

# End of PHE

## Communications Toolkit

Apple Health  
(Medicaid)  
clients and the  
COVID-19  
public health  
emergency  
(PHE)



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# Overview

## Background

During the COVID-19 public health emergency (PHE), the Health Care Authority extended coverage for all Apple Health (Medicaid) clients. This extension ends March 31, 2023, due to the Consolidated Appropriation Act of 2023.

Department of Health and Human Services (HHS) ended the PHE on May 11, 2023. HCA resumed normal operations April 1, 2023.

For more information on the PHE visit [hca.wa.gov/phe](https://hca.wa.gov/phe).

## How to use this toolkit

Our End of the PHE communications toolkit shares HCA's communication strategy including our timeline, key messages, letters, mailers, social media, and campaign graphics for the PHE unwind.

This toolkit acts as a messaging guide for navigators, brokers, providers, managed care organizations (MCOs), other stakeholders, and tribal entities to help clients understand what will happen to their coverage when HCA returns to normal operations. This toolkit is all inclusive and may contain information not applicable to you or your organization.

## Audiences

The communications in this toolkit are intended for Apple Health clients and anyone who helps Apple Health clients apply, renew, or manage their coverage.

Client audiences are divided based on the type of Apple Health coverage:

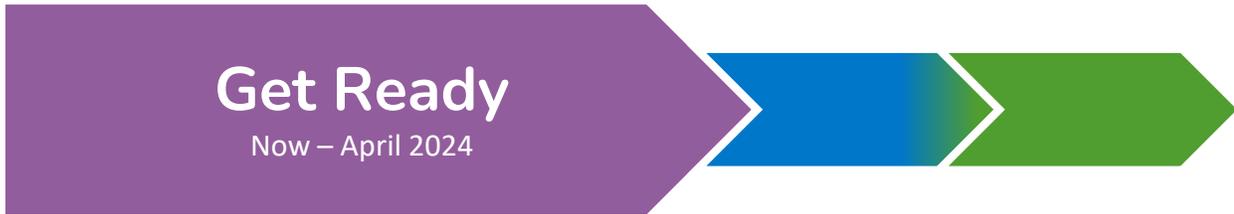
- **Modified Adjusted Gross Income (MAGI)** - Apple Health for adults, pregnant individuals, children, and parent/caretakers.
- **Classic Medicaid** - Individuals who are age 65 and older, have blindness or a disability, or are on Medicare.

**Important note:** This document is updated as much as possible. Changes may occur as the federal government releases guidance on how to address Apple Health eligibility.

# Communication timeline and key messages



# Phase one: Get Ready



## Key messages

- Don't miss important notices about your Apple Health (Medicaid) coverage! Update your contact information today so we can reach you!
- Premium requirements for Apple Health for kids and Apple Health for Workers with Disabilities (HWD) will restart soon.
- HCA and Managed care plans text or call you with important reminders about your Apple Health (Medicaid) coverage.

## Communications

### Social media examples

HCA Washington State Health Care Authority  
July 10 at 7:00 PM

Attention Apple Health (Medicaid) clients! It's time to update your address, email, and phone numbers so we can send you important information about your coverage. Visit [wahealthplanfinder.org](http://wahealthplanfinder.org) or call 1-855-923-4633 to update your contact information today.



HCA Washington State Health Care Authority  
July 13 at 8:00 AM

Are you receiving health care coverage through DSHS and are age 65 or older, or have blindness or a disability? We want to reach you with important coverage updates. If your contact information has changed visit [washingtonconnection.org](http://washingtonconnection.org), call 1-877-501-2233, or visit your local Community Service Office to update your current phone numbers, email, and mailing address in our records today.



View the [social media toolkit](#) for more posts.

## Report a change MAGI postcard

The report a change postcard goes out to clients in batches based on their renewal month.

### Important news!



**Washington Apple Health (Medicaid) renewals are starting soon.** It's time for Apple Health clients to make sure their phone number, email, and mailing address are correct to get important updates about Apple Health coverage.

Update your contact information one of the following ways:

- If you are enrolled in managed care, contact your plan:
  - Amerigroup: 1-800-600-4441
  - Community Health Plan of Washington: 1-800-440-1561
  - Coordinated Care: 1-877-644-4613
  - Molina: 1-800-869-7165
  - UnitedHealthcare: 1-877-542-8997
- Login to your Washington Healthplanfinder account at [wahealthplanfinder.org](http://wahealthplanfinder.org)
- Call Washington Healthplanfinder at 1-855-923-4633
- Email [askmedicaid@hca.wa.gov](mailto:askmedicaid@hca.wa.gov) with your name, date of birth and updated information

HCA 19-0079 (9/22)

## Report a change Classic postcard

The report a change postcard goes out to clients in batches based on their eligibility review month.

### Important news!



**Washington Apple Health (Medicaid) eligibility reviews are starting again!** It's time for Apple Health clients with Department of Social and Health Services (DSHS) to make sure their phone number, email, and mailing address are correct to get important updates about Apple Health coverage.

Update your contact information with DSHS one of the following ways:

- If you are enrolled in managed care, contact your plan:
  - Amerigroup: 1-800-600-4441
  - Community Health Plan of Washington: 1-800-440-1561
  - Coordinated Care: 1-877-644-4613
  - Molina: 1-800-869-7165
  - UnitedHealthcare: 1-877-542-8997
- Login to Washington Connection at [washingtonconnection.org](http://washingtonconnection.org).
- Email [AHUpdateMyInfo@hca.wa.gov](mailto:AHUpdateMyInfo@hca.wa.gov) with your name, date of birth, and updated information.
- Call Apple Health customer service at 1-800-562-3022.

HCA 19-0091 (3/23)

## Apple Health for Kids with premiums postcard

This postcard was mailed to clients on May 15, 2023.



### Important news!

Monthly premiums are starting again for Apple Health for Kids with Premiums, also known as Children's Health Insurance Program (CHIP). Premiums were paused during the COVID-19 pandemic which started in March 2020.

- Premiums are based on current information. Login at [wahealthplanfinder.org](http://wahealthplanfinder.org) or call 1-855-923-4633 if income has decreased since the last Apple Health application or renewal.
- Billing notices begin in June 2023 and payments are due July 15, 2023.

HCA 19-0074 (3/23)

## Apple Health for Workers with Disabilities premium postcard

This postcard will be mailed to clients on June 1, 2023.



### Important news!

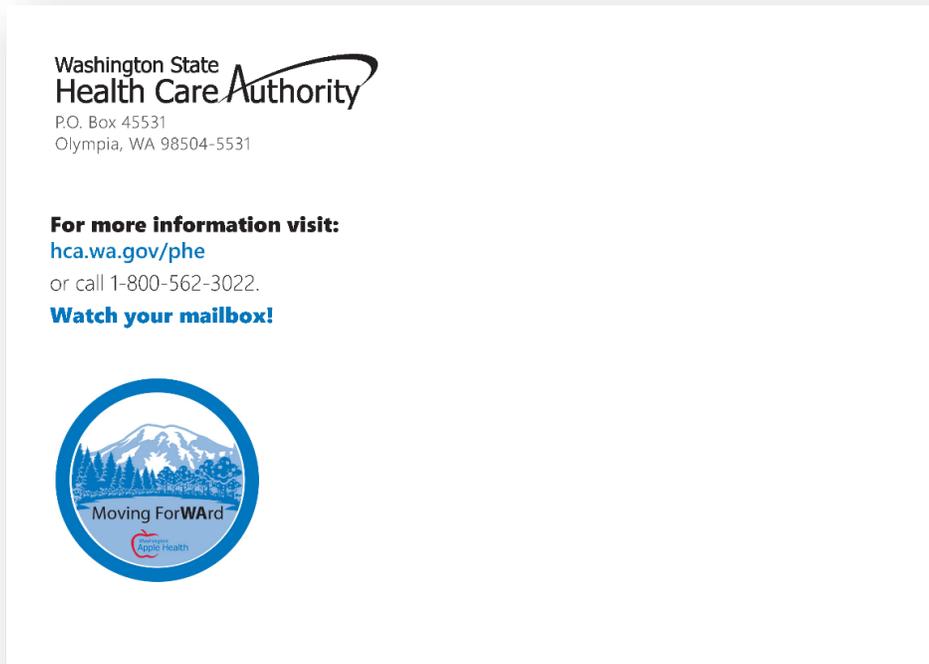
Monthly premiums are starting again for the Apple Health for Workers with Disabilities program (HWD). Premiums were paused during the COVID-19 pandemic which started in March 2020.

- Premiums are based on current information. Contact us at 1-800-871-9275 if your income has changed since last time you applied for or renewed your HWD coverage.
- Billing notices begin again in late July 2023. Carefully review the July notice for information about when premiums are due.

HCA 19-0075 (3/23)

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## Back side of postcards



## IVR hold message

The below message plays when Apple Health clients are on hold waiting for a customer service representative.

Are you enrolled in Apple Health (Medicaid) coverage? Update your address and phone number today to stay enrolled. Report your changes over the phone or visit [hca.wa.gov/apple-health](https://hca.wa.gov/apple-health).

## HCA website banner

Website banner encouraging clients to update their contact information on [hca.wa.gov](https://hca.wa.gov) Free or low-cost health care webpages.

### Apple Health public health emergency (PHE)

**Important: Stay covered!** Are you enrolled in Apple Health (Medicaid) coverage? Make sure your address and phone number are up to date so you can stay enrolled. [Report a change](#).

# Phase two: Renew



## Key messages

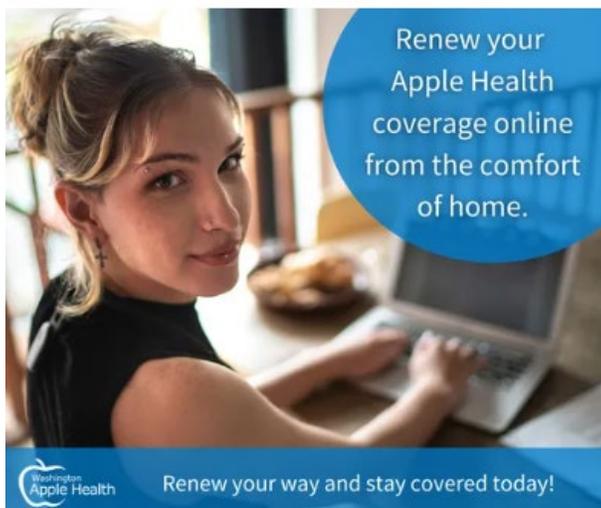
- Did you receive your Apple Health (Medicaid) renewal notice? Renew your way and stay covered today!
- Not responding to requests for information may result in loss of coverage.
- Didn't renew your Apple Health (Medicaid) coverage on time? It's not too late to complete your renewal.

## Communications

### Social media examples

 Washington State Health Care Authority  
August 9 at 8:00 AM

Renew your way and stay covered today! If you received your renewal notice you can renew your Apple Health (Medicaid) coverage any time through Washington Healthplanfinder. Learn more ways to renew your coverage: [hca.wa.gov/apply-or-renew-coverage](https://hca.wa.gov/apply-or-renew-coverage)



 Washington State Health Care Authority  
August 12 at 8:00 AM

Be on the look-out for your health care coverage eligibility review. Those who are age 65 or older, have blindness or a disability, can renew online at [washingtonconnection.org](https://washingtonconnection.org), get assistance over the phone at 1-877-501-2233, or in person at your local Community Service Office.



View the [social media toolkit](#) for more posts.

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## Text message

HCA started texting Apple Health clients May 2023 to notify them to complete a renewal to stay insured.

HCA is also sending text on behalf of DSHS to clients who need to submit an eligibility review.

### Text messages for MAGI clients

- Message #1
  - "Apple Health (Medicaid): Message frequency varies. Message & data rates may apply. Reply STOP to opt out. For help or to view T&Cs, visit [hca.wa.gov/text](https://hca.wa.gov/text)"
- Message #2
  - "It's time to renew Apple Health coverage to stay insured. Visit [wahealthplanfinder.org](https://wahealthplanfinder.org) before the end of the month."

### Text messages for Classic clients

- Message #1
  - "Apple Health (Medicaid): Message frequency varies. Message & data rates may apply. Reply STOP to opt out. For help or to view T&Cs, visit [hca.wa.gov/texts](https://hca.wa.gov/texts)"
- Message #2
  - "It's time to complete DSHS eligibility review to stay insured. Visit [washingtonconnection.org](https://washingtonconnection.org) to renew before the end of the month."

### Text messages for clients transitioning to Classic Medicaid or Medicare

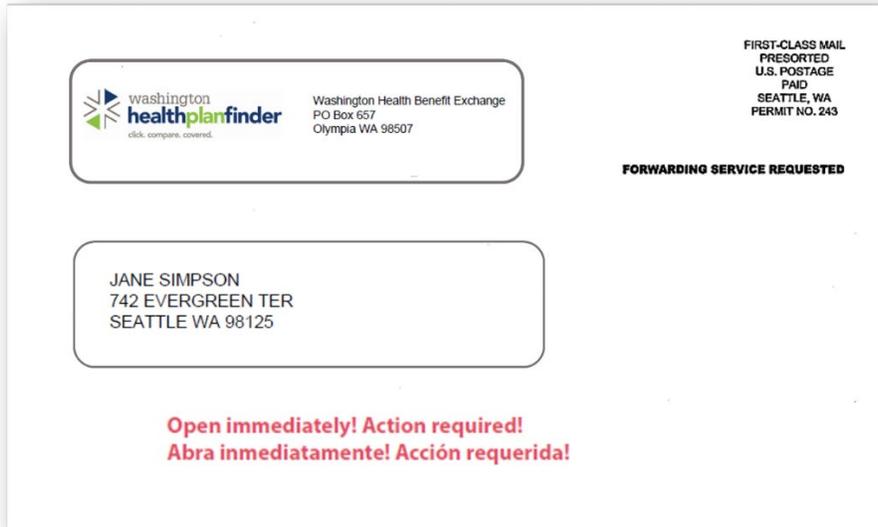
- Message #1
  - "Apple Health (Medicaid): Message frequency varies. Message & data rates may apply. Reply STOP to opt out. For help or to view T&Cs, visit [hca.wa.gov/help](https://hca.wa.gov/help)"
- Message #2
  - "Act now to apply for Medicaid or Medicare Savings Programs. Visit [washingtonconnection.org](https://washingtonconnection.org) to renew before the end of the month."

### More information

Learn more about text messages and read the terms and conditions online at [hca.wa.gov/ah-texts](https://hca.wa.gov/ah-texts).

## Washington Healthplanfinder enhanced envelope

The enhanced envelope will be used when through Washington Healthplanfinder mails the Apple Health Renewal (EE009) and Apple Health Request for Information (EE005) to **MAGI** Apple Health clients who get correspondence by mail:



## Apple Health Renewal (EE009) notice

Apple Health Renewal notice will be sent to clients who could not be auto-renewed and must act.



## Apple Health termination (EE0011) notice

Apple Health termination notice will be sent to clients whose coverage is ending. The example below shows a letter going to a client who did not complete their renewal.

| <br>Washington Health Benefit Exchange<br>PO Box 657<br>Olympia WA 98507   | Washington Health Benefit Exchange<br>PO Box 657<br>Olympia WA 98507 |        |            |  |  |
|---|--|--------|------------|--|--|
| ELLE WOODS<br>742 EVERGREEN TER<br>SEATTLE WA 98125   | 08/10/2022<br><br>Application ID:<br>00000000                        |        |            |  |  |
| <b>Washington Apple Health Termination</b>  |  |        |            |  |  |
| Dear Elle Woods,  |  |        |            |  |  |
| Your Washington Apple Health coverage for the individuals listed below will end on 08/31/2022.  |  |        |            |  |  |
| <table border="1"><thead><tr><th>Name</th><th>Reason</th></tr></thead><tbody><tr><td>Elle Woods</td><td>You have not completed your renewal for Washington Apple Health.</td></tr></tbody></table>  | Name   | Reason | Elle Woods | You have not completed your renewal for Washington Apple Health. |  |
| Name  | Reason   |        |            |  |  |
| Elle Woods  | You have not completed your renewal for Washington Apple Health.     |        |            |  |  |
| You must complete your renewal by 08/21/2022 or coverage for the individuals listed above will end.   |  |        |            |  |  |
| <b>Even if you no longer qualify for Washington Apple Health, complete your renewal to see if you qualify for other coverage.</b>   |  |        |            |  |  |
| <b>Reconsideration</b>  |  |        |            |  |  |
| We will reconsider this decision if you complete your renewal within 90 days of the date coverage ends. If the renewal is not completed within 90 days, you will need to reapply for coverage:  |  |        |            |  |  |
| <ul style="list-style-type: none"><li>• Online: <a href="http://www.wahealthplanfinder.org">www.wahealthplanfinder.org</a></li><li>• Call: 1-855-WAFINDER (1-855-923-4633)</li><li>• Mail or Fax: print and return a paper application from <a href="https://www.hca.wa.gov/assets/free-or-low-cost/18-001P.pdf">https://www.hca.wa.gov/assets/free-or-low-cost/18-001P.pdf</a></li></ul> |  |        |            |  |  |

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## Apple Health Request for Information (EE005) notice

Apple Health Request for Information notice will be sent to clients who apply or renew their coverage and need to provide information for their post-eligibility review or other requests for information. The below image reflects a request for verification of citizenship. Other EE005 notices may request verification of income or residency.



Washington Health Benefit Exchange  
PO Box 657  
Olympia WA 98507

JANE SIMPSON  
742 EVERGREEN TER  
SEATTLE WA 98125

10/19/2022

Application ID:  
00000000

### **Response Required: Apple Health Request for Information**

Dear Jane Simpson,

We need the following information to see if the individuals in your household are eligible for Washington Apple Health coverage.

**Matthew: Proof of United States (U.S.) citizenship.**

Examples can include: U.S. passport, enhanced driver's license or enhanced state ID, official state/county U.S. birth certificate, Certificate of Naturalization, Certificate of Citizenship, tribal ID card, etc.

**Matthew: Proof of lawful presence.**

Examples can include: Department of Homeland Security (DHS) notice, permanent resident card with photograph (form I-551), entry visa with alien number, I-94 record with alien number, passport with an I-94 record, employment authorization document, decision from an immigration judge or the Executive Office of Immigration Review, pending asylum application, pending withholding or removal, pending adjustment of status application, pending temporary protected status application, etc.

If this information is not received by 11/03/2022, your coverage may be stopped or denied.

## Classic Apple Health Review notices and outreach

Mail-in Eligibility Review (ER) (0022-01) is sent to clients getting services from DSHS-CSD.

KING NORTH CSO  
PO BOX 11699  
TACOMA WA 98411-6699

 Washington State  
Department of Social  
& Health Services

Phone #  
TTY/TDD # 800-209-5446  
Toll Free # 877-501-2233

04/12/23

JANE SIMPSON  
742 EVERGREEN TER  
SEATTLE WA 98133

Client ID # 00000000

Dear JANE SIMPSON

**Some individuals received extended Apple Health (Medicaid) coverage during the COVID-19 pandemic. This special temporary extension is now ending.**

We need to find out if you can still receive the following benefits

- Cash
- Food
- Health Care Coverage
- Tailored Supports for Older Adults
- Working Family Support

Please complete, sign and return the enclosed form to us by 05/15/23. You will stop getting your benefits on 05/31/23 if we do not get the form back.

Mail-in ER (0022-04) is sent to clients getting services from DSHS-HCS or DDA.

HOLGATE HCS  
PO BOX 45826  
OLYMPIA WA 98504-5826

 Washington State  
Department of Social  
& Health Services

Phone # 206-341-7600  
TTY/TDD # 206-626-5710  
Toll Free # 800-346-9257

11/13/22

JANE SIMPSON  
742 EVERGREEN TER  
SEATTLE WA 98125

Client ID # 00000000

Dear JANE SIMPSON

**Some individuals received extended Apple Health (Medicaid) coverage during the COVID-19 pandemic. This special temporary extension is now ending.**

**Please complete, sign, date, and return the enclosed eligibility review form within 15 days of receiving this letter.**

We need the form to see if you can continue receiving medical and Long Term Care (LTC) services after 12/31/22. If you need more time, call me at the number listed below.

A friend, relative, or advocate may help you complete this form.

## Redetermination notice to ProviderOne extensions

Some clients lost coverage in Washington Healthplanfinder and could not be reinstated in that system. Their coverage was extended in ProviderOne as Apple Health without a managed care plan.

The redetermination notice will be sent to Apple Health clients who will not receive a renewal notice through Washington Healthplanfinder because they are active in ProviderOne only.



JANE SIMPSON  
742 EVERGREEN TER  
SEATTLE WA 98125

12/01/2022

Subject: Response required Apple Health renewal  
Dear JANE SIMPSON,

You received extended Apple Health (Medicaid) coverage during the COVID-19 pandemic. This special temporary extension is now ending. **You must take action to see if you are eligible to keep getting Apple Health or other health coverage.**

If you do not respond by 01/05/2023, Apple Health coverage will end 01/31/2023.

Review the information below and do one of the following:

- Answer all questions and make any changes if necessary. Mail the form to:
  - Health Care Authority
  - PO Box 45531
  - Olympia, WA 98504-5531
- Call the Apple Health customer service at 1-855-682-0798. Have the requested information below gathered and ready to give over the phone.
- Submit via email to [Apple@hca.wa.gov](mailto:Apple@hca.wa.gov).
- Fax form to 1-866-841-2267.

If you have any questions, need help, or need language assistance services or large-print, call 1-855-682-0798 or email [AskMAGI@hca.wa.gov](mailto:AskMAGI@hca.wa.gov).

|                                |                   |           |          |
|--------------------------------|-------------------|-----------|----------|
| Name                           | JANE SIMPSON      | Client ID | 00000000 |
| Physical address               | 742 EVERGREEN TER |           |          |
| Mailing address (if different) | SEATTLE WA 98125  |           |          |

## Notice to MAGI Apple Health for adults who Medicare eligible or 65 and older

Notice sent to clients active on Apple Health for Adults who are Medicare eligible or 65 and older.



Washington Health Benefit Exchange  
PO BOX 657  
Olympia WA 98507

JANE SIMPSON  
742 EVERGREEN TER  
SEATTLE WA 98125

05/05/2023

Application ID:  
00000000

### **A message for individuals who are Medicare eligible or 65 and older.**

Dear Jane Simpson,

#### **What is happening?**

You or someone in your household has received extended Apple Health coverage due to the COVID-19 public health emergency (PHE). This special temporary extension is now ending.

#### **How does this change affect you?**

We recently extended Apple Health through 05-31-2023. This is the last extension.

You or someone in your household is Medicare eligible or 65 and older and no longer eligible for Apple Health through Washington Healthplanfinder. We will tell you in another letter when coverage ends. Coverage may remain open while eligibility is redetermined for another Apple Health program.

#### **What should you do?**

You may qualify for other Apple Health coverage or help paying for Medicare premium(s). Apply with the Department of Social and Health Services (DSHS):

- Online at [washingtonconnection.org](http://washingtonconnection.org)
- Call 1-877-501-2233
- Print and return a paper application, for aged, blind, disabled or long-term care coverage (HCA 18-005): [hca.wa.gov/assets/free-or-low-cost/18-005.pdf](http://hca.wa.gov/assets/free-or-low-cost/18-005.pdf)

For questions about Medicare or Medicare enrollment, contact the Statewide Health Insurance Benefits Advisors (SHIBA) at 1-800-562-6900, visit <http://insurance.wa.gov/shiba>, or call 1-800-MEDICARE (1-800-633-4227) which is open 24/7.

#### **What if you already receive Medicare?**

The Health Care Authority (HCA) has been paying your Medicare premium(s). If you no longer qualify for an Apple Health program, your Medicare premiums will no longer be paid.

#### **What happens if you do not take action?**

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## Phase three: Transition



### Key messages

- You've renewed your Apple Health (Medicaid) coverage. Report changes within 30 days to keep your information up to date.
- No longer qualify for Apple Health (Medicaid) coverage? You may be eligible for a Qualified Health Plan.
- Contact Washington Healthplanfinder or a local navigator for help transitioning your health care coverage.
- Are you now eligible for Medicare? You have options! Visit [hca.wa.gov/65-or-medicare](https://hca.wa.gov/65-or-medicare).

### Communications

HCA continues to collaborate with the partner agencies for phase three communications. View the Washington State Health Benefit Exchange's [Partner Toolkit](#) for more information.

## Stakeholder engagement

### Apple Health community connectors

Apple Health community connectors are volunteer community partners that act as ambassadors. Community connectors raise awareness around actions clients need to take to maintain coverage by sharing tools and messaging to reach clients.

Their participation in our outreach and communication creates a cohesive voice through culturally competent consistent messaging.

Learn more about our [Apple Health ambassador program](#).

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# PHE unwind campaign graphics

## Use and distribution guidance

### Background

The Health Care Authority (HCA) is sharing our Public Health Emergency (PHE) unwind campaign graphics in preparation for the end of the PHE. These graphics are intended to create visual recognition for Apple Health (Medicaid) clients and stakeholders for PHE unwind communications. For more information on the PHE visit [hca.wa.gov/phe](https://hca.wa.gov/phe).

### Campaign graphic (general)

#### Approved uses

The general graphic can be used by HCA, partners, and Apple Health managed care organizations (MCOs) in campaign materials and communications regarding the end of the PHE.

The campaign graphic (general) is for temporary use and may be used now through April 2024.

Use of the general graphic is limited to:

- Apple Health client materials approved by HCA
- HCA, partner, and MCO webpages
- Client materials (letters, publications, etc.)
- GovDelivery
- Social media and video
- Announcements
- Outreach materials
- Presentations and webinars



#### Not approved uses

The following uses are not approved:

- Alterations of the graphic
- Use of the graphic outside of the guidance shared above

### How to request the general graphic

Email [ahcommunications@hca.wa.gov](mailto:ahcommunications@hca.wa.gov) to request copies of the general campaign graphic. In your email, specify use and file type needed (jpg, png, eps, etc.).

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## Renewal graphic

### Approved uses

The renewal graphic can be used by HCA, partners, and MCOs in renewal campaign materials and communications regarding the end of the PHE.

The Renew your way and stay covered today campaign graphic is for temporary use and may be used April 2023 through April 2024.

Use of the renewal graphic is limited to:

- Renewal communications
- Apple Health client materials approved by HCA
- HCA, partner, and MCO webpages
- Client materials (letters, publications, etc.)
- GovDelivery
- Social media and video
- Announcements
- Outreach materials
- Presentations and webinars



### Not approved uses

The following uses are not approved:

- Alterations of the graphic
- Use of the graphic outside of guidance shared above
- Communications unrelated to renewals

## How to request the renewal graphic

Email [ahcommunications@hca.wa.gov](mailto:ahcommunications@hca.wa.gov) to request copies of the renewal campaign graphic. In your email, specify use and file type needed (jpg, png, eps, etc.).

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# Resources

## Guides and toolkits

- [External Guide to Washington Apple Health \(Medicaid\) Post-PHE](#)
- [End of the PHE social media toolkit](#)

## Online

- [Changes coming to Apple Health continued coverage](#)
- [Apple Health and the public health emergency](#)
- [Apple Health ambassador program](#)

## Publications

- [Is Apple Health for you \(poster\) | Translations](#)
- [Find free or low-cost coverage \(brochure\) | Translations](#)

## Contact

### Partners and stakeholders

- Email: [AHeligCovid19@hca.wa.gov](mailto:AHeligCovid19@hca.wa.gov)

### Apple Health clients

- Learn [who to contact for questions about Apple Health](#)

