



Outreach to Former HUSKY A Enrollees

February 9, 2018

Outreach to Non-TMA Group

February 2018

- Outbound Calls: Starting **Week of 2/12**
 - Call center placing calls over next 2 weeks, with optional transfer to a Certified Broker for plan recommendation
- Email Reminders: **2/12/18 - 3/15/18**
 - Email addresses for 50% of the non-TMA group (121)
 - Alert recipients of their Special Enrollment Period and support available to assist with their application
 - Provide links to resources for the Uninsured
- Webpages: Resources for Special Enrollment
 - Learn.AccessHealthCT.com/Special
 - Learn.AccessHealthCT.com/Especial

Outreach to TMA Group

October 2018 - February 2019

- Webpage & Educational Resources
 - Learn.AccessHealthCT.com/Husky-Move
 - Learn.AccessHealthCT.com/es/Cambio-Husky
 - Learn.AccessHealthCT.com/Choose
 - Tip Sheets in English and Spanish, including information on:
 - Coverage options
 - Accessing care before losing HUSKY
 - Enrolling in a QHP
- Community Partner Support
 - CACs, CHCs, FQHCs and other Community Partners will receive information via regular emails to raise awareness and provide resources for affected individuals

Outreach to TMA Group (cont'd)

October 2018 - February 2019

- Social Media / PR
 - Periodic posts to Social Media platforms to raise community awareness and direct affected individuals to resources
 - Press releases in December 2018 - February 2019 to raise awareness across CT
- Emails to affected individuals / their households
 - 30, 15 and 5 days before termination
 - 7 days after termination...and continuing weekly
- Direct mail to complement DSS notices (timing from PPT) before and after termination date. Target Mail Dates:
 - November 26, 2018: Letter to affected households
 - January 20, 2019: Acquisition Postcard to affected households
 - Vanity number: established as 1-855-371-2428 for tracking purposes.