



NEWS RELEASE

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FOR IMMEDIATE RELEASE:
June 13, 2023

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NEW YORK HEALTH PLANS SUPPORT NEW YORKERS THROUGH MEDICAID REDETERMINATION

As the state begins the process of redetermining eligibility for more than 9 million New Yorkers enrolled in Medicaid, Child Health Plus (CHIP) and the Essential Plan, New York's health plans are playing a critical role in the effort to help individuals and families renew their health insurance and ensure they have uninterrupted access to needed care and services.

"Every New Yorker deserves to have high quality health coverage and HPA's member plans are committed to making sure individuals eligible for Medicaid, CHIP and the Essential Plan can maintain their health insurance or find other coverage options to protect their health," said Eric Linzer, President and CEO of the New York Health Plan Association (HPA). "Well ahead of the end of the COVID-19 public health emergency, plans began preparing for the monumental effort to redetermine the eligibility of millions of New Yorkers, working with the state, providers and community groups to avoid gaps in coverage and ensure individuals and families maintain continuous access to the care they need."

Health plans are taking important steps to help New Yorkers throughout this process. Efforts include: education to build overall consumer awareness of the redetermination process; reaching out directly to plan members to assist with renewals; connecting consumers with enrollment assistance; and helping new enrollees to understand and maximize their benefits.

Plan specific activities include:

- **Capital District Physicians' Health Plan (CDPHP)** has developed a comprehensive plan to proactively communicate and educate members about the recertification process. The plan includes co-branded NY State of Health (NYSOH) social media posts, videos, and an educational flyer that will be used at community events and by the plan's community partners. Initial direct outreach to members began in early May, with a mailing to all Medicaid, CHP, and EP members advising them to review and update the contact information. Members will start to receive a series of communications leading up to their renewal date, including a renewal letter, email, and text message notifications. CDPHP facilitated enrollers are also making outbound phone calls to affected members and the CDPHP website includes a dedicated renewal webpage to assist members with the process.
- **EmblemHealth** has created an educational poster that will be displayed in the plan's Neighborhood Care centers and Advantage Care Physicians offices as well as preferred provider offices and community outreach locations. The poster provides members with information on what recertification is, why it's important and how to get help. Resources available to members include certified applications counselors (CACs) located at select provider offices that have high numbers of members due to renew. CACs will sit with members and help them renew as they visit their providers office for care. Additionally, providers will conduct outreach to their patients offering the EmblemHealth team as a resource. The plan is working with key provider groups to set-up alerts within their systems so staff is aware of members nearing or in their recertification window, allowing staff to proactively communicate, guide and provide resources to their patients to ensure they can continue to receive care.

- **Empire Blue Cross Blue Shield HealthPlus** has a comprehensive outreach campaign, titled “Ready, Set, Renew,” designed to reach members and community partners. Messages for members are focused on education of the renewal process, education about available resources and supports and how to access them, while the messaging for community partners is focused on their role in assisting members to stay covered. A multi-media approach will be utilized to deliver information, including personalized video messaging, texts, emails and direct mail to members, as well as flyers and posters, and social media. Empire also intends to offer in-person support at Community Service Centers as well as Community Outreach Vehicles and virtual member orientations, and will host community roundtable discussions and distribute educational materials to physicians, community partners and others.
- **Fidelis Care New York** has developed a comprehensive communications and outreach strategy to reach members impacted by the changes due to the recertification process, as well as to engage providers and share helpful information and resources with the general public. This includes a website home page redesign to feature redetermination information and dedicated landing pages for renewal information. Fidelis Care is also deploying a multi-channel, multi-lingual series of member communications. Public relations initiatives are being leveraged to share information about redetermination with local news outlets and several joint press events have taken place or are being planned with network providers. Additionally, grassroots outreach events and community office and RV locations are highlighted on the Fidelis Care website and shared on our social media channels.
- **Healthfirst** has launched an integrated, omnichannel campaign spreading the word that change is coming, and members need to take action. Promotion channels in the market are posters, flyers and a social media campaign. A dedicated landing page on the plan’s website serves as a destination to learn more and get questions answered. The goal is to reach members with this message ahead of their renewal window. Once members are nearing their renewal window, they will hear from Healthfirst through direct mail, email, SMS Text and outbound calling. Healthfirst emphasizes that members have access to reach a Healthfirst representative and get one-on-one personalized attention to successfully renew on-time. Healthfirst members can visit representatives face to face at one of 26 community offices, a mobile unit in their neighborhood or at a Healthfirst table at any number of local community events.
- **Highmark Blue Cross Blue Shield of Western New York and Blue Shield of Northeastern New York** is utilizing a multi-faceted outreach and education communications campaign that includes broadcast and print advertising as well as social media placements and educational retention events to take place in the community. Outreach campaigns to members will include text messaging, mailed letters and postcards, emails, automated recorded messages, outbound live agent calls, a “how-to renew” video, call center on-hold messaging, a web banner on the member portal and pop-up on the FindHelp page of the website. Provider notices will also be shared both physically and via the Provider portal.
- **Independent Health** is conducting a multi-pronged outreach effort that includes direct mail, email and phone calls to remind members about the need to renew and how to do it. Messaging about renewing coverage is also incorporated into the Independent Health website and member portals. A team of Facilitated Enrollers will be available at various community centers, and Independent Health also has two walk-in community sites that are staffed to assist enrollees with their recertification or coverage transitions.
- **MetroPlus Health** has created a “Stay Covered” campaign educate members on the return of Medicaid recertification and support members throughout the process. The campaign includes outreach to the entire member population with details on what is required to recertify and where to turn for assistance, which has been optimized to coincide with each member’s recertification

window. The plan has also engaged provider facilities through educational townhalls to foster a partnership in the effort to ensure members stay covered and to . We have shared collateral pieces with these partner facilities, including Recertification Banners that will be displayed in high-traffic areas to bring awareness to Medicaid Recertification, as well as indicate how members can receive assistance onsite or over the phone.

- **Molina Healthcare of New York** has a robust outreach campaign that includes emails and text messaging, and phone calls. In addition, the plan is offering a variety of resources for members such as a website to assist them in navigating the recertification process or help identify eligibility for other programs, mobile units and community offices in targeted neighborhoods, and community events where consumers can get rectification assistance. Molina is also working with community organizations and providers to educate them so they can and assist members as well.
- **MVP Health Care** is using digital outreach approaches — including social media and direct member contact — and is supporting provider offices across its service area with print and digital materials to notify their patients about the need for Medicaid, CHP, and EP recertifications. Additionally, MVP’s Provider Relations staff have been working collaboratively primary care practices to engage their offices in outreach to members and staff is also onsite at several provider practices to provide real-time education on recertification efforts.
- **UnitedHealthcare** has a National Redetermination media campaign, which includes New York outlets, focused on educating and driving engagement of consumers. The campaign will encourage Medicaid members to update contact information and renew Medicaid coverage, as well as provide information on other coverage options. Additionally, field-based certified application counselors (CACs) and United’s member service call center will be conducting telephonic outreach and education to assist members with the annual recertification and renewal process.

“As they did when responding to the COVID-19 public health crisis, now working to ‘unwind’ from the public health emergency, HPA’s health plans remain committed to collaborating with the Administration and other partners in the health care system to ensure New Yorkers remain protected and continue to get the health care they need,” Linzer said.