



Washington Apple Health

Karin Kramer
Apple Health Communications Manager
Communications Division
September 2016

Apple Health Outreach

Apple Health Outreach

Health Care Authority has launched three new outreach campaigns for those receiving Apple Health MAGI Medicaid for children, families, pregnant women and adults.

- Manage your Apple Health coverage online
- Share your Apple Health story
- Apple Health for you (AH4U)

Manage your coverage online

Encourages MAGI Medicaid eligible clients to manage their coverage completely online! This includes a new video, flyer, radio, and a social media campaign.

Washington Apple Health

Say goodbye
to paper forms and get the **fastest service**

Skip the paper and go online instead!
Visit www.wahealthplanfinder.org

Manage your Apple Health (Medicaid) coverage online!

- ✓ Sign up or renew your health coverage.
- ✓ Select your health plan or change it.
- ✓ Choose a health care provider.
- ✓ Report changes (such as a new address or change in income).
- ✓ Upload documents to verify income or social security records for coverage.
- ✓ Sign up for email notifications—and skip the paper!

Don't have a computer or smartphone? No worries!

- ✓ Look for free online access at:
 - ✓ Public libraries.
 - ✓ Community centers.
 - ✓ Kiosks at your local DSHS Community Service Office.

Or maybe you have a friend with a computer and internet access...

Need language assistance services?
Call 1-800-622-8833 (TTY: 1-855-422-6949) to get help managing your coverage online.

Notes: www.wahealthplanfinder.org is available in English and Spanish.

Commitment for you:
Access www.wahealthplanfinder.org anywhere, even after business hours. Plus, changes happen right away.

Washington State Health Care Authority

Washington Health Plan Finder

HCA is committed to providing equal access to our services. If you need an accommodation, or require documents in another format, please call 1-800-622-8833. People who have hearing or speech difficulties can call 1-800-622-8833.



HCA Washington State Health Care Authority

Sponsored

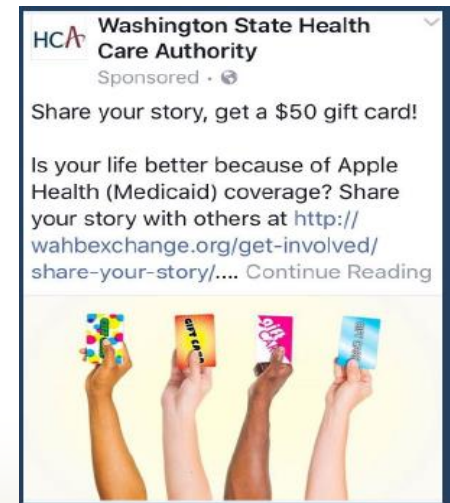
Manage your Apple Health (Medicaid) coverage at www.wahealthplanfinder.org anytime, even after business hours!

Washington Apple Health

Say goodbye
to paper forms. Get the **fastest service—Online!**

Share your Apple Health story

Promotes the sharing of Apple Health stories that have changed individuals lives, due to having health coverage. This includes a flyer, video, social media campaign and the chance to receive a \$50 gift card if we use their story!



Share your Apple Health story

With the individual's permission, their testimonials could be featured on the Washington Healthplanfinder, Health Benefit Exchange, or Health Care Authority website and printed materials.

<http://www.wahbexchange.org/category/real-people-real-stories/>

Real People, Real Stories

Real People, Real Stories: Caleb

Posted on: July 27, 2016

Caleb Paraeducator Olympia, WA In between jobs, Caleb had no health coverage and couldn't stay on his parents' plan because he had recently turned 26.



Read More

Apple Health for you poster

A new web page advertised via an Apple Health poster posted in local community organizations. This poster offers potential Apple Health clients to view a web page on their smart phones while waiting for their appointment. They can see if they are eligible for coverage, learn how to apply or renew and check out what's new and why!

www.hca.wa.gov/ah4u

Washington Apple Health

Is Apple Health for you?

Find out. Apple Health (Medicaid) is free or low-cost health care coverage based on income.

www.hca.wa.gov/ah4u

At www.hca.wa.gov/ah4u you can:

- ✓ See if you're eligible.
- ✓ Learn how to apply or renew.
- ✓ Read what's new and why.

Go to www.hca.wa.gov/ah4u or scan the QR code to get there.

Washington State Health Care Authority

Order Apple Health publications

The outreach toolkit includes the available *new* Apple Health outreach/marketing materials.

They're available for ordering in limited quantities in English and most are available in other languages for local downloading.

Please help us spread the word!



Available Washington Apple Health outreach/marketing materials

Go to the HCA publications website at www.hca.wa.gov/free-or-low-cost-health-care/forms-and-publications. You are encouraged to print what you need from the website. Small quantities are available for ordering in English. Other languages are available for downloading from the website.



Manage your Apple Health coverage online

Ryer
HCA 19-061



Share your Apple Health story

Ryer
HCA 19-035



Is Apple Health for you?
Find out.

Poster
HCA 19-009



Renewing your Apple Health coverage

Ryer
HCA 19-053



Free or low-cost health coverage

Brochure
HCA 19-003

HCA website

HCA's New Look

As of August 1, 2016, HCA has launched a new website.
Check out the new logo!

Interested in free or
low-cost health
care?

Apply for Apple Health



Free or low-cost health care

- Apple Health (Medicaid) coverage
- Prescription Drug Discount Card
- News and updates for Apple Health
- Program administration

[See more ...](#)

Public employee benefits

- For employees
- For retirees
- For COBRA & Leave Without Pay
- For groups joining PEBB

[See more ...](#)

Billers and providers

- Claims & billing
- ProviderOne resources
- Programs & services
- Apple Health (Medicaid) providers

[See more ...](#)

Take a look!

www.hca.wa.gov

Resources

Resources

HCA Stakeholder Training and Education web page:
www.hca.wa.gov/free-or-low-cost-health-care/apple-health-medicaid-coverage/stakeholder-training-and-education

**Questions about this presentation or to request
“over the limit” Apple Health material orders:**
ahcommunications@hca.wa.gov