



# COVID-19 Public Health Emergency (PHE) Unwinding Community Partner Office Hours

May 14, 2024



# Agenda for Today

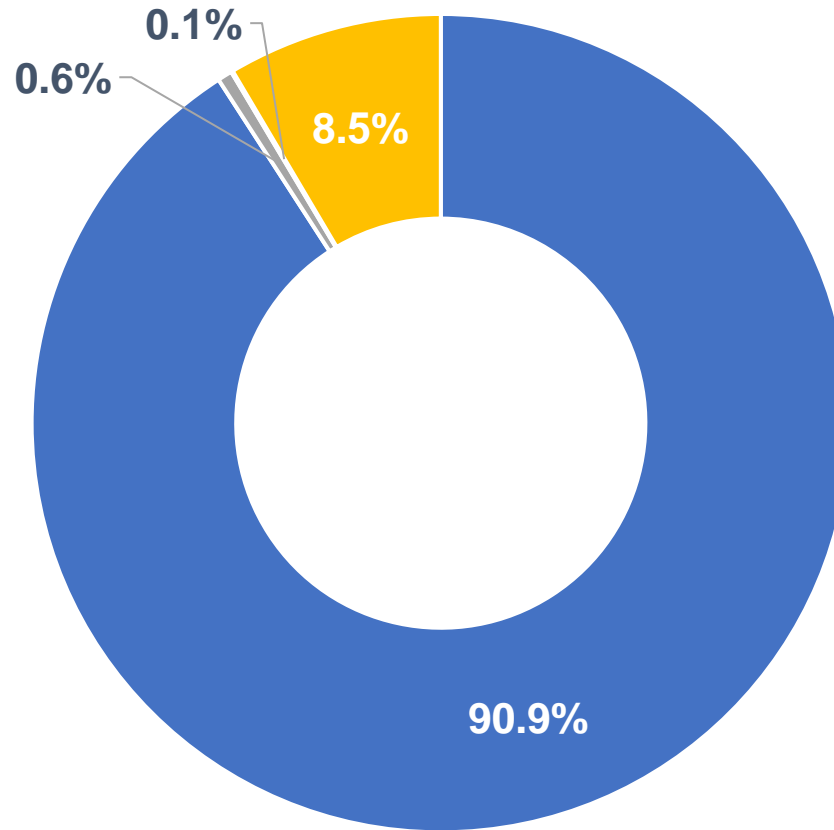
- Renewal Updates and Webinar Series Reframe
- OHP Bridge Updates
- Feedback and Future Outreach
- Discussion Time



# Renewal Updates

# Almost 91% of Renewals Complete

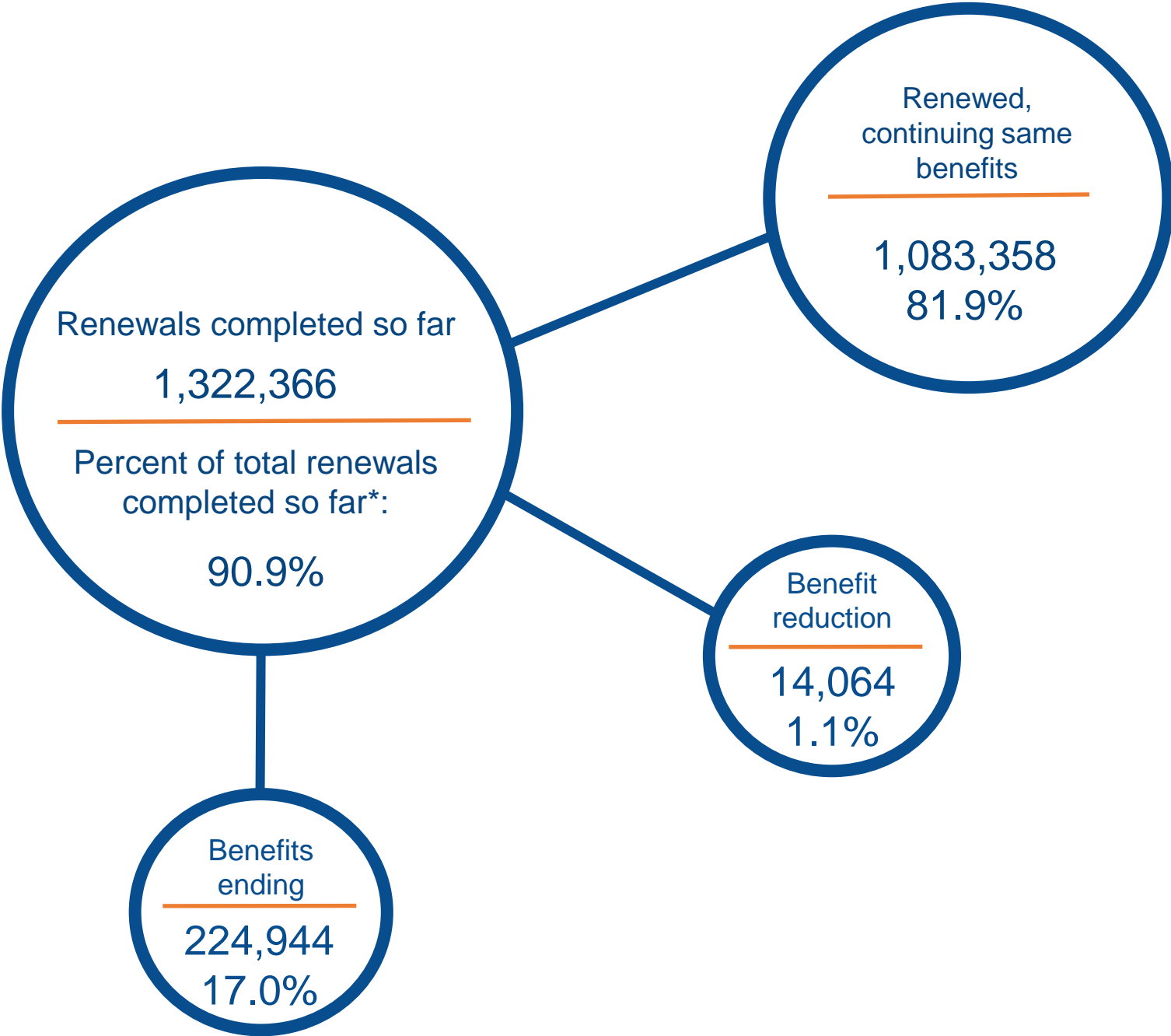
<b>Renewals Initiated</b>	9,504
Status	
Awaiting State Action	8,559
Awaiting Recipient Response	945



- Complete
- Awaiting State Action
- Awaiting Response

# Renewal Outcome Summary

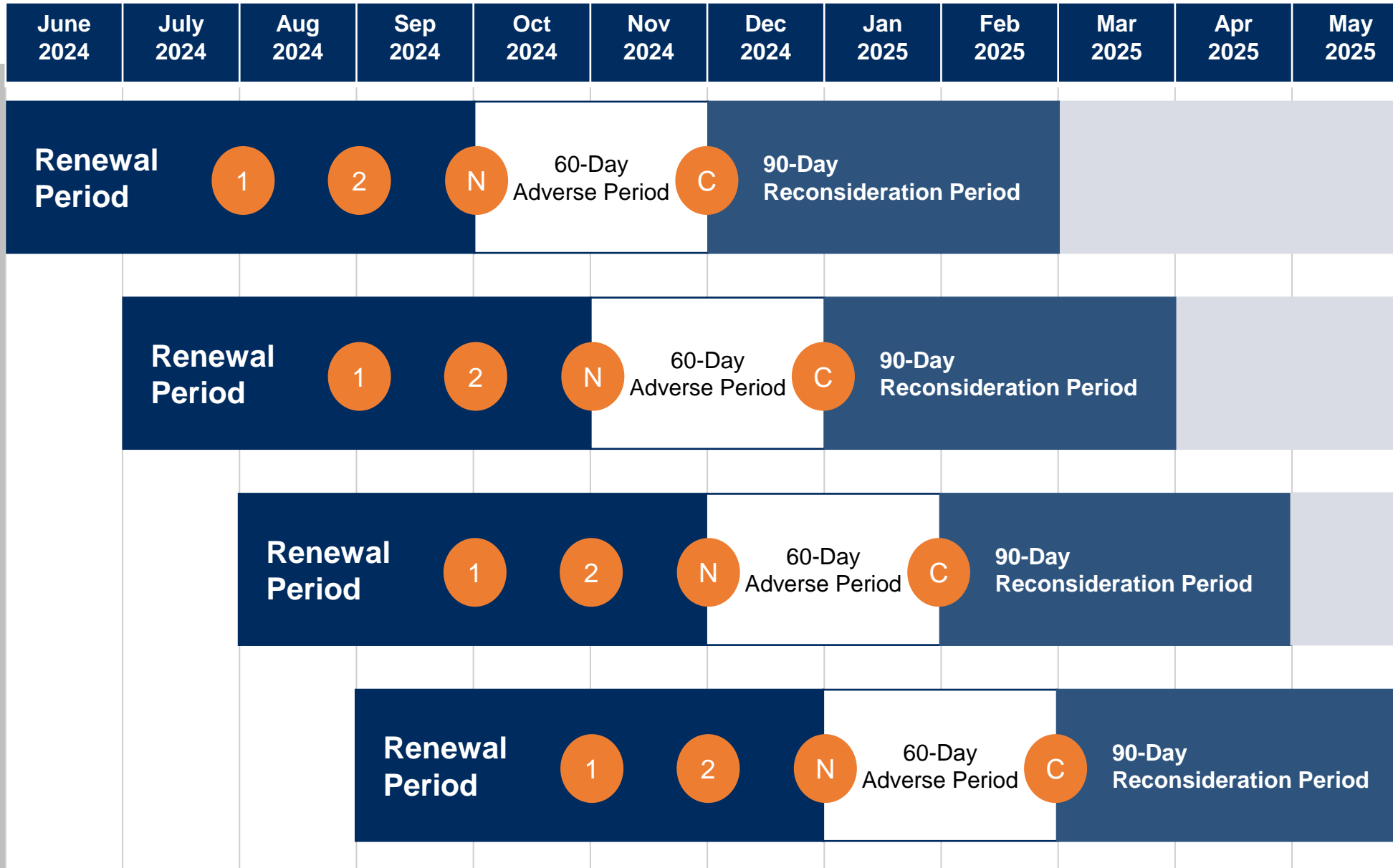
Completed renewals as of 05/06/2024



# Remaining Renewals

- **123,000 remaining pandemic unwinding renewals over summer include:**
  - Some people who have Oregon Supplemental Income Program-Medical (OSIPM). OSIPM provides OHP coverage to people who are legally blind, have a disability, and/or are 65 or older with limited income and financial resources.
  - Some people whose benefits were restored or whose renewals were rescheduled as part of a federal request to review automated renewal processes.
  - All the other household members on cases with a member in the above groups
- **Other non-unwinding renewals have resumed in limited numbers.**
  - These people are heading in to their second renewal since April 2023.
  - Oregon is in the process of moving to 2-year renewal cycles for most members aligning with continuous eligibility periods and is taking steps to prevent unnecessary renewals.

# Extended Renewal Timeline



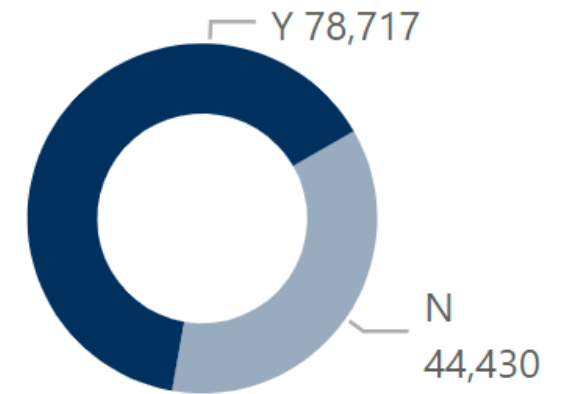
## Interactive Key

- 1 1<sup>st</sup> Reminder Notice
- 2 2<sup>nd</sup> Reminder Notice
- N Notice of Closure
- C Renewal Closure
- Renewal Period
- 60-Day Adverse Period
- 90-Day Adverse Period

# Summer Renewal Demographics

- Higher numbers are over 65 and/or have disabilities compared to the overall OHP population
  - 64% have a disability
  - 43% over 65 years old
- Some of these members' benefits previously closed or reduced, then restored so notices could be updated to provide more information about reasons for closure.
  - If income and financial resources have not changed, we would expect the same outcome
- Spreading out renewals allows for more support:
  - 25-to-34 thousand renewals per month is significantly less than earlier in unwinding
  - Members who have a Case Manager through their long term services and supports will receive outreach

## Disability Status





# Turning Feedback into Improvements

- Responses to feedback themes from the Public Health Emergency Unwinding period:
  - Hard to understand our notices and find the relevant information
  - Members needed more information about the reasons for closure
  - Overwhelming number of notices
  - Confusion when requests for information are split into two letters
  - Confusion about passive renewals where responses are also required
  - People losing coverage did not receive a window to respond
- Response to federal government request for 30+ states to address an issue with passive renewal processes
- Keep letting us know your feedback about the new process and notices!

# Core Changes



## **ONE Eligibility system changes for renewals**

- Updated to handle passive renewals individually instead of by case



## **Medical renewal process**

- No longer allowing terminations or reductions without providing the individual a chance to review and confirm case information
- Changes to requests for information at renewal



## **Notice improvements**

- Single renewal notice replacing previous passive and active renewal notices
- Changes to make medical eligibility and renewal notices easier to read and to give more details about decisions

# Notice Changes Overview

- Design changes to make renewal and eligibility notices easier to read
  - Summary of important information up front on page 1
- Reduced scenarios when notices will trigger after reporting a change if it doesn't affect eligibility
  - For Example: If someone reports an income change and they remain eligible for the same program after the update, an eligibility notice will not be sent.
- More focus on benefits level rather than specific program
- More details when a person is closed or reduced due to being over-income or over-resource

# Upcoming Webinars

# Oregon Health Update series begins June 2024

- Starting next month, OHP and Marketplace updates will continue in a new webinar series, Oregon Health Update.
- Partners can ask questions, make suggestions, as well as share feedback and experiences to help better serve people in Oregon.
- Upcoming months will focus on:
  - Remaining Unwinding renewals
  - OHP Bridge
  - All the other changes happening

# OHP Bridge

# What's OHP Bridge?

- OHP Bridge is a new benefit for adults with higher incomes. People who get OHP Bridge must:
  - Have income up to 200 percent of the federal poverty level,
  - Be 19 to 64 years old,
  - Not have access to other affordable health insurance, and
  - Have an eligible citizenship or immigration status to qualify.
- OHP Bridge is almost the same as OHP Plus.
- OHP Bridge is free coverage with no member costs like copays or deductibles.

# Who will enroll in OHP Bridge over the next few years?

## **People Moving From being Uninsured**

New members can apply starting July 1<sup>st</sup>.

## **People Moving From Marketplace**

People currently covered in the Marketplace with income between 138-200% FPL will move to OHP Bridge gradually over the course of 3 years.

## **People Moving From Oregon Health Plan**

People with income 138-200% FPL kept OHP following the end of the pandemic emergency (“Temporary Medicaid Expansion”). Most will move to OHP Bridge on July 1<sup>st</sup>.



In Oregon, we will have two OHP Bridge programs with largely the same benefit package.

	Naming convention
<b>English benefit name</b>	OHP Bridge
<b>Spanish benefit name</b>	Puente a OHP
<b>MMIS Benefit package</b>	OHP Bridge (BRG)
<b>Program authorized by Section 1331</b>	OHP Bridge- Basic Health Program (BHP)
<b>Program authorized by 1115 waiver</b>	OHP Bridge- Basic Medicaid

# OHP Bridge launches soon!

- New members can start applying in July.
- OHP members who are moving to OHP Bridge will get two notices:
  - Mid-June notice with custom language about the OHP Bridge transition
  - Late-June Notice of Eligibility
  - Notice examples coming soon!
- New members will also receive information from their CCO:
  - CCO Member Handbooks updated with OHP Bridge insert
  - Members moving from OHP can keep using the same member ID cards

# Contracting & Rulemaking Updates

- Contracting:
  - Final contract has been sent to CCOs for signature by the end of May 31
  - All CCOs signed Letters of Commitment to participate in OHP Bridge
- Rulemaking:
  - The OHP Bridge team gave over 40 presentations to CPOP Collaboratives in December and January
    - Over 180 people attended the RAC and over 65 attended the webinar
  - Public comment ran from March 1 – April 21
  - Rules are now undergoing a final DOJ review and will be submitted to the SOS at the end of May for June 1 effective date

# Assister/Community Partner Inquiries

- Assisters and community partners can submit questions to the OHP Bridge team in three primary ways:
  - through their ROCs
  - via the OHP Bridge Email ([ohpbridge@oha.Oregon.gov](mailto:ohpbridge@oha.Oregon.gov))
  - Attending our monthly office hours.
- Answers will be provided during the first half hour of office hours each month.
- Written responses will be sent out to the original inquirer following the office hours.

# Partner Training and new Materials

- OHP Bridge partner training will be available **on-demand starting May 15** via Trackstar at:
  - English – [orhim.info/BridgeTraining](http://orhim.info/BridgeTraining)
  - Spanish – [orhim.info/CapPuente](http://orhim.info/CapPuente)
- An **FAQ** is now available on the OHP Bridge web page. Additional materials such as a toolkit and flyers will also be available soon:
  - English – [ohp.Oregon.gov/Bridge](http://ohp.Oregon.gov/Bridge)
  - Spanish – [ohp.Oregon.gov/Puente](http://ohp.Oregon.gov/Puente)

# Upcoming Materials Soon!

- OHP Bridge Partner Toolkit Coming June 1<sup>st</sup>:
  - Materials specific to OHP Bridge:
    - Background Information
    - Key Messages
    - Partner Resource Document
    - Partner Resource Graphics



## OHP Bridge Outreach Toolkit

2024

A communications resource for Oregon Health Plan partners to raise awareness of OHP Bridge.

Published May X, 2024



# **Feedback and Future Outreach**

# Outreach campaign will focus on the uninsured

- Most people eligible for OHP Bridge will transition from OHP or Marketplace and need less outreach
- Surveys estimate there are more than 135,000 uninsured in Oregon who are eligible for our programs prior to OHP Bridge
  - About 38,400 eligible for OHP Plus
  - Marketplace eligible uninsured: potentially 97,000, which would include people eligible for OHP Bridge.
- People generally do not know which program they're eligible for until after they apply—because of this uncertainty we are proposing a broad outreach campaign to get uninsured folks covered by whatever they are eligible for



# Proposed Campaign Message

- **Health Coverage: Get it, Use it, Keep it!**
  - Main call to action: apply for coverage
- Draft “**Get it!**” Messaging Preview:
- Ways to get health coverage in Oregon are expanding. There are two options depending on how much you earn:
  - Oregon Health Plan (OHP) is free health coverage. More people with higher income now qualify!
  - The Marketplace offers private health coverage from companies and nearly 80 percent of enrollees get financial help.
- Find free help or learn about your options!

# Proposed secondary messages:

- **Use it!**
  - Once you get your coverage, call your plan or use their website to learn about your benefits or find providers.
  - Schedule your annual checkup.
  - Call your plan to learn about and find providers for other services you need. For example, ask about local dentists or mental health care providers.
- **Keep it!**
  - On OHP? Even if your income goes up, your coverage won't end until the next renewal.
  - Report any changes to income, address, or other health insurance.

# Campaign Plan

- Health Coverage Outreach Materials for Partners
  - Outreach Flyers
  - Rack Card
  - Social Media posts
  - Key messages
- Ad campaign beginning in July
- Rework of our Keep Covered campaign materials; we want to get your feedback to apply lessons learned!

# **Your feedback on “Keep Covered”**

# Advertising through Feb. 2024



## Statewide

- Billboards (English and Spanish)
- Websites (English)
- Search (English and Spanish)
- Mobile ads near ODHS offices (English)
- Facebook, YouTube, Instagram (Chinese, English, Russian, Spanish, Vietnamese)
- Radio (Spanish statewide, English rural, Russian Portland)
- TV (Spanish)



## Portland metro (English)

- Buses and bus stops
- Street Roots

# Wave one campaign materials

KeepCoveredPartners.Oregon.gov for download or FREE printing/delivery

**Take action to renew your medical benefits!**

Renewals are happening for Oregon Health Plan (OHP) and other Medicaid benefits. Take these steps:

- 1. Keep your address up to date.**  
Update your address or get free help. You can get help in many languages.  
Call us weekdays from 7am to 6pm **800-699-9075**  
Find an office or community partner near you **KeepCovered.Oregon.gov**  
Report changes and respond to renewals online **Benefits.Oregon.gov**
- 2. Keep the mail coming.**  
Update your address and check your mail.  
Get information or free help in many languages **KeepCovered.Oregon.gov**  
Call weekdays from 7am to 6pm **800-699-9075**  
Report changes and respond to renewals online **Benefits.Oregon.gov**

KEEP COVERED Protect your health benefits

Poster and table tent

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Report changes and respond to renewals online **Benefits.Oregon.gov**
- 2. Keep checking the mail for your renewal letter.**  
Get information or free help in many languages **KeepCovered.Oregon.gov**  
Call weekdays from 7am to 6pm **800-699-9075**  
Report changes and respond to renewals online **Benefits.Oregon.gov**

KEEP COVERED Protect your health benefits

Flyer

**It's time to renew your OHP and other Medicaid benefits!**

Take action to protect your benefits!

If you have Oregon Health Plan (OHP) or other Medicaid benefits, follow the steps below: if you had these benefits at any time during the COVID-19 pandemic, you may still have them.

- Step 1: Make sure your address is up-to-date. You can do that on your own or get free help!
- Step 2: If you're unsure, do what they ask right away!
- Step 3: Find an office or community partner near you at **KeepCovered.Oregon.gov**
- Report changes and respond to renewals online at **Benefits.Oregon.gov**
- Call **800-699-9075** weekdays from 7 a.m. to 6 p.m. You can get help in many languages. Find the language line numbers at **Benefits.Oregon.gov**. Wait times are longest between 7 a.m. and 9 a.m.

KEEP COVERED Protect your health benefits

Fact sheet

**Questions and answers about renewing OHP and other Medicaid benefits**

Renewals are happening for Oregon Health Plan (OHP) and other Medicaid benefits. Take action to protect your medical benefits.

1. Update your address so we can reach you with important information. You can do that on your own or get free help online, by phone or in person.
2. Then, check your mail often for letters from the state of Oregon. When they come, do what they ask right away.

If you have a question that is not answered here, you can get free help in many languages.

- Find an office or community partner near you. **KeepCovered.Oregon.gov**
- Call us weekdays from 7 a.m. to 6 p.m. **800-699-9075**. Find the language line numbers at **Benefits.Oregon.gov**. It's better to call earlier in the day.

KEEP COVERED Protect your health benefits

FAQ



**NEW:**  
Video and audio

# Customizable options

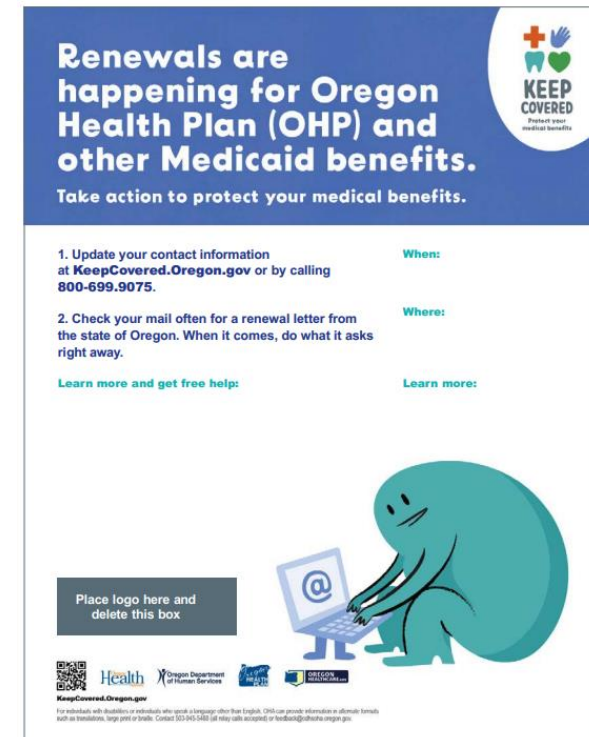
All materials: Space to add your logo and three lines of contact information.



Partner toolkit: Talking points, web blurb, email and text messages, phone script, social media



Toolkit includes event flyer with large customizable content areas

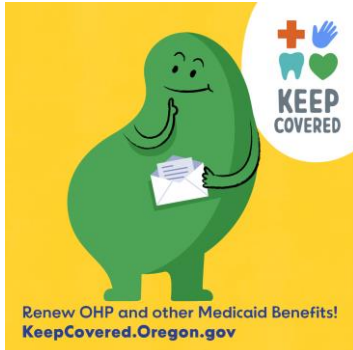


# Social media content

For use by OHA and partners; download online

## Graphics

Five posts in 14 languages;  
example below



Change is coming to Oregon Health Plan (OHP) and other Medicaid benefits. Make sure your mailing address is correct so you get your renewal letters. Visit [KeepCovered.Oregon.gov](https://www.KeepCovered.Oregon.gov) to learn more about how you can protect your medical benefits. #KeepCovered



# KeepCovered.Oregon.gov

## Page for members

Make sure we can reach you

Home

Timeline for upcoming benefit changes

I have medical or food benefits

How Oregon is protecting health coverage

I am a partner



### Update your contact information

Make sure we have your current mailing address, phone number, email, or other contact information. This way, we'll be able to contact you about your benefits.

You can update your contact information through any of the following ways:

Get information

Encuentra más información



#### Online

Log on or create a ONE account at [benefits.oregon.gov](https://benefits.oregon.gov).



#### By phone

1-800-699-9075 on Mondays through Fridays from 7 a.m. to 6 p.m. (PST). Hold times are lowest from 7 to 8 a.m. All relay calls accepted.

Interpreters are available. You also can connect with an interpreter in 16 different languages before being transferred to the Customer Service Center by selecting a [toll-free language line](#).



#### In person

People can visit any Aging and People with Disabilities, Area Agency on Aging (Type B) or Self-Sufficiency Programs Office for help. Interpretation is available. [Click here to find your local office](#).



#### Through your local community partner

Visit [OregonHealthCare.gov/GetHelp](https://OregonHealthCare.gov/GetHelp) to find an OHP-Certified Community Partner.

Buttons with “for more information” in 14 languages, linking to fact sheet in each language. *E.g.:*

자세한 내용은

Чтобы получить

# Technical assistance (help and/or funding)

For example...



**Take action to renew OHP and other Medicaid!**

**1. Update your address**

**2. Keep checking your mail from letters from the state, and do what they ask**

[KeepCovered.Oregon.gov](http://KeepCovered.org)  
800-699-9075

<http://KeepCovered.org>

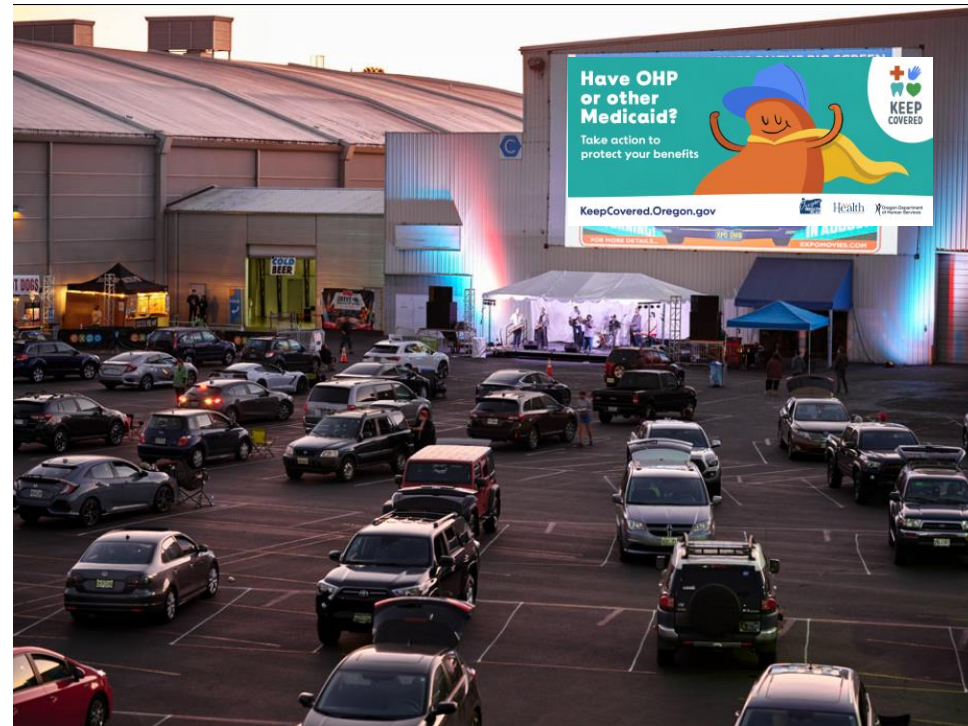
**KEEP COVERED**  
Protect your medical benefits

Health Oregon Department of Human Services

The banner features a green cartoon character holding an envelope, a QR code, and the 'KEEP COVERED' logo with a cross, tooth, and heart icon.

Pop up banner for events

Shorter version of animation for drive in and movie screen ads



# Technical assistance (help and/or funding)

For example...

- Other asks we have fulfilled
  - Mailing printed materials to libraries and senior centers
  - Palm cards for members and for helpers
  - Modified poster showing the envelope the letters will come in
  - Ad and flyer for people experiencing homelessness
  - Back to school flyer, OB clinic flyer, business card-sized handout, and more
- What about...
  - We help you brainstorm how you can reach out through your communication channels and networks, and provide additional content if you need it?
  - We support you with materials to share at events?
  - What else?

*What else?*

How can we do to help you communicate?



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Thank You

The logo for the Oregon Health Authority. It features the word "Oregon" in a smaller, orange, serif font positioned above the word "Health". "Health" is written in a large, blue, serif font. Below "Health", the word "Authority" is written in a smaller, orange, serif font. The entire logo is centered within a light blue, curved, wave-like background shape.

Oregon  
Health  
Authority

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