



Apple Health is Medicaid

Communications Toolkit



If you live in Washington State and qualify for Medicaid,
you might know it by another name—Apple Health.

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Apple Health Communications Toolkit

Helping Washingtonians understand Apple Health is Medicaid

Overview

Nearly 2 million people in Washington rely on Apple Health, our state's Medicaid program, for their health care. Yet many community members don't realize that Apple Health is Medicaid.

This toolkit equips partners, community leaders, and media outlets with accurate, accessible information to support outreach, education, and engagement efforts around Apple Health. As changes to state and federal health coverage laws evolve, it's more important than ever to ensure Washingtonians understand:

- What Apple Health is,
- Who it helps, and
- What it covers.

What's inside

This toolkit includes a range of communication tools to help you spread the word, including:

- Fact sheets and infographics
- Social media posts
- Presentation slides
- Blog content
- Videos

How to use this toolkit

This communications toolkit is designed for community-based organizations, navigators, and other partners who assist Apple Health clients to help spread the word about the value of Apple Health.

You can reuse content shared in this toolkit or use it to guide your content.

Audiences

These materials are intended to reach:

- Washington residents who qualify for Medicaid but may not realize it's called Apple Health.
- Community members unfamiliar with the Apple Health brand.
- Individuals and families seeking affordable health care coverage.
- Community organizations and advocates sharing accurate information about Apple Health.

Communications

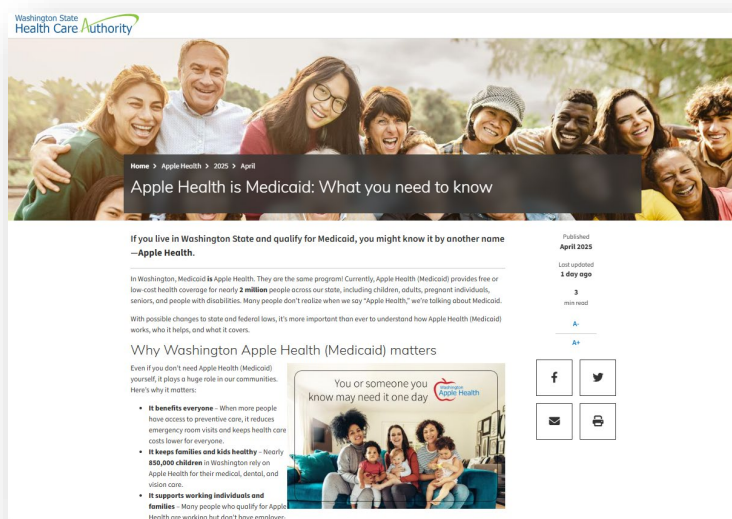
Presentations

The Health Care Authority developed the [Medicaid in Washington State presentation slides](#) to share an overview of how Apple Health is administered, including funding, eligibility, covered services, and more.



Blog posts

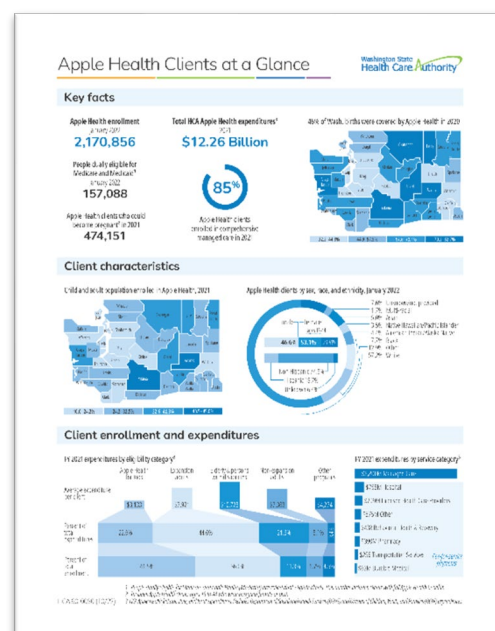
The latest blog post from HCA, [Apple Health is Medicaid – What You Need to Know](#), breaks down what Apple Health is, who it serves, and why it matters now more than ever. It's a great reminder of the real-world impact of our work—and a tool you can share with partners, clients, and your own networks.



The two page [What you need to know about Washington Apple Health fact sheet](#) was designed to provide a quick overview of Medicaid in Washington state, enrollment, administration, application process, programs, eligibility, covered services, and program funding.



The [Apple Health Clients at a Glance infographic](#) shares client data from 2022, including enrollment, expenditures, and demographics.



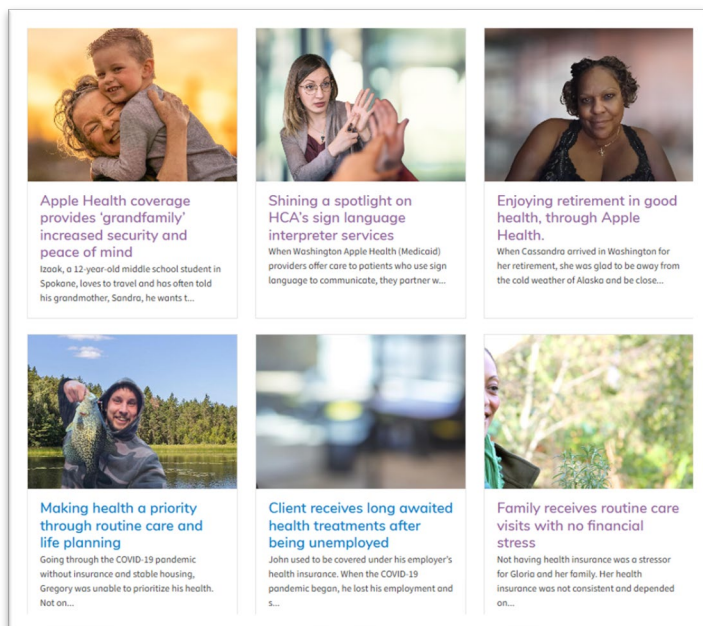
Eligibility



Our [Washington Apple Health \(Medicaid\) Programs Eligibility Overview](#) shares an in-depth look at eligibility for Apple Health programs. Visit our [eligibility webpages](#) for more information.

Stories

The [Voices of Apple Health project](#) has almost 50 stories from real clients sharing their experiences with Apple Health and how it's made a positive impact in their lives.



Apple Health outreach toolkit

The [Apple Health outreach toolkit](#) has informational materials for stakeholders, providers, community-based organizations, tribal organizations, trainers, and assisters. The materials are designed to help you inform clients and applicants about Apple Health (Medicaid) and increase public awareness.

The screenshot shows the Washington State Health Care Authority website. The header includes the logo, a search bar, and links for "In a crisis?" and "Login". The navigation menu lists "Free or low-cost health care", "Employee & retiree benefits", "Billers, providers & partners", "About HCA", and "Contact". The main heading is "Apple Health outreach toolkit". Below it, a paragraph states: "Find Apple Health (Medicaid) materials for stakeholders, providers, community-based organizations, tribal organizations, trainers, and assisters to use for outreach." A sidebar titled "On this page" lists links: "Apple Health informational materials", "Booklets and guides", "Handouts", "Posters", "Order printed copies or download PDFs", and "Videos". The main content area is titled "Apple Health informational materials" and contains a paragraph: "This page provides various informational materials for stakeholders, providers, community-based organizations, tribal organizations, trainers, and assisters. The materials are designed to help you inform clients and applicants about Apple Health (Medicaid), and increase awareness to the general public. Select a link below to download a PDF (ready to print). You can order preprinted posters and materials in English, as well as options to download in other languages. View the [Apple Health \(Medicaid\) forms and publications page](#)."

Media inquiries

To ensure timely and accurate responses, please direct all media inquiries to [HCA Media Relations](#). This inbox is monitored regularly by our communications team. Visit our [Press room](#) for more information.

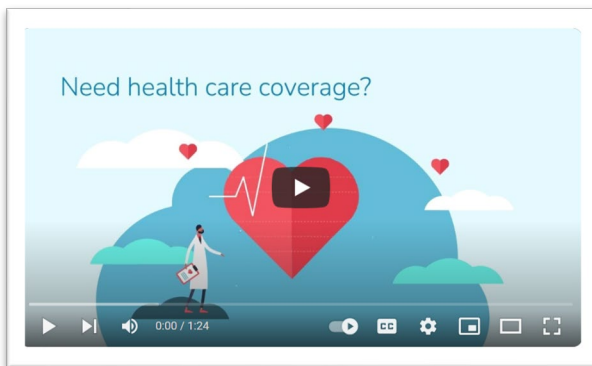
The screenshot shows the Washington State Health Care Authority website. The header is identical to the previous screenshot. The navigation menu is the same. The breadcrumb trail reads "Home > About HCA > News > Press room". The main heading is "Press room". Below it, a paragraph states: "Learn who to contact for media inquiries and explore helpful resources on Washington Apple Health (Medicaid), Public Employees Benefits Board (PEBB) Program, School Employees Benefits Board (SEBB) Program, Uniform Medical Plan (UMP), and the SmartHealth wellness program." A sidebar titled "On this page" lists links: "Questions about which Washington State agency to contact?", "Apple Health (Medicaid)", "Public Employees Benefits Board (PEBB) Program", "School Employees Benefits Board (SEBB) Program", "Uniform Medical Plan (UMP)", and "SmartHealth wellness program".

Videos

Over the last few years, we started the Welcome to Washington Apple Health video series that accompanies the [Welcome to Washington Apple Health benefits booklets](#). These videos help clients learn about their coverage in short segments to reach a broader audience and account for different learning styles.

Find out if you're eligible and how to apply for coverage

Watch the [first Welcome to Washington Apple Health video](#) that covers eligibility and how to apply for coverage online.



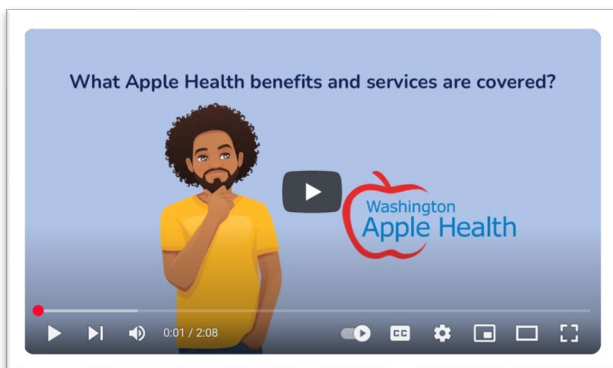
Understanding your coverage

Watch the [second Welcome to Washington Apple Health video](#) that helps clients understand what kind of Apple Health coverage they have and why it matters.



Learn about your benefits and services

Watch the [third Welcome to Washington Apple Health video](#) to learn what benefits and services are covered under Apple Health.



Social media

The following social media messaging is designed to increase public awareness that Apple Health is Washington State's Medicaid program. Many people may not realize the two are the same — this campaign aims to close that knowledge gap and encourage eligible individuals to enroll in the coverage they deserve.

Social Media Messages

- In Washington, Medicaid is Apple Health. They are the same program! Currently, Apple Health (Medicaid) provides free or low-cost health coverage for nearly 2 million people across our state, including children, adults, pregnant individuals, seniors, and people with disabilities. Learn more about what Apple Health covers: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Even if you don't need Apple Health (Medicaid) yourself, it plays a huge role in our communities. It keeps families and kids healthy. Nearly 850,000 children in Washington rely on Apple Health for their medical, dental, and vision care. Learn more about why Apple Health matters: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Washington Apple Health (Medicaid) matters because it supports working individuals and families. Many people who qualify for Apple Health are working but don't have employer-sponsored insurance or can't afford private plans. Learn more about who qualifies for Apple Health: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Even if you don't need Apple Health (Medicaid) yourself, it helps seniors and people with disabilities. Apple Health provides critical care for over 230,000 seniors and individuals with disabilities in our state. Learn more about why Apple Health matters: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Even if you don't need Apple Health (Medicaid) yourself right now, you or someone you know may need it one day. Life circumstances can change. A job loss, health crisis, or major life event could mean you or a loved one might qualify for Apple Health in the future. Knowing how it works now can make a difference when you need it. If you or someone you know might qualify, don't wait—visit hca.wa.gov/apple-health today to learn more and apply.
- For most people, Apple Health (Medicaid) has no costs—no premiums, no copays, no deductibles. If you qualify, you get the care you need without worrying about medical bills. If you or someone you know might qualify, don't wait—visit hca.wa.gov/apple-health today to learn more and apply.
- As of February 2025, nearly 2 million people are enrolled in Apple Health (Medicaid), including:
 - Children: 849,158
 - Adults: 623,156
 - People with disabilities: 131,195
 - People age 65+: 99,897

- Pregnant/After-pregnancy coverage individuals: 26,588

Apple Health is available to many Washington residents based on income, family size, age, and other factors. Learn more: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>

- Wondering how to apply for Apple Health (Medicaid)? Applying is easy and can be done online, in person, or by mail. Visit hca.wa.gov/apply-or-renew-coverage to get started.
- Apple Health = Medicaid: Helping Washington families stay healthy
Apple Health is Medicaid. If you qualify for Medicaid in Washington, you're covered by Apple Health—it's that simple! This program helps keep nearly 2 million Washington residents healthy by providing free or low-cost coverage to those who need it most.
If you or someone you know might qualify, don't wait—visit hca.wa.gov/apple-health today to learn more and apply.
- Apple Health (Medicaid) covers a wide range of health services to keep you and your family healthy. If you qualify, you get coverage for services like:
 - Doctor visits and check-ups
 - Emergency care when you need it
 - Maternity and newborn care
 - Mental health and substance use disorder treatment services
 - Prescriptions
 - Dental and vision care (full benefits for kids, limited for adults)
 - Hospital stays and lab tests
 - Rides to medical appointments

Stay informed, stay covered, and stay healthy!

<https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>

Social Media Post Graphics

Use these social media graphics to post to Facebook, LinkedIn, Bluesky, and X (Twitter) feeds.



Apple Health
supports working
individuals and
families



Apple Health
provides
critical care for
over **230,000**
seniors and
individuals with
disabilities



You or someone you
know may need it one day



For most
people, Apple
Health has
no cost



Nearly **2 million**
people are enrolled
in Apple Health



Apply online,
in person, or
by mail



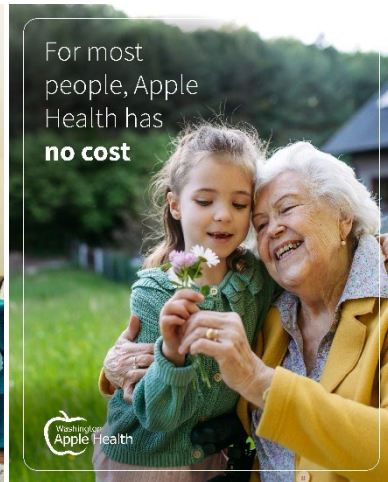
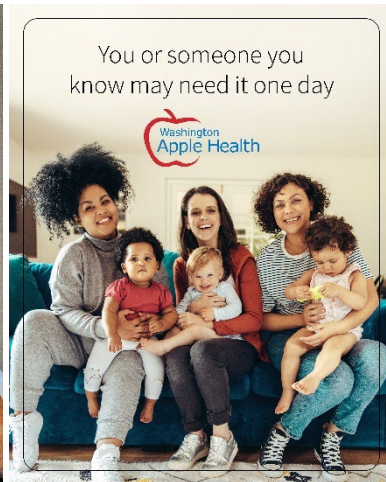
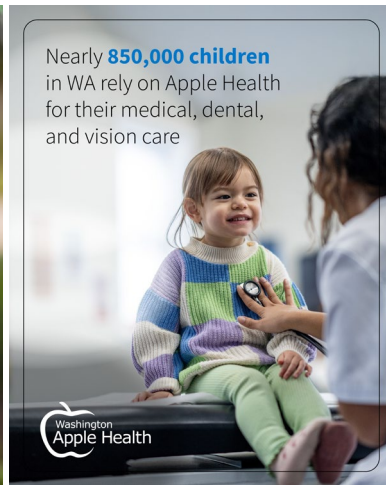
Helping
Washington
families
stay healthy

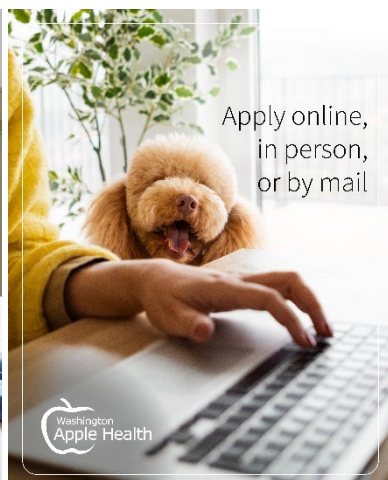


Stay **informed**,
stay **covered**,
stay **healthy!**



Use these images to post on Instagram.





Accessing images

Email Social@hca.wa.gov to request copies of the social media images in this toolkit.

Social Media Messages in Spanish

- En Washington, Medicaid es Apple Health. ¡Son el mismo programa! Actualmente, Apple Health (Medicaid) ofrece cobertura médica gratuita o de bajo costo a casi 2 millones de personas en todo el estado, incluyendo niños, adultos, embarazadas, adultos mayores y personas con discapacidad.
Más información sobre la cobertura de Apple Health: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Aunque no necesite Apple Health (Medicaid), es un factor clave en nuestras comunidades. Mantiene a las familias y a los niños sanos. Casi 850,000 niños en Washington dependen de Apple Health para su atención médica, dental y de la vista.
Obtenga más información sobre por qué Apple Health es importante: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Washington Apple Health (Medicaid) es importante porque apoya a las personas y familias trabajadoras. Muchas personas que califican para Apple Health trabajan, pero no tienen seguro médico patrocinado por su empleador o no pueden costear planes privados.
Obtenga más información sobre quién califica para Apple Health: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Incluso si no necesita Apple Health (Medicaid), este servicio ayuda a personas mayores y con discapacidad. Apple Health brinda atención crítica a más de 230,000 personas mayores y con discapacidad en nuestro estado.
Obtenga más información sobre por qué Apple Health es importante: <https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>
- Aunque no necesite Apple Health (Medicaid) ahora mismo, usted o alguien que conoce podría necesitarlo algún día. Las circunstancias de la vida pueden cambiar. La pérdida del empleo, una crisis de salud o un evento importante en la vida podrían significar que usted o un ser querido podrían calificar para Apple Health en el futuro. Saber cómo funciona ahora puede marcar la diferencia cuando lo necesite.
Si usted o alguien que conoce podría calificar, no espere- visita hca.wa.gov/apple-health hoy para obtener más información y presentar su solicitud.
- Para la mayoría de las personas, Apple Health (Medicaid) es gratuito: sin primas, copagos ni deducibles. Si cumple los requisitos, recibirá la atención que necesita sin preocuparse por las facturas médicas.
Si usted o alguien que conoce podría calificar, no espere- visita hca.wa.gov/apple-health hoy para obtener más información y presentar su solicitud.
- A febrero de 2025, casi 2 millones de personas estaban inscritas en Apple Health (Medicaid), incluyendo:
 - Niños: 849,158
 - Adultos: 623,156
 - Personas con discapacidad: 131,195

- Personas mayores de 65 años: 99,897
- Personas con cobertura durante el embarazo o después del embarazo: 26,588

Apple Health está disponible para muchos residentes de Washington según sus ingresos, tamaño de la familia, edad y otros factores. Más información:

<https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>

- ¿Te preguntas cómo solicitar Apple Health (Medicaid)? Solicitarlo es fácil y puedes hacerlo en línea, en persona o por correo. Visita [hca.wa.gov/apply-or-renew-coverage](https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know) para empezar
- Apple Health = Medicaid: Ayudando a las familias de Washington a mantenerse saludables Apple Health es Medicaid. Si calificas para Medicaid en Washington, estás cubierto por Apple Health. ¡Así de simple! Este programa ayuda a mantener saludables a casi 2 millones de residentes de Washington, brindando cobertura gratuita o de bajo costo a quienes más la necesitan.
Si tú o alguien que conoces podría calificar, no esperes: visita [hca.wa.gov/apple-health](https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know) hoy para obtener más información y aplicar.
- Apple Health (Medicaid) cubre una amplia extensión de servicios de salud para que usted y su familia se mantengan saludables. Si califica, obtendrá cobertura para servicios como:
 - Consultas médicas y chequeos médicos
 - Atención de emergencia cuando la necesite
 - Atención de maternidad y cuidado del recién nacido
 - Servicios de salud mental y tratamiento para trastornos por consumo de sustancias
 - Recetas médicas
 - Atención dental y de la vista (beneficios completos para niños, limitados para adultos)
 - Hospitalizaciones y análisis de laboratorio
 - Transporte a citas médicas

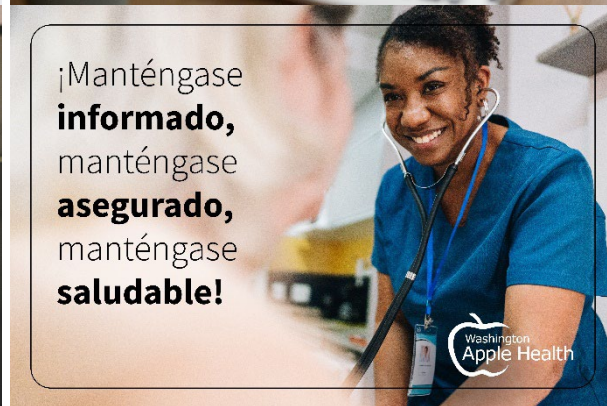
¡Manténgase informado, cubierto y saludable!

<https://connections.hca.wa.gov/apple-health/2025/april/apple-health-is-medicaid-what-you-need-to-know>

Social Media Post Graphics in Spanish

Use these social media graphics to post to Facebook, LinkedIn, Bluesky, and X (Twitter) feeds.





Use these images to post on Instagram.



Apple Health
es **Medicaid**



Casi **850,000 niños** en WA
confían en Apple Health para
su atención médica, dental y
de la vista



Apple Health apoya
a personas y familias
trabajadoras



Apple Health
brinda atención
crítica a más
de **230,000**
personas
mayores y
personas con
discapacidades



Usted o alguien que conoce
podría necesitarlo algún día



Para la mayoría
de las personas,
Apple Health
**no tiene
costo**





Accessing images

Email Social@hca.wa.gov to request copies of the social media images in this toolkit.

Contact

Questions about how to use the resources shared in this toolkit? Email the [Apple Health Communications team](#)!