

Apple Health Expansion Communications Toolkit



Expanding immigrant health coverage in
Washington, because your health matters



Communications toolkit: Apple Health Expansion

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Overview

Background

Beginning July 1, 2024, Washington residents could begin receiving health coverage under Apple Health Expansion. Eligibility for Apple Health coverage was expanded to people age 19 or older with certain immigration statuses who are ineligible for other federal assistance. This new program is called Apple Health Expansion.

How to use this toolkit

Use this toolkit when communicating with clients about Apple Health Expansion. You can reuse content shared in this or use it to guide your content. This communications toolkit is designed for community-based organizations, navigators, and other partners who assist uninsured populations to help spread the word about how to access and understand their services covered under Apple Health Expansion.

Audiences

These communications are designed for people age 19 or older who live in Washington and meet the eligibility requirements for Apple Health Expansion. These individuals would not qualify for other Apple Health (Medicaid) programs based on [immigration status](#), Immigrant Health Coverage qualified health plans (QHP) with advance premium tax credits (APTC), or federally funded medical assistance programs. View full eligibility requirements at hca.wa.gov/apple-health-expansion.

This toolkit divides messaging based on the following client scenarios:

- **Clients eligible for Apple Health Expansion:** Meets all eligibility requirements and will apply for and enroll in coverage.
- **Clients transitioning from another coverage type:** Transitioning from a QHP or Alien Emergency Medical (AEM) coverage.
- **People not eligible for Apple Health Expansion:** Does not meet all eligibility requirements to enroll in Apple Health Expansion but may be eligible for other health care options.

Note: Refer to this toolkit for regular updates.

Communications

All audiences

Key messages

View the categories below to find key messages that best resonate with your community and clients.

Enrollment cap

Apple Health Expansion has the budget to enroll up to 13,000 clients. This enrollment cap is managed to ensure all clients enrolled receive the highest value care possible. Read the [announcement to learn more](#).

Communications plan

The enrollment cap status will be communicated through web banners, stakeholder and client webpages, email lists (GovDelivery), and social media posts.

Applying for coverage

The enrollment limit for Apple Health Expansion has been met. If you have not yet applied for coverage, complete an application so you will be included in the random selection if space opens in the program.

If you applied on or after June 20, 2024, and were denied because the cap was met, there is still a possibility you will be randomly selected to enroll if space opens in the program. There are no additional steps you need to take at this time. You will receive an eligibility notice through your preferred communication method (email or mail) if you are selected for enrollment.

You should only submit one application and keep your income and contact information up to date. Submitting more than one application will not increase your chances of enrollment into Apple Health Expansion.

Not sure if you've applied for coverage? Log into your account or contact our customer service teams to verify your application. Learn more and get the latest info at hca.wa.gov/apple-health-expansion.

Example of web banner on client webpages

Apple Health Expansion enrollment update

The enrollment limit for Apple Health Expansion has been met. If you have not applied, you can still complete your application for Apple Health Expansion to be considered if space opens in the program.

If you applied for coverage and were denied because the cap was met, there are no additional steps you need to take. There is still a possibility you may be randomly selected to enroll if space opens in the program. You will receive an eligibility notice if you are selected for enrollment.

View the [enrollment announcement](#) for regular updates or visit the [Apple Health Expansion webpage](#) for more information. Send questions about what this means for you and your family, and what to expect over the coming months to the [Apple Health Expansion inbox](#).

This banner sends people to the [Applying for coverage](#) on the Apple Health Expansion webpage and will be updated to communicate enrollment information.

Privacy

HCA does not share client information with any immigration agency, including Immigration and Customs Enforcement (ICE) or other federal agencies. Eligibility for Apple Health Expansion is exempt from the public charge test. View [the announcement](#) to learn more ([Español](#)). If you have questions or concerns about how an application for Apple Health Expansion may impact your immigration status or chances of becoming a permanent resident or citizen, contact an immigration attorney. View [HCA's notice of privacy practices](#) to learn more ([available in 15 languages](#)).

Clients eligible for Apple Health Expansion

Key messages

Eligibility

- Washington residents age 19 or older with certain immigration statuses may be eligible to receive health coverage through Apple Health Expansion. Learn more about the program: hca.wa.gov/apple-health-expansion.
- Apple Health Expansion is here – work with your clients to see if they meet eligibility and income requirements at hca.wa.gov/apple-health-expansion.

How to use your coverage

- After enrolling in Apple Health Expansion, you will receive your ProviderOne services card and health plan ID card in about two weeks. You need to bring these cards to your appointment. Learn more about [making your first appointment!](#)
- Navigate your Apple Health Expansion coverage anywhere you go. Print or view [Part one](#) & [Part two](#) of our First-timers' Guide to Washington Apple Health (Medicaid) online to learn how to use your coverage.
- New to Apple Health Expansion? Be sure to choose a primary care provider before making your first appointment! [Learn how to find a provider near you](#) that accepts your coverage.
- Use the [Apple Health Expansion service area map](#) to find which health plans are available by county.

Transportation and interpreter services

- If you don't drive or have access to public transportation, you may be eligible to receive help traveling to your health care appointment. For information on how to request nonemergency medical transportation, visit hca.wa.gov/transportation-help.
- Individuals who have Apple Health Expansion coverage also have access to interpreter services available from their health plan. Clients can always request an interpreter to help communicate during health care appointments when they schedule their appointments.

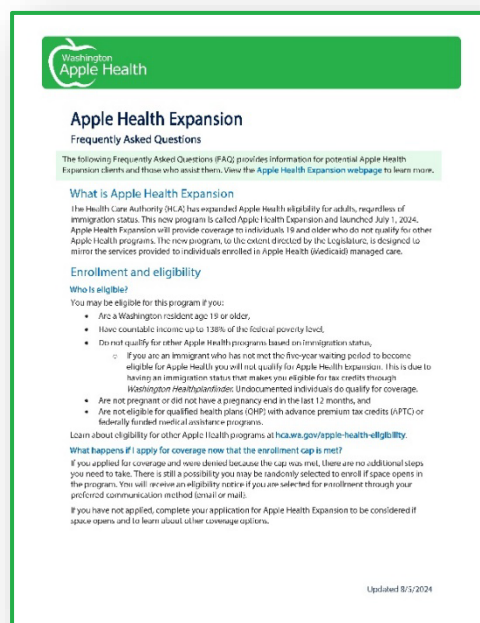
Client eligibility and services overview flyer

This flyer is intended for people to learn about Apple Health Expansion eligibility and services. [View the flyer online.](#)



Client frequently asked questions (FAQ)

Use this client resource to answer common questions about enrollment, eligibility, and coverage usage. [Available in 15 languages.](#)



Client scenario examples

View [client scenarios](#) to see examples of different Apple Health Expansion application pathways. These scenarios are intended to help individuals determine if they might be eligible for Apple Health Expansion or any other Apple Health program and how they would apply depending on their age.

Who is eligible?




- Jovani is 52
- He does not have an immigration status
- He does not qualify for a federally funded Apple Health program or advanced premium tax credits (APTC)
- He makes \$1500 a month
- He meets eligibility criteria for Apple Health Expansion*
- **Next Step:** Complete an application at wahealthplanfinder.org

Washington State Health Care Authority

*IMPORTANT: Eligibility subject to annual redetermination

Who is eligible?



- Gloria is 72
- She does not have an immigration status
- There are 2 people in her household
- She makes \$1500 a month
- She meets eligibility criteria for Apple Health Expansion*
- **Next Step:** Complete an application at wahealthplanfinder.org

Washington State Health Care Authority

*IMPORTANT: Eligibility subject to annual redetermination

Who is eligible?




- Natalia is 55 years old
- Her income is \$2,200 each month
- She lives in Bellingham
- She is over income for Apple Health Expansion.
- All clients can purchase a Qualified Health Plan
- Clients under 150% FPL are eligible for Cascade Care Savings. They enroll in a Cascade Care plan
- **Next step:** Complete an application at wahealthplanfinder.org



Washington State Health Care Authority

*IMPORTANT: Eligibility subject to annual redetermination


Outreach letter to Apple Health Expansion clients

Letter sent to clients in *Washington Healthplanfinder* who meet the eligibility requirements for Apple Health Expansion and are not enrolled in a Qualified Health Plan, inviting them to apply for coverage.




Application ID: 

Apple Health Expansion: New program announcement

Dear 

What is happening?
You may be eligible for a new program starting July 1, 2024, offering free health and dental coverage called Apple Health Expansion.

What is Apple Health Expansion?
Apple Health Expansion is a limited-enrollment program that expands free Apple Health coverage to those who do not currently qualify for a federally funded Apple Health program or tax credits. Learn more at www.hca.wa.gov/apple-health-expansion.


Other Apple Health programs including Alien Emergency Medical, Family Planning Only, and pregnancy-related coverage may be available to you.

How can I apply for Apple Health Expansion?
Applications can be submitted starting June 20, 2024, at 8 a.m. Apple Health Expansion is a limited-enrollment program, and spaces are expected to fill quickly. If you are eligible for Apple Health Expansion, and space is available, coverage can start as early as July 1, 2024.

If you are between the ages of 19 and 64, visit Washington Healthplanfinder at www.wahealthplanfinder.org and fill out an application starting on June 20, 2024.

Or, already have an account? Follow these steps.

1. Log in to your Washington Healthplanfinder account and select "Report a Change"
2. Select "Yes" to "Something else has changed that is not listed here."
3. Review your application. Update any information that may have changed, if nothing has changed, continue through the application.
4. Sign your application, then select "Submit My Application."

Correspondence ID: EE013-1685087 App ID 

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Clients transitioning from another coverage type

Key messages

Refer to key messages for clients eligible for Apple Health Expansion for resources.

Communications

Clients transitioning from an Immigrant Health Coverage qualified health plan (QHP) or Alien Emergency Medical (AEM) coverage will receive a letter notifying them of their transition to Apple Health Expansion.

QHP transition to Apple Health Expansion letter


Letter sent to QHP clients notifying them of their transition to Apple Health Expansion. This letter gives clients the opportunity to make sure their providers accept Apple Health before the transition.


Application ID:


Coverage changing July 1, 2024


Dear ,


Our records show you are eligible for free coverage through Apple Health Expansion starting July 1, 2024. You will no longer need to pay a monthly premium, and there will be no cost for your coverage. Your current plan will end June 30, 2024, and you will be automatically signed up for a new Apple Health plan, unless your coverage ends before then.


Why is free health coverage now available to me? 


Legislation passed that allows the Health Care Authority (HCA) to expand Apple Health coverage to some adults who are not eligible for other full-scope coverage due to their immigration status. Apple Health Expansion offers free medical, dental, and vision care through an Apple Health plan with no premiums. 


Learn more: 

Online: <http://hca.wa.gov/apple-health-expansion> 


Phone: 1-800-562-3022 

Do I need to choose my new Apple Health plan? 

If you do not select a health plan, one will be assigned for you by 6/XX/2024, based on where you live. 

If you have other household members on Apple Health, you will be enrolled in the same health plan, if available. 

If no one in your household is enrolled in Apple Health, you can choose a plan through:

Washington Healthplanfinder 

AEM MAGI transition to Apple Health Expansion letter

Letter sent to Alien Emergency Medical (AEM) Modified Adjusted Gross Income (MAGI) clients transitioning to Apple Health Expansion.

05/16/2024

Application ID:
[REDACTED]

Important Information

Dear [REDACTED],

Important news: Your health coverage is expanding

Dear (client name),

You have been approved for free coverage through Apple Health Expansion starting July 1, 2024. Your Apple Health Alien Emergency Medical (AEM) coverage will end June 30, 2024. You will be automatically enrolled in a new plan and your coverage should not be interrupted. Apple Health Expansion will cover the same services you have been receiving and provide more medical, dental, and vision services.

Why is free health coverage now available to me?

Legislation passed in 2023 allowing the Health Care Authority (HCA) to expand Apple Health coverage to adults with certain immigration statuses. Apple Health Expansion offers free medical, dental, and vision care through an Apple Health plan with no premiums.

Learn more:

- **Online:** hca.wa.gov/apple-health-expansion
- **Phone:** 1-800-562-3022

What is managed care?

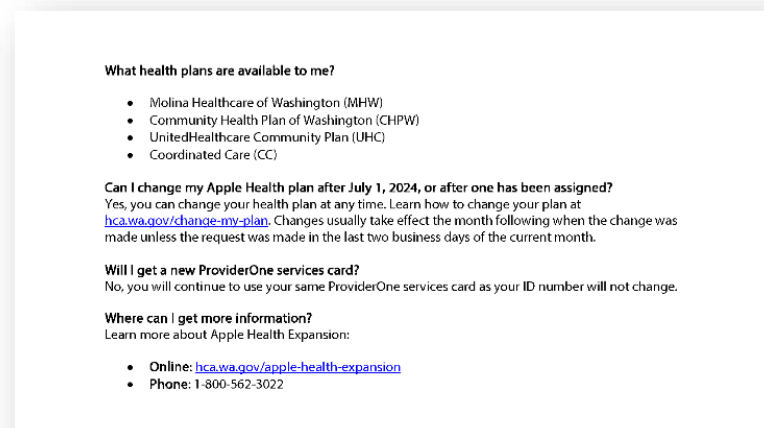
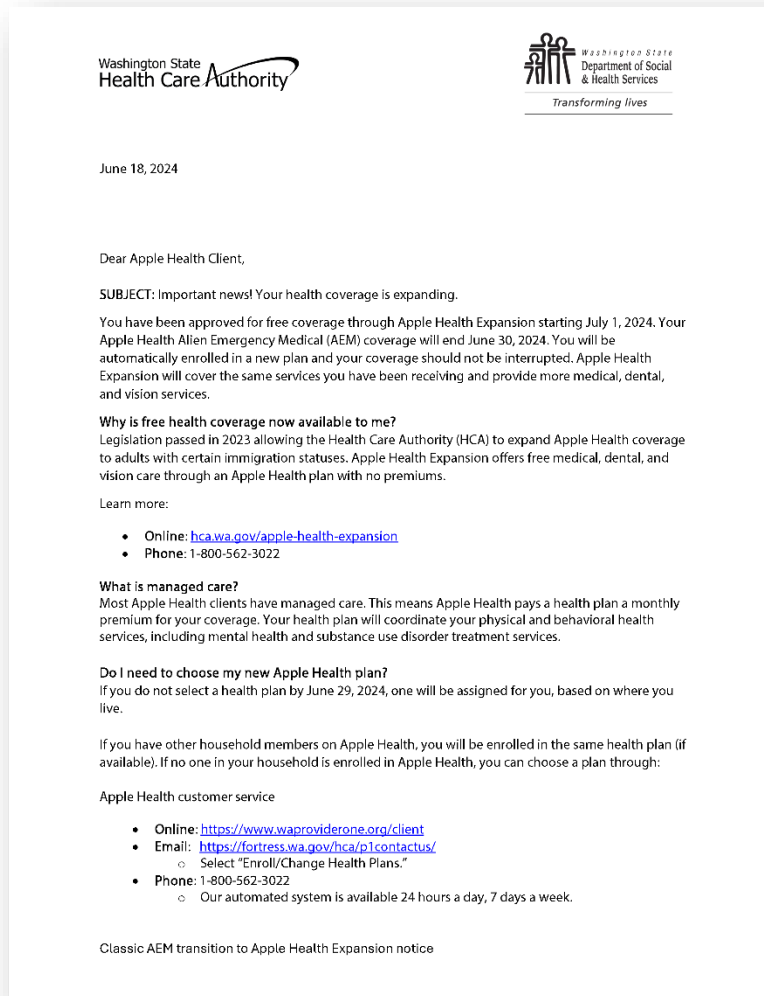
Most Apple Health clients have managed care. This means Apple Health pays a health plan a monthly premium for your coverage. Your health plan will coordinate your physical and behavioral health services, including mental health and substance use disorder treatment services.

Correspondence ID: EE013-0 App ID [REDACTED]

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AEM Classic transition to Apple Health Expansion letter

Letter sent to Alien Emergency Medical (AEM) Classic clients transitioning to Apple Health Expansion.



People not eligible for Apple Health Expansion

Key messages

Apple Health for Kids

- Kids up to age 19 are eligible for Apple Health for Kids, regardless of immigration status. Learn more about this free coverage option at hca.wa.gov/apple-health-children

Apple Health for Pregnant individuals and After-Pregnancy Coverage

- Pregnant individuals regardless of citizenship or immigration status may be eligible for [After-Pregnancy Coverage \(APC\)](#). This provides coverage after an individual's pregnancy ends in the last 12 months when they apply.
- You may apply for Apple Health for pregnant individuals year around. Learn if you qualify at hca.wa.gov/apc.

Immigrant Health Coverage qualified health plan

Qualified health plans (QHP) and Cascade Care Savings options for immigrants are available to all Washingtonians, regardless of immigration status. Immigrants now have the opportunity to shop for and purchase qualified health and dental plans for 2024. Learn more about immigrant health care and other [cost saving options](#).

Navigator/broker

- [View details on Immigrant Health Coverage QHPs](#)

Communications

Denial letter (EE015) – Modified Adjusted Gross Income (MAGI)

The following letter is sent to people who applied for coverage through *Washington Healthplanfinder* and either:

- Do not meet Apple Health Expansion eligibility requirements, or
- Meet eligibility requirements for Apple Health Expansion but the enrollment cap is met.

US/01/2024
Applicant ID: [REDACTED]

Eligibility Results

Dear [REDACTED]

This letter is a summary of your household's coverage eligibility.

Health Plan Eligibility

Name	Program	Eligibility Start Date	Eligibility End Date
[REDACTED]	Qualified Health Plan	09/01/2024	12/31/2024

Dental Plan Eligibility

Name	Program	Eligibility Start Date	Eligibility End Date
[REDACTED]	Qualified Health Plan	09/01/2024	12/31/2024

Enrollment Period

You must be in the open enrollment period or qualify for a special enrollment to enroll in a Qualified Health or Qualified Dental Plan. For more information, visit www.wahbeachange.org/SEP.

Continuation of Coverage [REDACTED] App ID [REDACTED] Page 1 of 1

The individual(s) listed below cannot get Washington Apple Health for these reasons:

Name	Reason	Denial Effective Date
[REDACTED]	At this time, the Washington Apple Health Expansion enrollment limit has been met. We are not currently enrolling new members in this program. You do not meet the citizenship or immigration requirements to receive Washington Apple Health. See Washington Administrative Codes 182-803-0630, 182-825-0400, 182-825-0600.	08/01/2024

For more information about how we determine household size and countable income, see the WAC 182-806-0010 and WAC 182-806-0300.
You can check these rules online at <http://apps.leg.wa.gov/wac/> or view them at your public library reference desk.

Denial letter – Classic

The following letter is sent to people who applied for coverage through *Washington Connection* and either:

- Do not meet Apple Health Expansion eligibility requirements, or
- Meet eligibility requirements for Apple Health Expansion but the enrollment cap is met.

03/31/25 JANE DOE
HEALTH CARE AUTH
ACES TEST REGION
OLYMPIA WA 98504-5893

03/31/25
JANE DOE
[REDACTED]

Dear JANE DOE

The following benefits are denied for the months listed:

Apple Health Expansion

JANE DOE
05/2025

The reasons for this decision are:

For Medical:

You don't meet the citizenship or immigration requirements to receive Washington Apple Health.

Apple Health Expansion Classic isn't enrolling new members at this time due to limited funding.
See WAC rule (Washington Administrative Code): 182-503-0505, 182-503-0535, 182-505-0115, 182-505-0210, 182-505-0240, 182-505-0250, 182-508-0001, 182-525-0400, 388-400-0070, 388-424-0010, 388-424-0015, 388-424-0020

You can check these rules online at <http://apps.leg.wa.gov/wac/>.

You may be eligible for medical assistance if you:

- * Become pregnant;
- * Have a medical emergency;
- * Have a change in your immigration status; or
- * Become a member of the U.S. Armed Forces.

You can:

- * Apply for benefits, submit a review, or report changes at www.washingtonconnection.org.

Write your client ID on all copies you send us. Your client ID is 999999999.

If you disagree with any of our decisions, you may ask to have the case reviewed. You can also ask for an administrative hearing. Administrative hearing rights are included in this letter.

0004-03 Medical/ITC Denial for AH Client ID# [REDACTED]

Branding and language guidance

When referencing Apple Health Expansion in through writing or speaking, use “Apple Health Expansion.” To best align with HCA materials and maintain familiarity of the program across locations, avoid using the abbreviations “AHE” or “AH Expansion.”

Slogan

You may include the following Apple Health Expansion slogan in your communication and outreach materials.

Expanding immigrant health coverage in Washington, because your health matters

Usage of color

We recommend incorporating the following colors to align with HCA branded Apple Health Expansion material.

Dark green: #23AE48

Light green: #E6FAEB

Apple Health Logo

Use the existing Apple Health logo and variations to best align with HCA materials and maintain familiarity of the program across locations. Do not use or create logos that differ from the existing Apple Health logo provided when communicating Apple Health Expansion.

Contact ahcommunications@hca.wa.gov to request a copy of the Apple Health logo in your materials.



Standard Apple Health logo



For use on darker backgrounds



Black and white printing

Resources

Webpages

View the [Apple Health Expansion client webpage](#).

- To save space, use the short URL hca.wa.gov/apple-health-expansion.

View the [Apple Health Expansion stakeholder webpage](#).

Partners and stakeholders

- View the [Apple Health Expansion eligibility flyer](#) for more information. This flyer is **available in 15 languages**.

The flyer is titled "Washington State Health Care Authority Apple Health Expansion coming July 2024". It explains that the 2024 expansion will allow the Health Care Authority (HCA) to develop a new medical assistance program for eligible residents. It lists eligibility criteria: Washington residents aged 18 or older, with household income under 138% of the federal poverty level, and not enrolled in other public health coverage based on immigration status. It also lists exclusions: pregnant women in the first trimester, and those with certain pre-existing conditions. A table shows income standards for household size 1 through 6. Other sections include "When can I apply?", "What does coverage start?", "What health coverage is available prior to July 1, 2024?", "Other Apple Health coverage", "Qualified Health Plans and Cascade Care Savings options for immigrants", and "Where can I get more information?".

Washington State Health Care Authority

Apple Health Expansion coming July 2024

What is Apple Health Expansion?
The 2024 expansion will allow the Health Care Authority (HCA) to develop a new medical assistance program for eligible residents.

Who is eligible?
You may be eligible for the program if you:

- Are a Washington resident aged 18 or older,
- Have household income under 138% of the federal poverty level,
- Do not qualify for other public health coverage based on immigration status.

For more information on the new medical assistance program, visit [hca.wa.gov/apple-health-expansion](#).

Who is not eligible?
You may not be eligible for the program if you:

- Are pregnant or in the first trimester of pregnancy,
- Are enrolled in another health plan with certain pre-existing conditions.

Learn more about the other public health programs at [hca.wa.gov/apple-health-expansion](#).

Income standards

Household Size	1	2	3	4	5	6
Monthly income	\$1,210	\$1,591	\$1,975	\$2,360	\$2,745	\$3,130
Household Size	6	7	8	9	10	11
Monthly income	\$3,525	\$3,910	\$4,295	\$4,680	\$5,065	\$5,450

Based on 2021 Washington State income subject to state income tax.

When can I apply?
You may start applying for Apple Health Expansion starting July 2024.

What does coverage start?
Apple Health Expansion coverage starts on July 1, 2024.

What health coverage is available prior to July 1, 2024?

Other Apple Health coverage
If you meet the criteria to be eligible for Apple Health, you may also be eligible for other Apple Health programs, such as Apple Health Extra, Apple Health Care Savings, and Apple Health Care Services (HCS). For more information, visit [hca.wa.gov/apple-health-expansion](#).

Qualified Health Plans and Cascade Care Savings options for immigrants
Immigrants, regardless of immigration status, now have the opportunity to enroll for and purchase qualified health and dental plans for 2024. Learn more about the new health plans and other coverage options.

Where can I get more information?
Online: [hca.wa.gov/apple-health-expansion](#) | Email: [applehealth@hca.wa.gov](#) | Phone: (206) 462-1800

Office of Health Care Policy and Planning | Apple Health Expansion | April 2024

Immigrant Health Coverage

- [Visit Washington Health Benefit Exchange's website for details on Immigrant Health Coverage QHPs](#)
- [View the Immigrant Health Coverage media toolkit](#)

Guides

Clients can use these First Timers' guides to Apple Health to better understand how to get the most out of their Apple Health coverage. Share these guides to assist clients' next steps after enrolling. These guides help clients learn how to make the first appointment, understand common health care terms, and more.

- [Part one: After you enroll in Apple Health](#)
- [Part two: Making your first health care appointment](#)

Contact

Partners and stakeholders

- Email ahexpansion@hca.wa.gov

Apple Health Expansion clients age 19 to 64:

- Email askmedicaid@hca.wa.gov
- Call: 1-800-562-3022

Apple Health Expansion clients age 65 and older:

- Call: 1-877-501-2233

