

# Apple Health community connector program

## Background

The end of the COVID-19 public health emergency (PHE) is expected to initiate the largest health coverage transition since the first open enrollment of the Affordable Care Act (ACA). The Health Care Authority (HCA) will engage community partners as **volunteer Apple Health community connectors** to share messaging and ensure Apple Health (Medicaid) clients have the information and resources needed to maintain coverage when the PHE ends.

## Objective

As a volunteer Apple Health community connector, you will:

- Raise awareness around actions that need to be taken by clients to maintain coverage.
- Engage community partners by sharing tools and messaging to reach clients.
- Create cohesive voice through consistent messaging.
- Share culturally and linguistically competent messaging to clients and community partners.



## Representation

Community connectors may include representation from:

- Providers
- Managed care plans
- County offices
- Community-based organizations
- Clinics
- Health care facilities
- School districts
- Church communities
- Advocates
- State agencies
- Community leaders

## Role and responsibilities

Volunteer community connectors will:

- Attend a monthly check-in meeting with other community connectors.
- Share our communications with their community.
- Pass on community member questions.

---

## Communications

HCA will host a webinar and create a fact sheet answering frequently asked questions. Communications with community connectors will take place through [AHeligCOVID19@hca.wa.gov](mailto:AHeligCOVID19@hca.wa.gov).

## Resources

- Communications toolkit (in development): includes examples of letters and messaging that HCA will send to clients, social media toolkit, and recommended language for you to use in communications.
- [Apple Health PHE webpage](#): Stay up to date on developments with Apple Health and the PHE.
- [External Guide to Washington Apple Health \(Medicaid\) Post-PHE](#): HCA's plans for Apple Health eligibility after the expiration of the PHE.
- Questions:
  - Email: [AHeligCOVID19@hca.wa.gov](mailto:AHeligCOVID19@hca.wa.gov)