QHP with/without Financial Assistance (including Covered CT)
- Consumer will need to select a plan to complete enrollment

Marketing

Medicaid Unwinding: Marketing

Supporting the Department of Social Services Communications Pre-Unwinding:

- Amplification of “Update Us So We Can Update U” advertising campaign through Access Health CT communications, including social media and email updates to customers, community partners, Brokers and Certified Application Counselors (CACs)
- Review/input/cobranding of notices being sent to Connecticut residents impacted by the Medicaid extension and unwinding



Medicaid Unwinding: Marketing

Potential Medicaid Unwinding Advertising Campaign:

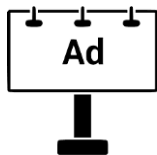
- 12-month, targeted campaign including statewide coverage and concentrations on communities that have high populations of residents impacted by the Medicaid extension
- Follows the Outreach plan of targeting certain communities by town and at a zip code level
- Currently working to secure funding
- Potential campaign elements include:



Broadcast &
Streaming TV



Terrestrial &
Streaming
Radio



Billboards,
posters and
potentially transit



Minority
newspapers and
potentially
community
papers



Social Media
(paid and
organic)



Digital (Search
Engine Marketing,
Display and
Native)

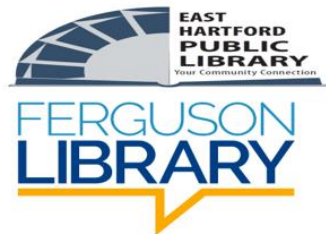
Outreach

Target Cities

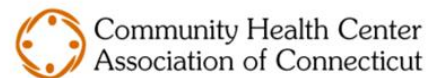
New Haven	Hartford	Fairfield	New London	Litchfield	Windham	Middlesex	Tolland
Waterbury	Hartford	Bridgeport	Norwich	Torrington	Willimantic	Middletown	Vernon Rockville
New Haven	New Britain	Stamford	New London	New Milford	Danielson	Clinton	Stafford Springs
Meriden	East Hartford	Danbury	Groton	Winsted	Putnam	Cromwell	Ellington
West Haven	Bristol	Norwalk	Jewett City	Terryville	Plainfield	East Hampton	Coventry
Hamden	Manchester	Stratford	Waterford	Oakville	Brooklyn		Tolland
Naugatuck	West Hartford	Shelton	Uncasville	Watertown	Moosup		
East Haven	Enfield	Fairfield	Colchester	Thomaston	Dayville		
Milford	Windsor	Greenwich					
Ansonia	Bloomfield	Trumbull					
Wallingford	Newington	Bethel					
Branford	Southington	Brookfield					
Derby	Wethersfield						
Seymour	Plainville						
North Haven	Glastonbury						
Cheshire	South Windsor						
Wolcott	Windsor Locks						
Guilford	Rocky Hill						
	Berlin						

- Top cities in each county with the most users* on the Medicaid extension

Community Partners

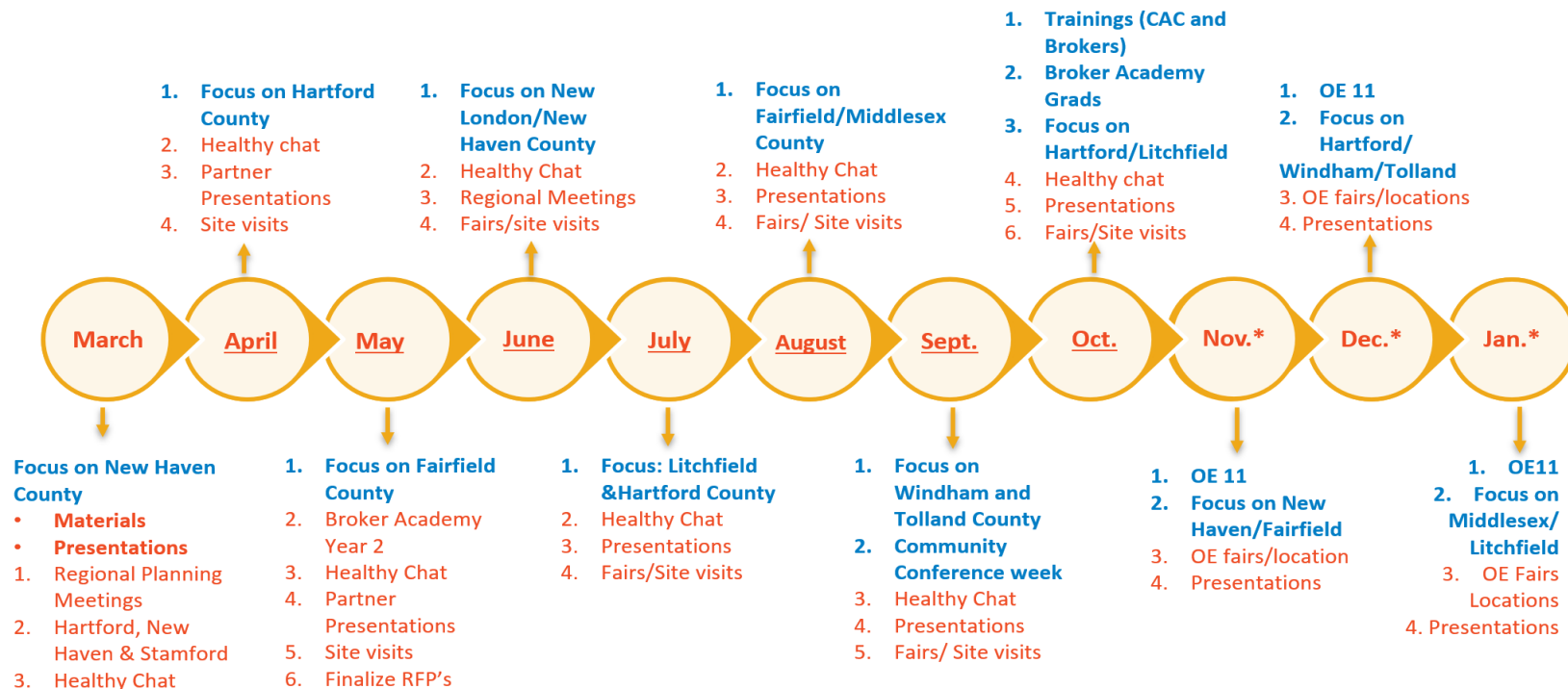


Connecticut Farmers' Markets



[Search tool: Certified Application Counselors and Brokers](#)

Outreach Plan



End