



Take Action on Your Renewal!

A Communications Toolkit

Health First Colorado and
Child Health Plan *Plus*



COLORADO
Department of Health Care
Policy & Financing

In January 2020, the U.S. Department of Health and Human Services (HHS) declared a Public Health Emergency (PHE) in response to the outbreak of COVID-19. Congress subsequently passed legislation that ensured anyone who qualified and enrolled in Health First Colorado (Colorado’s Medicaid program) was guaranteed to keep their health coverage during the PHE. This is known as the “continuous coverage requirement” and also applies to kids and pregnant people covered by Child Health Plan *Plus* (CHP+).

Congress passed another bill in December 2022 to end the continuous coverage requirement and require states to return to normal renewal processes starting in spring 2023. This process will take 12 months (14 months including noticing). Not all members will be renewed at the same time. Each member’s renewal month will align with their already established annual renewal month. For the latest information on returning to normal renewal processes and other communication resources, visit our webpage: hcpf.colorado.gov/covid-19-phe-planning.

To ensure member information was kept up to date during the pandemic, Health First Colorado and CHP+ members continued to receive regular renewal notices on their annual renewal date in the mail or in their PEAK inbox but stayed covered even if they no longer qualified. Now that the continuous coverage requirement is ending, it’s even more critical that members pay attention to renewal notices and fill out the necessary paperwork to make sure they keep their Health First Colorado and CHP+ coverage if they are still eligible. The renewal packet will include red lettering on the envelope to indicate the need to take action to stay covered “**URGENT - PLEASE REPLY**”. For more information and videos in English and Spanish about the renewal process visit healthfirstcolorado.com/renewals.



Partners are essential to ensure every member who is eligible can keep their health coverage and those who no longer qualify know where they can go for affordable coverage resources. We encourage you to share feedback on best practices, new tools, and other outreach strategies with us at hcpf_comms@state.co.us.

How to use this toolkit

This is the final phase of core messaging to prepare partners and members for the regular renewal processes to begin again. This toolkit includes flyers, website text, newsletter and social media content, sample emails and text messages. Please visit hcpf.colorado.gov/covid-19-phe-planning for other communication resources to prepare members and partners for the end of the continuous coverage requirement.

Phased Messaging

Update Your Address - encouraging members to update their address and contact preferences so they can be reached with important coverage updates and information.

Renewal Process Education - educating medical assistance providers, providers and community based organizations on the updated renewal process and materials so they can effectively help members complete the renewal process.

Take Action on Renewals - engaging members to pay attention to important renewal notices and take action when their renewal is due.

Phase	Timing	Target Audience	Core Message	Trusted Messengers	Communication Channels
Update Your Address	Launched spring 2022, ongoing	Members	Update your contact information and communication preferences in PEAK so we can reach you with important coverage updates.	RAEs & MCOs CHP+ Plans CMAs MA sites County eligibility workers Clinics Schools Hospitals Providers Advocacy & community partners (libraries, shelters, etc.) Case managers	Newsletters Emails Flyers Social Media Call Center Scripts Website Text
Renewal Process Education	Launched fall 2022, ongoing	Providers, partners	Education about the renewal process from administrative and member perspectives.		Webinars Renewal Videos/Tips Existing Meetings Trainings
Take Action on Renewals	Beginning March 2023, ongoing	Members	It's time to take action on your renewal to keep your coverage.		Newsletters Emails Flyers Social Media SMS Text Call Center Scripts Website Text

Member Outreach Resources

The member facing materials have been created for both General Member and Direct-to-Member outreach in the our [partner resource folder](#). The materials are organized by communication channel with short instructions included in each folder along with translations. The downloadable materials will be updated over time.

Additional Resources & Toolkit Feedback

The Department appreciates your partnership as we work to ensure our members understand when and how to take action to keep their coverage. We will be hosting quarterly community partner webinars to address frequently asked questions, share new materials, and discuss outreach strategies. Webinar registration information and new resources will be posted to our PHE Planning Resource Center at hcpf.colorado.gov/covid-19-phe-planning. You can also sign up to receive our monthly COVID-19 PHE Planning newsletter on the webpage above. We will be adding new materials to our resource center and [partner resources folder](#) as they are developed, including our messaging with Connect for Health Colorado to support smooth transitions in coverage.

If you have unique outreach needs not addressed in this toolkit please reach out to us, feedback on this toolkit can be sent to hcpf_comms@state.co.us.