



Post-Public Health Emergency Eligibility Renewals Planning

July 26, 2022



Background

Throughout the Pandemic, OHP Members Have Maintained Their Health Coverage

Family First Coronavirus Response Act

- Provides continuous Medicaid coverage for the duration of the federal public health emergency (PHE).
- Removes administrative barriers to Medicaid enrollment.

When the PHE ends, states will have 14 months to redetermine eligibility for all 1.4 million people on the Oregon Health Plan.

Oregon must **initiate the redetermination process for each person receiving medical assistance within 10 months** to allow the entire process to be completed by the end of the 14-month period.

Coming Changes Beyond OHP

- Ending of Supplemental Nutrition Assistance Program (SNAP) temporary pandemic food programs
- Reinstatement of SNAP time limits for able-bodied adults without dependents
- Update to child care eligibility (HB3073)
- Resuming SNAP periodic reviews and renewals
- Compact of Free Association (COFA) Dental
- Veteran Dental
- Changes related to capturing information about race, ethnicity, language, disability, sexual orientation, and gender identity expression
- Updates to federal reporting requirements



The Goal: Preserve Benefits

1

Ensure **all people and families eligible for benefits offered through the ONE system receive and continue to receive services in a timely manner** without interruption

2

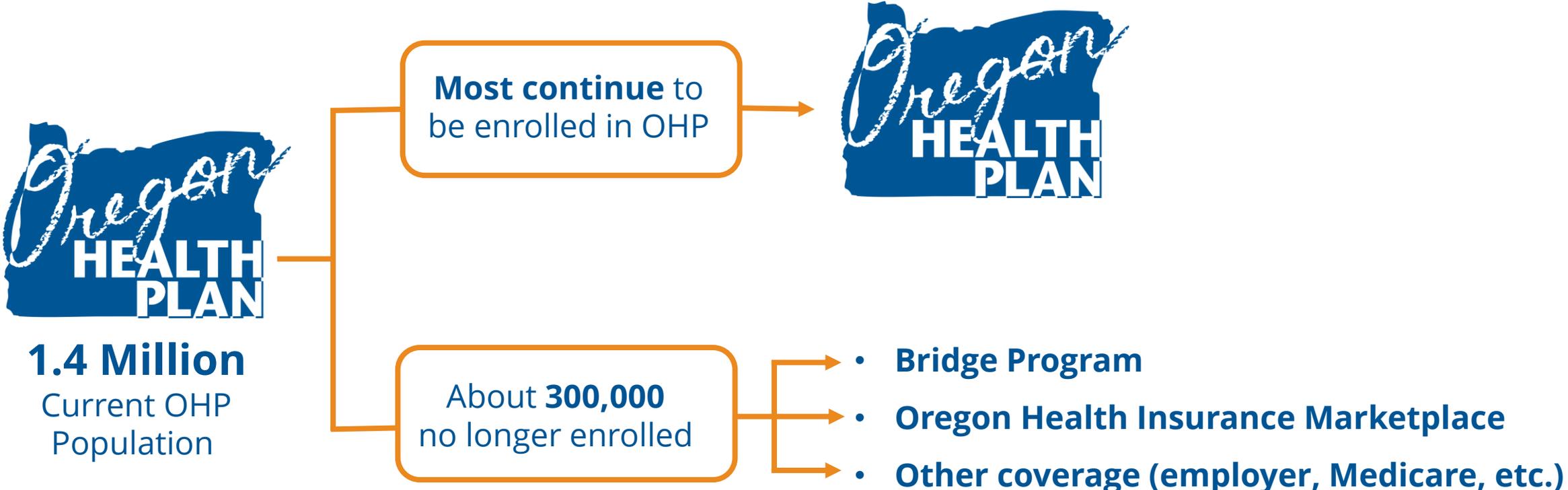
Give those **no longer eligible for benefits clear direction and coordination** of additional resources

3

Give those who assist people receiving benefits **clear information about how they can help**



How OHP Members May be Affected



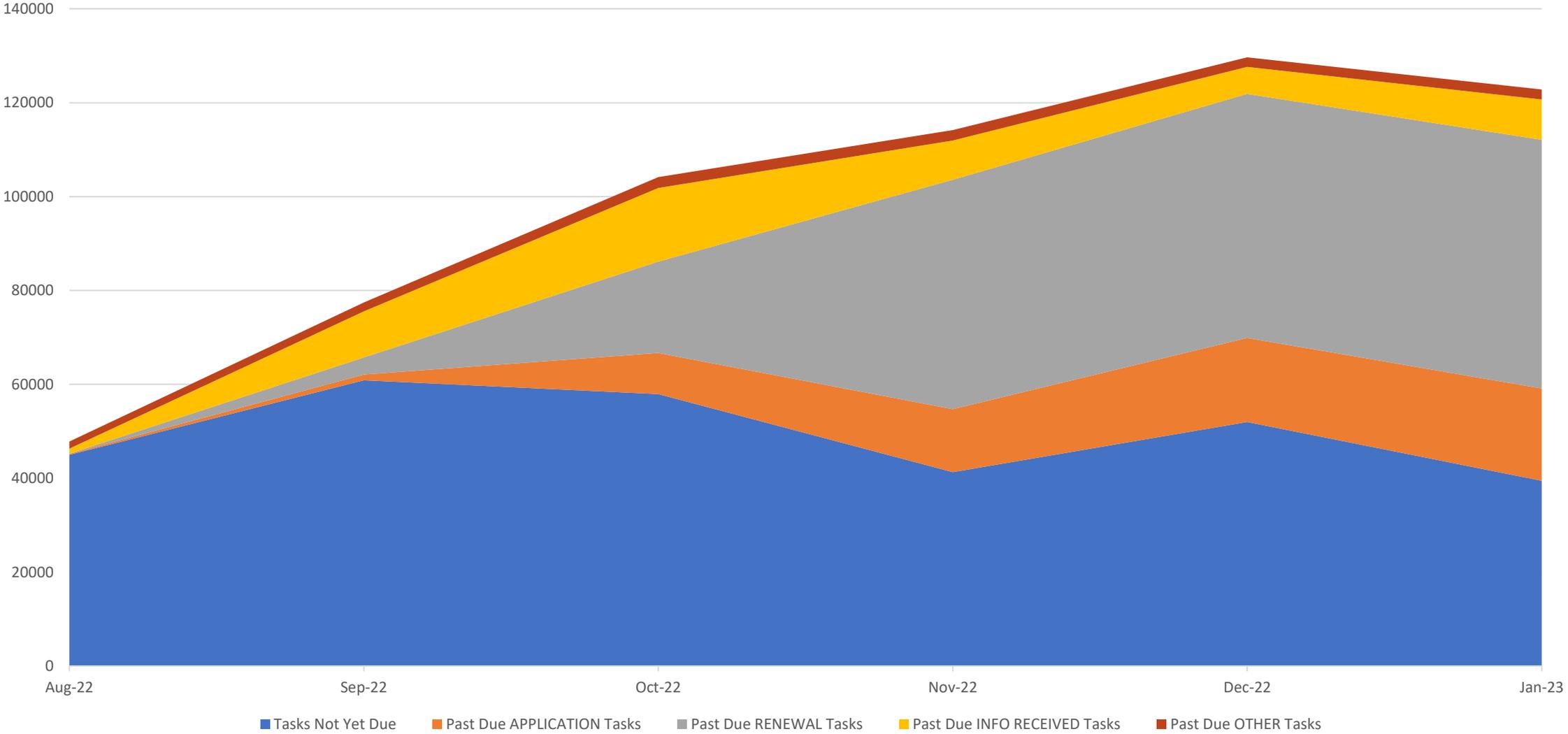
Redeterminations Update

What We Know

- The Department of Health and Human Services (HHS) officially extended the PHE by 90 days on July 15, 2022.
- The soonest the PHE is set to expire is October 15, 2022.
- States will be given 60 days advance notice prior to the end of the PHE confirming that the expiration will occur on that date.

As Workload Increases, Processing and Wait Times Will Lengthen

Projected Task Volumes



Mitigation plans

Phased Renewals by Population

OHP members grouped into populations:

- Front-load easier cases (i.e., complete information) to process quickly once renewals begin
- Back-load higher risk cases to allow more time for outreach

Examples of higher risk populations:

- People with long-term services and supports in residential care facilities
- People with no permanent address
- People who have indicated 'spoken or written language other than English'

System and process changes to support people

Self-service option through the ONE Portal

- Update to the ONE Applicant Portal allows members to make non-eligibility related updates without having to formally report a change and trigger a redetermination on member's eligibility

Partnering with CCOs to gather contact information updates directly

- Pending waiver for approval. May begin receiving updates directly from CCOs in August

Extra time to respond to renewals

- During the PHE Unwinding, per HB 4035, members will have 90 days to provide any information required to complete their renewals

System and process changes to support people

Changes to the income verification process to reduce the amount of information we need from applicants

- Using SNAP eligibility data to establish income verification for OHP renewal

Redesign of specific member notices to make them more understandable and actionable.

Direct mailing to people receiving benefits to inform them how to report address changes while allowing us to quantify out of date addresses (Fall)

Extension of the post-partum period for pregnant people to give them more continuous coverage when the PHE ends.

Additional customer service support

OHA and ODHS have contracted with Performance Health Technology (PH Tech) to provide supplemental customer service for the next two years:

- Will provide additional support for the ONE Customer Service Center later this month (July)
- Outbound call campaigns for both OHA and ODHS connected to the PHE unwinding began in June and will continue through Summer
- Processing updated contact information received from CCOs beginning in September
- Selected returned mail data processing beginning in Fall

ONE Customer Service Improvements

Rights & Responsibilities Recordings

Recordings people are required to hear when applying by phone have been shortened.

Application Checklist

Information to have when applying for benefits in English and Spanish at benefits.oregon.gov

Notice Location Guide

Information to assist with accessing eligibility notices from the ONE applicant portal in English and Spanish.

Dedicated 800# in 16 languages

Callers greeted by message in their chosen language and immediately obtain an interpreter. Pilot began in June 2022.

Email Processing

New platform to enable email processing of applications and questions from people receiving benefits. Pilot in Fall 2022.

Call Back Option

Callers on hold can opt to receive a call back when their place in line comes up. Begins Fall 2022.

Customer Service Survey

People can opt into a survey after conclusion of call with ONE Customer Service Center staff. Pilot in Summer 2022.

Communications and Outreach

Public Health Emergency Ending

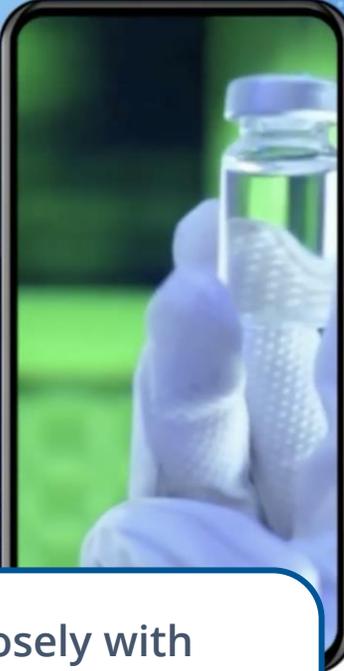
How we'll communicate by phase

	Pre-PHE Ending	PHE Ending Notice	Renewal Period
	Now through Sept. 2022	Oct. through Nov. 2022	Nov. 2022 through Dec. 2023
Objectives	<p>Encourage people to update their contact, income and household information.</p>	<ul style="list-style-type: none"> • Let people know what to expect and how to prepare. • Reinforce importance and urgency of updating their information. 	<ul style="list-style-type: none"> • Encourage people to read their notices and quickly submit information to continue benefits. • Let people who may experience benefit loss or reductions know about other resources.
Bedrock Strategies	<ul style="list-style-type: none"> • Equip internal staff with scripts and supporting materials to use in every client interaction. • Share information and tools with community partners, providers and assisters so they can help those they serve navigate changes. • Reach people through broad and targeted awareness campaigns, preferred channels, and trusted senders to meet them where they are with the information they need when they need it. 		<ul style="list-style-type: none"> • Coordinate with the Marketplace to ensure people who lose OHP are supported in their transition to a private plan. • Promote the Bridge Plan as an option for those who do not qualify for OHP and cannot access Marketplace plans.
<p>Solicit and use partner, benefit recipient and Community Partner Work Group (CPWG) feedback to identify and address equity issues and improve PHE-unwinding efforts.</p>			



Lessons learned from COVID-19 for more accessible, equitable communications

K'iche'



Oregon Health Authority

Minuto de Salud con OHA

Ahora los niños de 6 meses a 4 años son elegibles para una vacuna contra COVID-19.

VISITE:
www.vacunacovid.oregon.gov

f OHA en Español

Work closely with community partners to communicate health information

Ask a Black Doctor

Menu

Ask A Black Doctor: Friday Facts about Covid-19 featuring Dr. Bukhosi Dube.



Join us every Friday at 8am and 2pm for a half hour as we discuss issues surrounding the current pan distribution, dispel myths, provide facts, and address concerns. We'll also be providing updates about how we can build a better culture around Black health.

Episode Library

Work with providers who come from community to serve as trusted messengers to engage people they serve

Lessons learned from COVID-19 for more accessible, equitable communications



Create culturally responsive strategies, tools and content

Our COVID-19 Feedback Team wants to learn from you!

Share your comments, concerns and questions about the Oregon Health Authority's COVID-19 response.

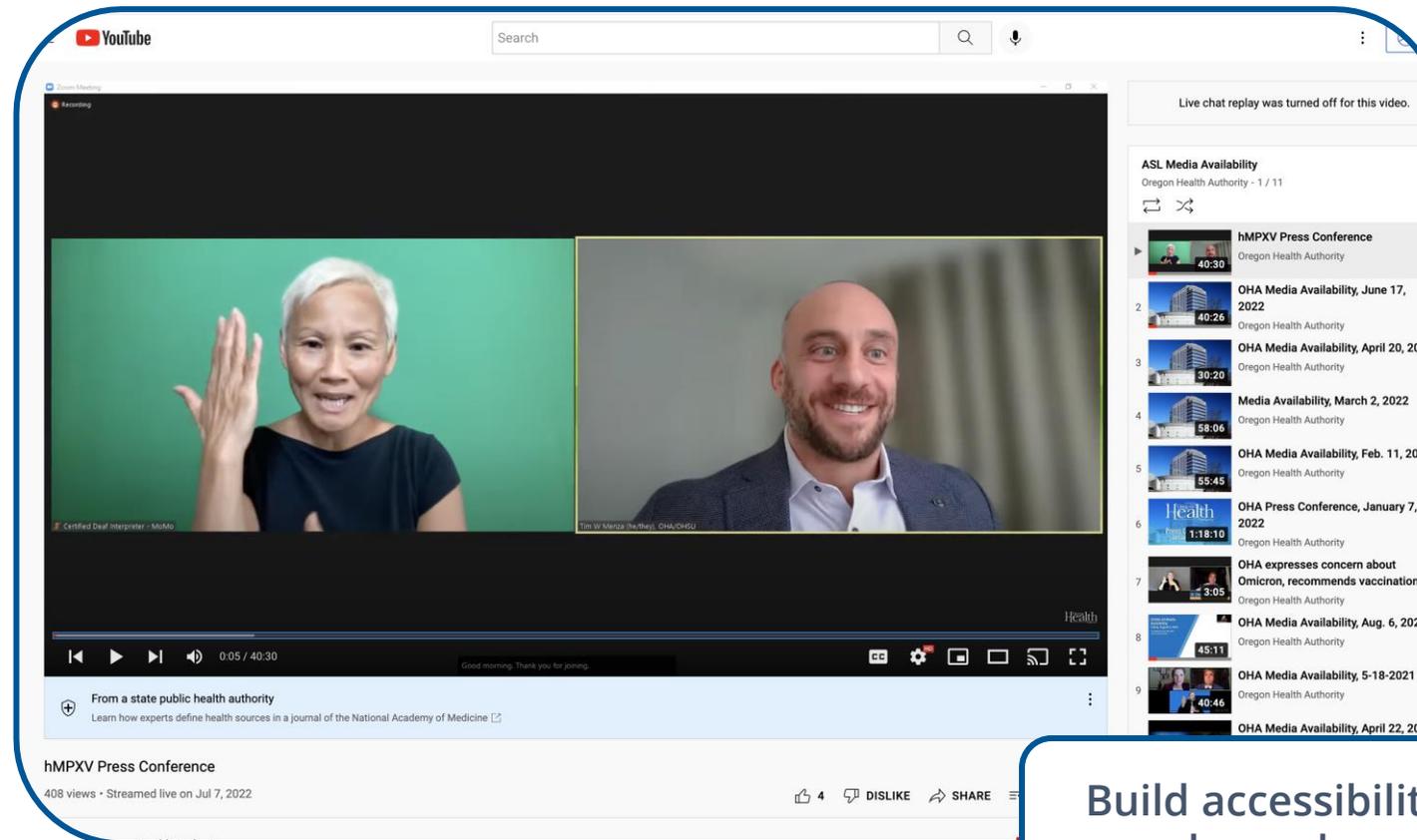
Ways to share

- Fill out and mail this postcard
- Email CHA.Feedback@dhsosha.state.or.us
- Leave a voicemail at 503-945-5488
- Submit feedback online:
<https://govstatus.egov.com/CHA-OR-COVID-19-feedback>



Solicit and use feedback from beneficiaries and partners to improve operations, communication and outreach

Lessons learned from COVID-19 for more accessible, equitable communications



The screenshot shows a YouTube video player for a video titled "hMPXV Press Conference" by Oregon Health Authority. The video is currently playing at 0:05 of 40:30. The main video frame is split into two panels: on the left, a woman with short white hair is performing American Sign Language (ASL) against a green background; on the right, a man with a beard and a blue jacket is speaking. Below the video player, there is a description that reads "From a state public health authority" and "Learn how experts define health sources in a journal of the National Academy of Medicine". To the right of the video player, there is a list of related videos, including "ASL Media Availability" and "hMPXV Press Conference".

ASL Media Availability
Oregon Health Authority - 1 / 11

hMPXV Press Conference
Oregon Health Authority

OHA Media Availability, June 17, 2022
Oregon Health Authority

OHA Media Availability, April 20, 2022
Oregon Health Authority

Media Availability, March 2, 2022
Oregon Health Authority

OHA Media Availability, Feb. 11, 2022
Oregon Health Authority

OHA Press Conference, January 7, 2022
Oregon Health Authority

OHA expresses concern about Omicron, recommends vaccination
Oregon Health Authority

OHA Media Availability, Aug. 6, 2021
Oregon Health Authority

OHA Media Availability, 5-18-2021
Oregon Health Authority

OHA Media Availability, April 22, 2021

hMPXV Press Conference
408 views • Streamed live on Jul 7, 2022

4 DISLIKE SHARE

Build accessibility into our channels and tools

Barriers and risks identified by the Community Partner Work Group

Challenge

Project Approach

"One size does not fit all"

- Use a variety of channels to reach people receiving benefits
- Equip trusted messengers in community to help

Culturally responsive communications

- Apply lessons learned during pandemic
- Equip trusted partners in communities to carry messages using a variety of channels

Confusing notices and messages

- Develop communications in plain language
- Revising medical notices
- Equip staff and partners to answer questions

Accurate contact information

- Multipronged effort to encourage people to update their contact information
- Staff to verify with every contact; give CCOs ability to make updates
- Use proven outreach approaches for people who are unhoused

Mistrust of information sources

- Equip trusted partners in communities to carry messages using a variety of channels
- Utilize information sources with name or brand recognition
- Conduct outreach in community settings like libraries

Getting the word out

External Website

One-stop-shop for critical, phase-specific information, calls to action, and resources for various external audiences.

Benefit Recipients

Partners & Providers

Staff

Earned Media

Proactive use of news releases and other existing media outreach channels, and timely response to media inquiries.

Benefit Recipients

Partners & Providers

Benefit Recipient Communications

Letters, email, text messages, FAQ, Applicant Portal Message Center.

Benefit Recipients

Social Media Advertising

Broad awareness campaigns across various state and partner-owned social media platforms to boost reach.

Benefit Recipients

Partners & Providers

Paid Media Campaign

Broad awareness campaigns across paid media to increase understanding and action related to Oregon's PHE unwinding.

Benefit Recipients

Partners & Providers

Partner Toolkit

Toolkit with customizable content to inform partners of changes and equip them with tailored resources to educate and support the people they serve.

Partners & Providers

External Partner Webinars

Recurring touchpoints for key staff to share the latest information, answer questions, and solicit feedback related to Oregon's PHE unwinding efforts.

Partners & Providers

Internal Communications

Internal website, training, all-staff messages, staff scripts, presentation toolkits, leadership meetings and briefings.

Staff

Community Partner Work Group

Overview

Per HB 4035, the CPWG's scope is to advise OHA on outreach, enrollment and communication strategies to help people who are currently receiving OHP navigate changes and maximize continuity of coverage for as many people as possible.

Progress updates

- Reviewed renewals and eligibility pathways and supports and made recommendations around increasing accessibility of community partners, especially in rural areas and with those serving the unhoused and within provider settings
- Recommended data that might help workgroup understand who is impacted and what would be helpful to include in a public facing dashboard to understand renewal process
- Reviewed communications approach and provided recommendations, including specific tools to incorporate in outreach

Questions

