



HFS

Illinois Department of
Healthcare and Family Services

ARE YOU COVERED?

MESSAGING TOOLKIT

SUMMER 2023



TABLE OF CONTENTS

Why Do People Need to Renew? 3

How Can I Help? 5

Templates 8

WHY DO PEOPLE NEED TO RENEW?

MEDICAID RENEWALS

In May, the federal government ended all COVID-19 pandemic-related Medicaid changes put in place during the federal public health emergency. This means that regular, annual eligibility verifications, also known as renewals or re-determinations, must resume.

Just like pre-pandemic procedures, Medicaid customers will receive a renewal form in the mail which they must complete and return by the deadline to continue to receive Medicaid coverage. Everybody's renewal date is different depending on when they were enrolled. Customers whose renewals are due in August will get a letter the first week of July and must return them by August 1, and so on. If someone doesn't submit their renewal or doesn't qualify anymore, they may lose coverage as early as one month after their renewal due date.

Customers can find their renewal date and confirm their correct mailing address at abe.illinois.gov by clicking 'Manage My Case' and looking at the 'Benefit Details' tab. For more information including Frequently Asked Questions, visit medicaid.illinois.gov.



HOW CAN I HELP?

HEALTHCARE PROVIDERS

Please put a system in place to get Medicaid customers ready to renew and connected to coverage using the templates in this toolkit.

Everyone's due date is different, and repetition is key to adoption. We ask that you continue to share this message in multiple places, multiple times throughout the year.

You can share the steps customers need to take to keep their Medicaid coverage in appointment reminders, during check-in and checkout, and throughout appointments.

- ★ **Use your MyChart or your patient portal** to send reminders throughout the year.
- ★ **Send multiple reminders** to your email or text lists throughout the year.
- ★ **Train any check-in staff** who can see renewal due dates to tell customers when they are due to renew and what they need to do to get ready.
- ★ **Post the flyers and hand out the palmcards** linked in this toolkit.
- ★ **Put a computer in your waiting room** and set the homepage to abe.illinois.gov so people can click on "Manage My Case" to update their address and check their due date.
- ★ **Invite us to your community engagement event** by filling out this form.
- ★ **Post on your social channels** using the messaging and graphics linked in this toolkit.

NONPROFITS, ADVOCATES & OTHER NON-PROVIDERS WHO WORK WITH MEDICAID CUSTOMERS

Please use the templates in this toolkit to help people get ready to renew and connect to coverage.

Everyone's due date is different, and repetition is key to adoption. We ask that you continue to share this message in multiple places, multiple times throughout the year.

- ★ **Make a list of the ways you interact with Medicaid customers** and plan how you can incorporate the items in this toolkit into your standard operating procedures.
- ★ **Send multiple reminders** to your email lists throughout the year.
- ★ **Post the flyers and hand out the palm cards** linked in this toolkit at your check-in or reception counter.
- ★ **Train any staff that have one-on-one contact** with people who use Medicaid.
- ★ **Palm cards** into food bank grocery bags or other distribution.
- ★ **Invite us to your community engagement event** by filling out this form.
- ★ **Post on your social channels** using the messaging and graphics linked in this toolkit.

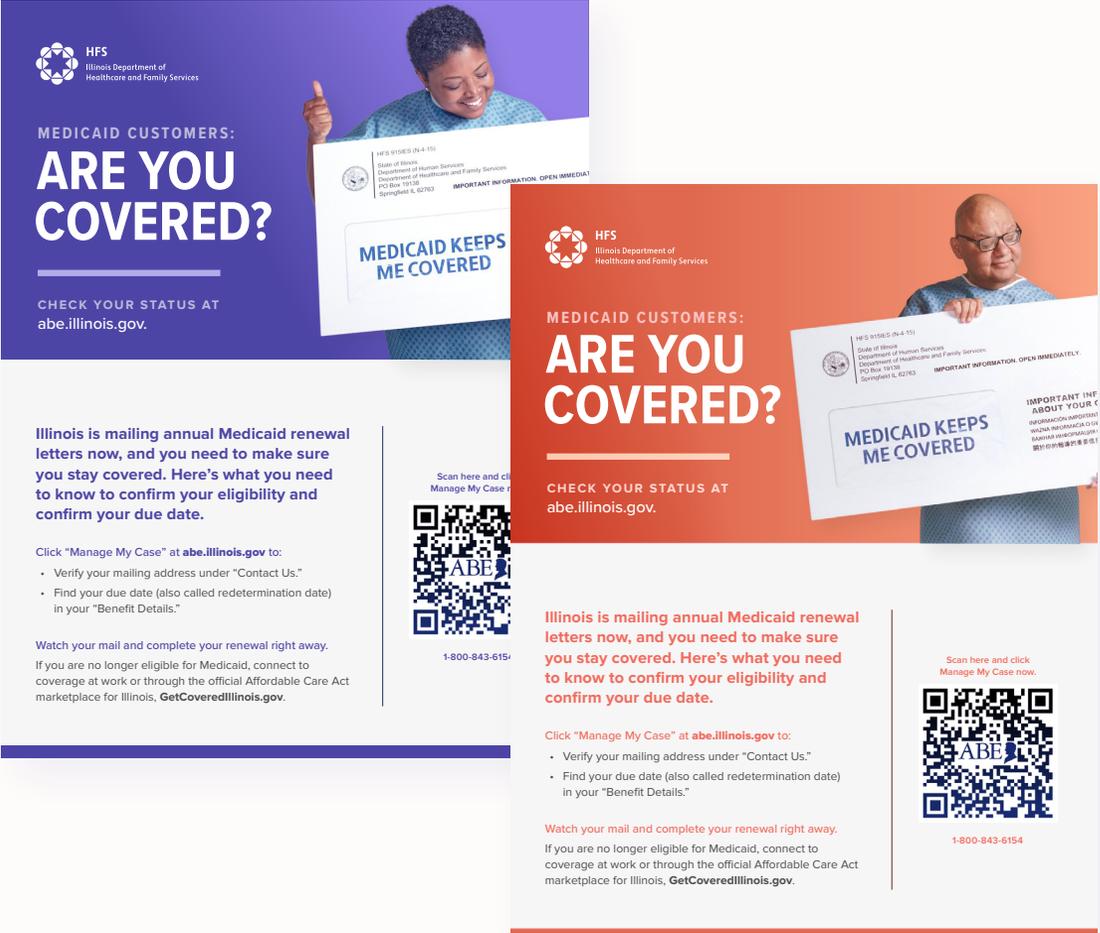
TEMPLATES

FLYER

Some tips for distributing:

- ★ Post the flyer in **highly visible areas.**
- ★ **Hand the flyer out** to customers at check in or check out.
- ★ **Share the flyer** at outreach events you host or attend.

DOWNLOAD →



MEDICAID CUSTOMERS:
ARE YOU COVERED?

State of Illinois
Department of Human Services
Department of Healthcare and Family Services
PO Box 19100
Springfield, IL 62763

IMPORTANT INFORMATION: OPEN IMMEDIATELY

MEDICAID KEEPS ME COVERED

CHECK YOUR STATUS AT
abe.illinois.gov

Scan here and click
Manage My Case now.

Illinois is mailing annual Medicaid renewal letters now, and you need to make sure you stay covered. Here's what you need to know to confirm your eligibility and confirm your due date.

Click "Manage My Case" at abe.illinois.gov to:

- Verify your mailing address under "Contact Us."
- Find your due date (also called redetermination date) in your "Benefit Details."

Watch your mail and complete your renewal right away. If you are no longer eligible for Medicaid, connect to coverage at work or through the official Affordable Care Act marketplace for Illinois, GetCoveredIllinois.gov.

1-800-843-6154

MEDICAID CUSTOMERS:
ARE YOU COVERED?

State of Illinois
Department of Human Services
Department of Healthcare and Family Services
PO Box 19100
Springfield, IL 62763

IMPORTANT INFORMATION: OPEN IMMEDIATELY

MEDICAID KEEPS ME COVERED

CHECK YOUR STATUS AT
abe.illinois.gov

Scan here and click
Manage My Case now.

Illinois is mailing annual Medicaid renewal letters now, and you need to make sure you stay covered. Here's what you need to know to confirm your eligibility and confirm your due date.

Click "Manage My Case" at abe.illinois.gov to:

- Verify your mailing address under "Contact Us."
- Find your due date (also called redetermination date) in your "Benefit Details."

Watch your mail and complete your renewal right away. If you are no longer eligible for Medicaid, connect to coverage at work or through the official Affordable Care Act marketplace for Illinois, GetCoveredIllinois.gov.

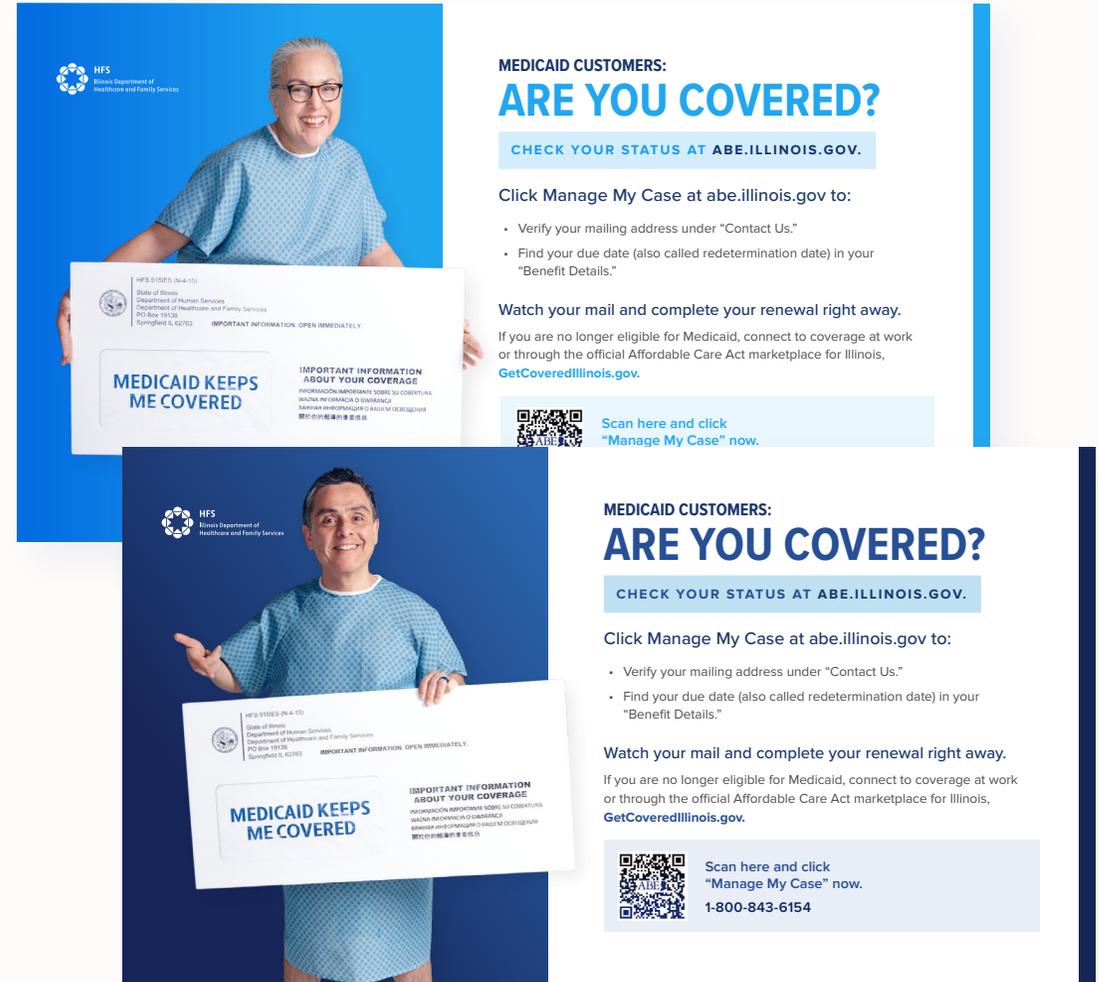
1-800-843-6154

PALM CARD

Some tips you can follow when distributing:

- ★ **Hand the card out** to customers at check in or check out.
- ★ Include cards in **event giveaways** or customer communications.
- ★ **Slip cards into food and grocery bags or other distributions.**
- ★ **Add your contact information** and share the card during direct customer interactions.

DOWNLOAD →



MEDICAID CUSTOMERS:
ARE YOU COVERED?
CHECK YOUR STATUS AT [ABE.ILLINOIS.GOV](https://abe.illinois.gov).

Click **Manage My Case** at abe.illinois.gov to:

- Verify your mailing address under "Contact Us."
- Find your due date (also called redetermination date) in your "Benefit Details."

Watch your mail and complete your renewal right away.
If you are no longer eligible for Medicaid, connect to coverage at work or through the official Affordable Care Act marketplace for Illinois, GetCoveredIllinois.gov.

Scan here and click "Manage My Case" now.

MEDICAID CUSTOMERS:
ARE YOU COVERED?
CHECK YOUR STATUS AT [ABE.ILLINOIS.GOV](https://abe.illinois.gov).

Click **Manage My Case** at abe.illinois.gov to:

- Verify your mailing address under "Contact Us."
- Find your due date (also called redetermination date) in your "Benefit Details."

Watch your mail and complete your renewal right away.
If you are no longer eligible for Medicaid, connect to coverage at work or through the official Affordable Care Act marketplace for Illinois, GetCoveredIllinois.gov.

Scan here and click "Manage My Case" now.
1-800-843-6154

SOCIAL MEDIA POSTS

Download the social media graphics and share with copy such as:

- ★ **Continuous coverage of Medicaid has ended.** Make sure you stay covered by checking your renewal deadline today. Click Manage My Case at abe.illinois.gov or call **1-800-843-6154**.
- ★ **Illinois is mailing annual Medicaid renewal notices.** Watch your mail and complete your renewal right away. Check your renewal date and confirm your eligibility right away. Click Manage My Case at abe.illinois.gov or call **1-800-843-6154**.
- ★ **Medicaid has stopped renewing automatically.** Don't risk losing your coverage. Check your status and renew today. Click Manage My Case at abe.illinois.gov or call **1-800-843-6154**.

DOWNLOAD →



TEXT SCRIPT



SMS

Medicaid Customers: Are You Covered? Check your status and your renewal date at abe.illinois.gov (click Manage My Case) or 1-800-843-6154. Txt STOP=stop



MMS

Medicaid Customers: Are You Covered? Illinois is checking to see if you are still eligible for Medicaid. You need to verify your mailing address and know your due date to make sure you get your renewal letter. Click Manage My Case at abe.illinois.gov or call 1-800-843-6154. STOP = unsubscribe

DOWNLOAD →

NEWSLETTER/ ARTICLE

Share this messaging in your regular outreach to patients, customers, and clients.

DOWNLOAD →



 HFS
Illinois Department of
Healthcare and Family Services

MEDICAID CUSTOMERS:
ARE YOU COVERED?

CHECK YOUR MEDICAID STATUS TODAY!

Illinois is mailing annual Medicaid renewal letters now and you need to make sure you stay covered. Here's what you need to know to confirm your eligibility and confirm your due date:

- Click Manage My Case at abe.illinois.gov to:
 - *Verify your mailing address under "contact us."*
 - *Find your due date in your "benefit details."*
- Watch your mail and complete your renewal right away.

If you are no longer eligible for Medicaid, connect to coverage at work or through the official Affordable Care Act marketplace for Illinois, GetCoveredIllinois.gov.



 HFS
Illinois Department of
Healthcare and Family Services

MEDICAID CUSTOMERS:
ARE YOU COVERED?

CHECK YOUR MEDICAID STATUS TODAY!

Illinois is mailing annual Medicaid renewal letters now and you need to make sure you stay covered. Here's what you need to know to confirm your eligibility and confirm your due date:

- Click Manage My Case at abe.illinois.gov to:
 - *Verify your mailing address under "contact us."*
 - *Find your due date in your "benefit details."*
- Watch your mail and complete your renewal right away.

If you are no longer eligible for Medicaid, connect to coverage at work or through the official Affordable Care Act marketplace for Illinois, GetCoveredIllinois.gov.

EMAIL/LETTER

Use this language to draft an email or letter to someone that might need to review their Medicaid status.

SUBJECT LINE: **ARE YOU COVERED? CHECK YOUR MEDICAID STATUS TODAY!**

Dear **NAME/MEDICAID CUSTOMER,**

We have been trying to reach you about your Illinois Medicaid coverage.

With the end of the COVID-19 pandemic, Medicaid renewals are once again required annually. Medicaid pays for your healthcare, like doctor visits, prescription medicine, and urgent emergency services. It is critical that you take steps to renew your coverage immediately. Everybody's renewal date is different. Don't risk losing your Medicaid! **Here is what you need to do to stay covered:**

CLICK MANAGE
MY CASE AT
[ABE.ILLINOIS.GOV.](http://abe.illinois.gov)

VERIFY
YOUR ADDRESS

FIND YOUR
DUE DATE

WATCH
YOUR MAIL

COMPLETE YOUR
RENEWAL

CONNECT
TO COVERAGE

You can ask your employer if health insurance is offered or you can visit Getcovered.illinois.gov to shop for quality, affordable coverage provided under the Affordable Care Act (ACA). You usually have 30-60 days to enroll in a new plan. This is called a "Special Enrollment Period."

Get Covered Illinois is the official ACA Health Insurance Marketplace for the state of Illinois, helping you shop for health insurance to fit your needs and budget. Health plans offered on the ACA Health Insurance Marketplace cover pre-existing conditions and [essential health benefits](#), including preventive care and mental health services.

Visit getcoveredillinois.gov for more information, free enrollment assistance, and to find out if you may qualify for [financial help](#). Many people find plans for \$10 or less per month after tax credits.

Get ready to renew and stay covered! Verify your address and find your renewal date now at abe.illinois.gov.

DOWNLOAD →

ENVELOPE MOCKUP

Renewals notices are sent to people's mailboxes. Let people know what they should look for.



DOWNLOAD →



HFS

Illinois Department of
Healthcare and Family Services

THANK YOU

STAY COVERED.

ABE.ILLINOIS.GOV