Preparing Illinois Medicaid Customers for H.R. 1 Changes

Phase One – Update Your Address Stakeholder Toolkit
February 2026

HFS
Illinois Department of
Healthcare and Family Services

Why This Matters

H.R. 1 introduces new Medicaid work requirements for some customers who could lose coverage if they are not clearly informed. These updates are **required under federal law** and are **not changes initiated by the State of Illinois**.

- HFS is implementing these requirements to comply with new federal regulations. The Department is committed to providing clear information, advance notice, and support so customers understand what this means for them and how to keep their coverage if they qualify.
- Federal law requires advance customer notification, so it is vital we ask customers to update their contact information.
- Work requirements are complex, but there are many exemptions.
- Confusion, not ineligibility, is the primary risk.
- Illinois must ensure compliance *and* continuity of coverage.

Goal: Clear, timely communication that prevents avoidable loss of Medicaid coverage.

What is Changing Under H.R. 1?

Starting in 2027, some adults may be required to engage in work, school, community service, or training to GET or to KEEP Medicaid coverage.

- Requirements vary by individual circumstances
- Illinois **will notify impacted customers in advance**
- Customers who do not comply could lose coverage
- Remember, many customers will be **exempt**

Key challenge: Explaining *who is affected* and *who is not*.

Overall Communications Objectives

1. Increase customer awareness that changes are coming
2. Clearly explain who is affected and who is exempt
3. Provide simple, accessible instructions for those who must act
4. Minimize confusion, call center strain, and procedural disenrollment
5. Meet all federal notice and accessibility requirements

Phased Strategic Approach

Phased communications strategy

- Start early with awareness: **Update Contact Information Campaign**
- Add more specific messaging as implementation approaches
- Target high-impact areas with concrete action steps
- Reinforce through trusted partners and providers
- Combine paid media with grassroots and organic outreach

Communications Timeline

Early 2026: Awareness & Preparation

- Changes to Medicaid are coming in late 2026 and 2027
- Please update your contact information
- Illinois will provide advance notice

Mid-2026: Broad Public Awareness

- Some adults will be impacted
- Many Medicaid customers will be exempt
- Advance notifications will **only go out to impacted customers**

Fall 2026: Targeted 90-Day Notices

- Individualized notices sent to impacted customers only
- Clear instructions, deadlines, and help options

January 2027 and Beyond: Go-Live & Reinforcement

- Reminders and ongoing support
- Focus on preventing avoidable coverage loss

Objective: Prepare customers without triggering confusion or premature action. **Start with updating contact information.**

Audience: All Medicaid customers, providers, advocates, MCOs

Message: “Changes are coming in 2027. Many people will be exempt. Illinois will contact you before you need to act. It’s important to update your contact information including your mailing address, email and cell phone number.”

Toolkit Items:

- Flyer
- Social Media Content
- Newsletter Language
- Text Message Language
- Email Language

Phase 1

Update Your Contact Information (Early 2026)

Stay Informed
About Upcoming Medicaid Changes

Update Your Contact Information
Make sure Illinois Medicaid can reach you, so you don't miss important notices.

The federal government is enacting changes that will affect some Medicaid customers starting January 2027. Many customers will not be affected, and Illinois Medicaid will contact you if these changes apply to you.

If you receive mail from the state of Illinois, open it right away: your Medicaid coverage may depend on it.

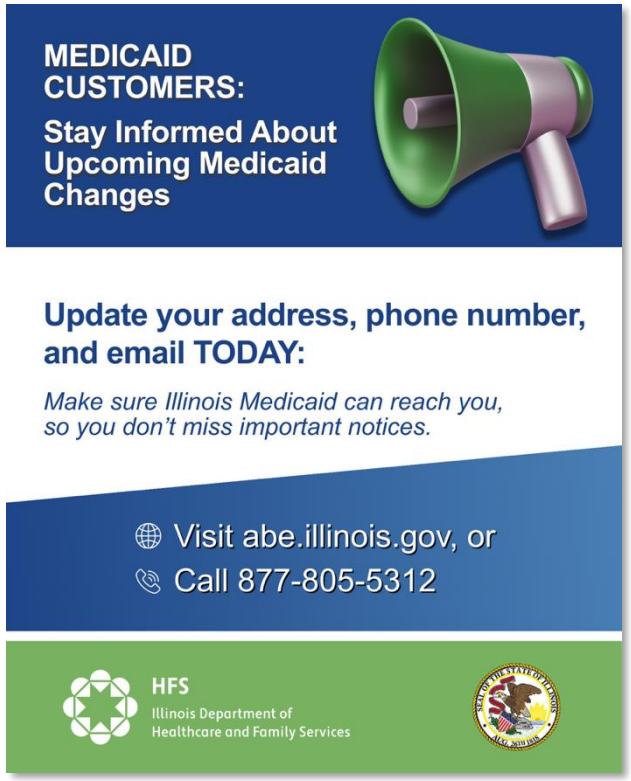
Update your address, phone number, and email TODAY:

- Visit **abe.illinois.gov**, or
- Call **877-805-5312**

Updating your contact information does not mean your benefits are changing.

Phase 1

Update Your Contact Information Flyer



Option 1:
Stay Informed About Upcoming Medicaid Changes
The federal government is enacting changes that may affect some Medicaid customers starting January 2027. Many customers will *not* be affected. Illinois Medicaid will contact you if these changes apply to you. Make sure we can reach you. If you receive mail from the State of Illinois, open it right away - your coverage may depend on it.

Update your address, phone number, and email today:
Visit abe.illinois.gov
Call 877-805-5312

Option 2:
Changes to Medicaid are coming in 2027. Illinois Medicaid will notify you directly if you need to take action. The most important step right now is making sure your contact information is up to date. Open mail from the State of Illinois right away. Visit abe.illinois.gov or call 877-805-5312.

Option 3:
Medicaid changes are coming in 2027. Many customers will not be affected, but Illinois Medicaid must be able to reach you.
Open mail from the State of Illinois immediately.
Update your contact information today at abe.illinois.gov
Or call 877-805-5312

Phase 1

Update Your Contact Information Social Media

Stay Informed About Upcoming Medicaid Changes

Changes are coming to Medicaid in 2027, and we want to make sure you have the information you need.

The federal government is making changes that may affect some Medicaid customers starting in January 2027. Many customers will not be affected. If these changes apply to you, Illinois Medicaid will contact you before you need to take any action.

Why Updating Your Contact Information Is Important
The most important step you can take right now is to make sure your contact information is up to date. This helps ensure you receive important notices about your coverage.

If you receive mail from the State of Illinois, open it right away. Your Medicaid coverage may depend on it.

Update Your Information Today
Please make sure your address, phone number, and email are current.

You can update your information by:

- Visiting **ABE.Illinois.gov** and click "**Manage My Case**." There you can view notices, check coverage, update your information and more – all in one place.
- Calling **877-805-5312**

Keeping your contact information up to date does **not** mean your benefits are changing. It simply helps us reach you if we need to share important information.

Thank you for taking this simple step to protect your coverage.

Phase 1

Update Your Contact Information Customer Newsletter Language

Option 1:
Medicaid changes start 2027. Many won't be affected, but some will. Stay informed. Update info at abe.illinois.gov or 877-805-5312. Open State mail right away.

Option 2:
Medicaid changes start 2027. Many exempt, some are not. Stay informed. Update address/phone/email at abe.illinois.gov or 877-805-5312. Open State mail promptly.

Option 3:
Protect your coverage. Update contact info at abe.illinois.gov or 877-805-5312. Changes start in 2027 for some. Open mail from the State right away.

Phase 1

Update Your Contact Information Text Message Language

Subject: Stay Informed: Update Your Contact Information for Medicaid

Dear Customer,

We want to let you know about changes coming to Medicaid.

Starting in January 2027, new federal rules may affect some Medicaid customers. Many people will not be affected. If you need to take any action, Illinois Medicaid will contact you first.

Right now, the most important thing you can do is make sure your contact information is correct.

If you get mail from the State of Illinois, open it right away. It may be about your Medicaid coverage.

Please update your address, phone number, and email today:

- Visit **ABE.Illinois.gov** and click "**Manage My Case**." There you can view notices, check coverage, update your information and more – all in one place.
- Or call **877-805-5312**

Updating your contact information does NOT mean your benefits are changing.

Thank you for helping us keep your information up to date.

Illinois Department of Healthcare and Family Services

Phase 1

Update Your Contact Information Email Language