

PUBLIC EDUCATION SUBCOMMITTEE (PUB ED)

August 23, 2023

VIRTUAL WebEx Meeting

10:00 AM – 12:00 PM



HFS

Illinois Department of
Healthcare and Family Services



HFS

Illinois Department of
Healthcare and Family Services

OUR VISION FOR THE FUTURE

We improve lives.

- ▶ We address social and structural determinants of health.
- ▶ We empower customers to maximize their health and well being.
- ▶ We provide consistent, responsive service to our colleagues and customers.
- ▶ We make equity the foundation of everything we do.

This is possible because:

- ▶ **We value our staff as our greatest asset.**

We do this by:

Fully staffing a diverse workforce whose skills and experiences strengthen HFS.

Ensuring all staff and systems work together.

Maintaining a positive workplace where strong teams contribute, grow and stay.

Providing exceptional training programs that develop and support all employees.

- ▶ **We are always improving.**

We do this by:

Having specific and measurable goals and using analytics to improve outcomes.

Using technology and interagency collaboration to maximize efficiency and impact.

Learning from successes and failures.

- ▶ **We inspire public confidence.**

We do this by:

Using research and analytics to drive policy and shape legislative initiatives.

Clearly communicating the impacts of our work.

Being responsible stewards of public resources.

Staying focused on our goals.

Public Education Subcommittee Charter

The Public Education Subcommittee is established to advise the Medicaid Advisory Committee concerning materials and methods for informing individuals about health benefits available under the Department of Healthcare and Family Service's medical programs.

This subcommittee, comprised of a diverse group of stakeholders, shall:

1. Review and provide advice on brochures, pamphlets and other written materials prepared by the department;
2. Review and provide advice on HFS website content directed towards Medicaid beneficiaries and the general public;
3. Review projects designed to inform the general public about medical programs;
4. Serve as conduit for informing the Medicaid Advisory Committee and the department concerning gaps in public understanding of the medical programs;
5. Propose additional means of communicating information about medical programs;
6. Review and provide advice on program eligibility changes, customer service delivery, and eligibility processing systems, and
7. Make necessary recommendations to the Medicaid Advisory Committee

Expectations of Subcommittee Members

- Attend all regularly scheduled meetings; when this is not possible, secure prior approval from Chair to send a non-voting substitute.
- Bring healthcare and social determinants of health knowledge and subject matter expertise to bear on the work of the subcommittee in support of Illinois' Medicaid Program.
- Drive meeting agendas and work products.



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House Keeping

- Meeting basics:
 - Please note, this meeting is being recorded.
 - To ensure accurate records, please type your name and organization into the chat.
 - If possible, members are asked to attend meetings with their camera's turned on, however, if you call in & need materials, please email veronica.archundia@illinois.gov and Margaret.dunne@illinois.gov with a copy to Melisha.Bansa@Illinois.gov as soon as safely possible.
 - Please be sure to mute your audio except when speaking.
 - Please note that HFS staff may mute participants to minimize any type of disruptive noise or feedback.
- Comments or questions during the meeting:
 - If you are a subcommittee member and wish to make a comment or ask a question during the meeting, please use the WebEx feature to raise your hand, contact the host/co-host, or unmute yourself during QA sections facilitated by chair.
 - If you are a member of the general public and wish to make a comment, please register to make a public comment prior to the meeting. Instructions to make public comments have been provided for you in the public meeting posting located on the MAC webpage.
 - If you have a question during the meeting, please utilize the Webex chat feature to send your question directly to the subcommittee chair or any of the host or co-host.

House Keeping

Meeting basics Cont.

- The chair will try to address as many questions as possible during designated sections of the meeting. We recognize that due to the limited allotted time, your question may not be answered during the meeting, therefore be sure to visit the HFS Webpage for a list of helpful resources. Your questions are important to us and will help inform the development of future presentations and informational materials.
- HFS is committed to hosting meetings that are accessible and ADA compliant. Closed captioning will be provided. Please email veronica.archundia@illinois.gov and Margaret.dunne@illinois.gov with a copy to Melisha.Bansa@Illinois.gov in advance to report any requests or accommodations you may require or use the chat to alert us of challenges during a meeting.
- Patience, please – many subcommittee members and staff are new to MAC proceedings.
- Minutes of the prior meeting will be circulated to subcommittee members in advance of each session. Once approved, they will be posted to the website.

Agenda

- 1. Call to Order**
- 2. Roll Call of Subcommittee Members**
- 3. Introduction of HFS and State Agency Staff**
- 4. Review and approval of the Meeting Minutes from April 26th, 2023)**

Agenda

5. State Updates:

A. Medical Programs

- I. Continuing Flexibilities

B. Eligibility Updates

- I. Customer Service
- II. Restarting Redeterminations
- III. HFS Application Agents
- IV. DHS Update
- V. Communications Outreach

C. MCO Updates

D. Other Program Enrollment

Agenda

6. Public Comments

7. Additional Business: Old and New

A. Items for Future Discussion

8. HFS Announcements

A. Pub Ed Subcommittee Resources and Reminders

9. Concluding Directives and Wrap Up

10. Adjournment

5. State Updates



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5. A. Medical Programs



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HRSN 1115 Transformation Waiver Update

- Illinois received approval for its 1115 Behavioral Health Transformation Waiver in 2018; expired June 30, 2023
 - State public comment period from May 12 – June 12, 2023
 - Received comments from 98 unique individuals/organizations by 6/12/23
- HFS submitted request to federal CMS to extend and significantly amend to address **Health Related Social Needs**
 - Final application submitted June 23, 2023
 - CMS issued a 12-month extension of existing pilots

1115 Waiver – Next Steps

- Federal CMS public comment period closed July 28, 2023
- Negotiations between CMS and HFS expected to begin late summer or early fall
- HFS will embark on implementation planning while negotiations with CMS occur:
 - Stakeholder engagement
 - Cross-agency collaboration and coordination



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Waivers under Section 1115 of the Social Security Act provide **expenditure authority** for state Medicaid programs to demonstrate impact of proposed **innovations** that would otherwise not be allowed under traditional Medicaid rules.

1115 Fundamentals

Approval

- Allows the addition of new services or introduction of flexibilities that would ordinarily not be allowable under Medicaid.
- Allows services and flexibilities to be targeted to priority populations, geographic areas, or designated pilot initiatives to demonstrate impact.

Funding

- Authorizes federal **MATCHING** to offset state expenditures on approved demonstration services and flexibilities.
- **Matching available only for state expenditures that are not otherwise supported by another federal funding source.**
- Match rate is 51.09%; for every \$100 of state-only funding spent on HRSN, the federal government will return \$51.09 to the State.

1115 Transformation Waiver - Proposal

HFS' 1115 request seeks authorization for two closely related efforts:

- Adding new **HRSN services** targeting social determinants of health, and
- Sustaining certain existing **pilots** and adding new demonstration pilots to test the value of new services and flexibilities in targeted ways

1115 – Proposed HRSN Benefits



Eligibility for HRSN Benefits

Medicaid eligible enrolled in managed care

- 80% of Medicaid members are enrolled in managed care in Illinois

Eligibility for specific benefits tied to clinical and social criteria consistent with federal CMS guidance and other states' approved waivers

HFS is taking a broad and inclusive approach to eligibility for HRSN benefits

Collaboration and Engagement

HFS seeks to leverage community-driven solutions, incorporating community-based, and non-traditional Medicaid providers using flexible and streamlined approaches that promote access and quality.

Implementation planning will include engagement with providers and external stakeholders to inform implementation design.



1115 Materials Available

- Full application, overview documents, and more are available on the HFS website:
 - <https://hfs.illinois.gov/medicalproviders/cc/1115demonstrationwaiverhome/1115demonstrationwaiverbhtfiveyearextension.html>



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5. B. Eligibility Updates



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5) B. I. Customer Service



Call Center Descriptions

Agency	Phone Number	Customer Type	Transaction Type
HFS: Bureau of All Kids	1-877-805-5312	Medical Only	Talk to an All Kids caseworker, complete your Rede
HFS: Health Benefits Hotline	1-800-226-0768	Medical - Fee for Service	Find a provider, Check your Rede Date
HFS: MEDI AVRS	1-855-828-4995	Medical Only	Check your Rede Date
DHS: Customer Call Center	1-800-843-6154	Medical/SNAP/TANF	Complete your Rede

MEDI AVRS: Go Live with Rede Dates

- HFS' Automated Voice Response System (AVRS) now includes redetermination due dates as well as coverage status - if RIN is known. It is available for customers 24/7/365.
- Customer Line: 1-855-828-4995
 - **Recipient Identification Number (RIN) is required**
 - If a customer does not have RIN, they can transfer to the Health Benefits Hotline during working hours.
- Provider Line: 1-800-842-1461
 - Provider needs provider number & RIN



Right FAX: Central Scan Unit

1-844-736-3563

- Sending Redeterminations or additional information requested via fax
 - Forms/Cover pages include bar codes (essential for appropriate routing and logging as received).
- Fax Number listed on all notices.
- **DO NOT** fax to local FCRCs.



5) B. II. June 2023 Full Cycle Rede Updates and Data



Redetermination Update: June 2023

Goal: Minimize the loss of medical coverage for eligible customers during the redetermination process.

Redetermination Strategy	Redetermination Strategy Description	Start Date	End Date
Extended 30-Day Grace Period	<ul style="list-style-type: none">• Intended for customers who did not return their redetermination by their due date.• Permits the delay of procedural terminations for one month (approx. 30 days).	June 2023	May 2024
643RNW Courtesy Renewal Form – Follow Up Letter	<ul style="list-style-type: none">• Generated when a customer’s redetermination has not been received.• Reminds customers to return their completed Form B by their new, extended due date.• Reminds customers of the various ways they can complete a redetermination.• Provides the customer an opportunity to indicate a reason if they do not wish to continue receiving medical coverage.	June 2023	TBD

Updated: Redetermination Process by Month

30 Day Grace Period

End of Certification Period	Rede Mail Date	Rede Due Date Printed on Notice	Form B Not Received, Reminder Notice Sent	Grace Period Cut-off Date	First day Coverage Loss if form not received by extended cutoff	Last day to return rede for potential reinstatement
08/31/2023	By 07/01/2023	08/01/2023	By 08/20/2023	09/15/2023	10/01/2023	12/31/2023
09/30/2023	By 08/01/2023	09/01/2023	By 09/20/2023	10/16/2023	11/01/2023	01/31/2024
10/31/2023	By 09/01/2023	10/01/2023	By 10/20/2023	11/15/2023	12/01/2023	02/29/2024






PHE Unwinding Redetermination Data

- Estimated total of 2,274,437 cases which are comprised of an estimated 3,770,690 individual customers.
- Medicaid Redetermination 12 Month PHE Unwinding Period: June 2023 - May 2024.

Address Updates

Date	Medicaid Address Changes	Phone Call Address Chg Req	Total
01/01/2023 - 01/31/2023	6,398	2,178	2,178
02/01/2023 - 02/28/2023	15,038	2,322	17,360
03/01/2023 - 03/31/2023	8252	1,948	10,200
03/14/2023 - 03/31/2023	5,474	1,378	6,852
04/01/2023 - 04/30/2023	6,097	2,340	8,437
05/01/2023 - 05/31/2023	3,912	1,199	5,111
06/01/2023 - 06/30/2023	3,739	1,156	4,895
07/01/2023 - 07/31/2023	2,753	805	3,558
08/01/2023 - 08/21/2023	1,932	570	2,502
<i>Grand Total:</i>	<i>53,595</i>	<i>13,896</i>	<i>67,491</i>

-  Medicaid address changes received via website.
-  Medicaid address changes received via phone call.
-  Total address changes received via web and phone call each month.

Manage My Case Updates

MMC Activity (07/23 – Present)	
ABE MMC Accounts Linked	56,943
Renew My Benefits *	32,920
Report My Changes	16,527
Program Adds	5,805
Member Adds	779
Mid-Point Reports*	17,029
Appeals submitted	2,107
FFM cases received since 11/17	8,598
Count of people successfully ID proofed through the State	66

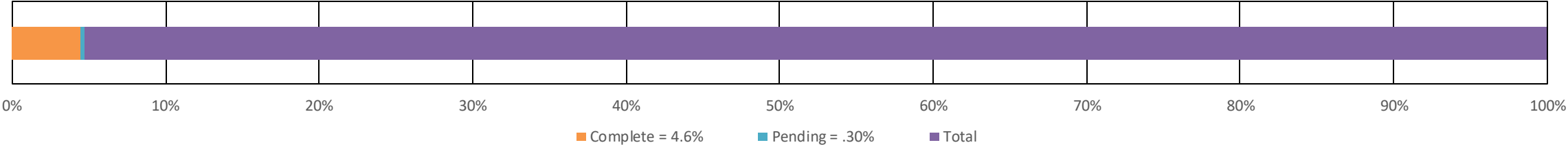
**Note, HFS suspended sending redetermination notices that require a response during the PHE and DHS suspended MPRs when permitted by FNS*



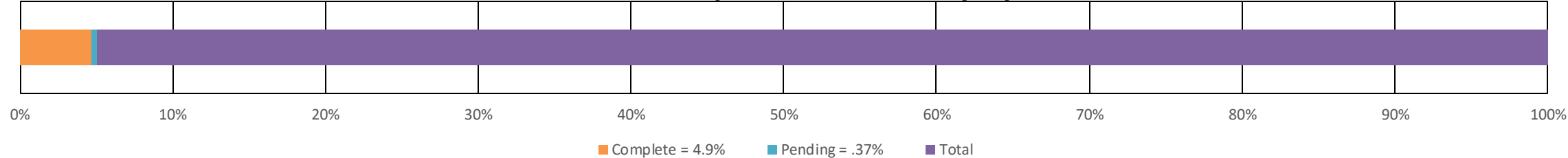
PHE Unwinding Redetermination Data

Total Cases	Total Individuals
2,274,437	3,770,690

Redetermination Completion Summary by Case

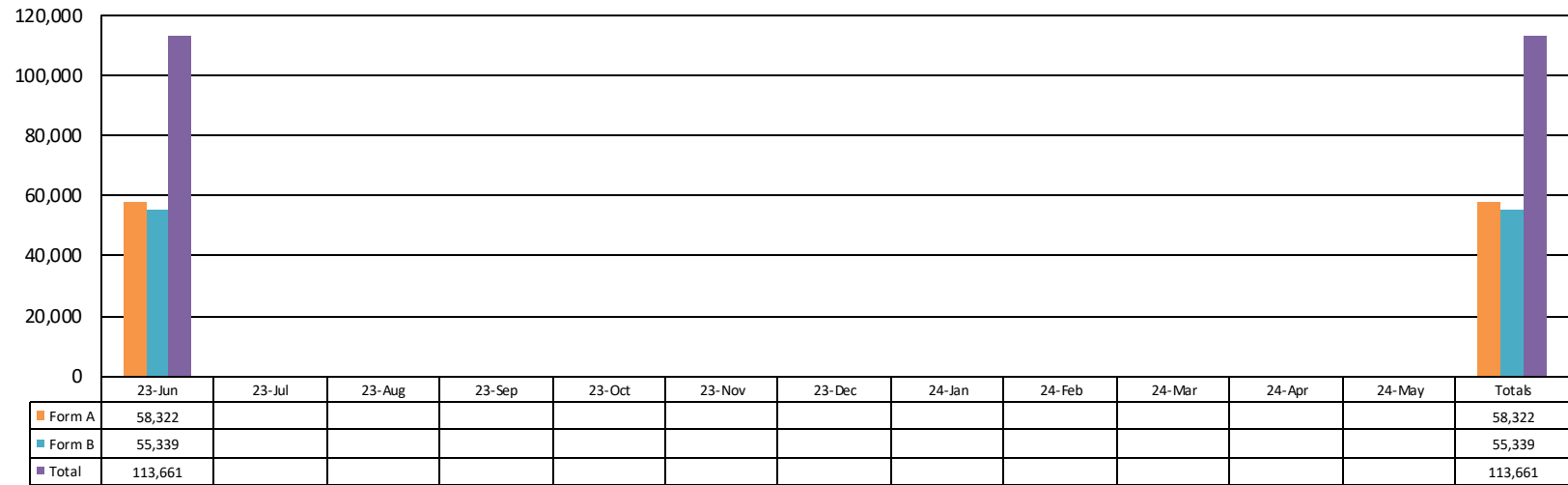


Redetermination Completion Summary by Individual

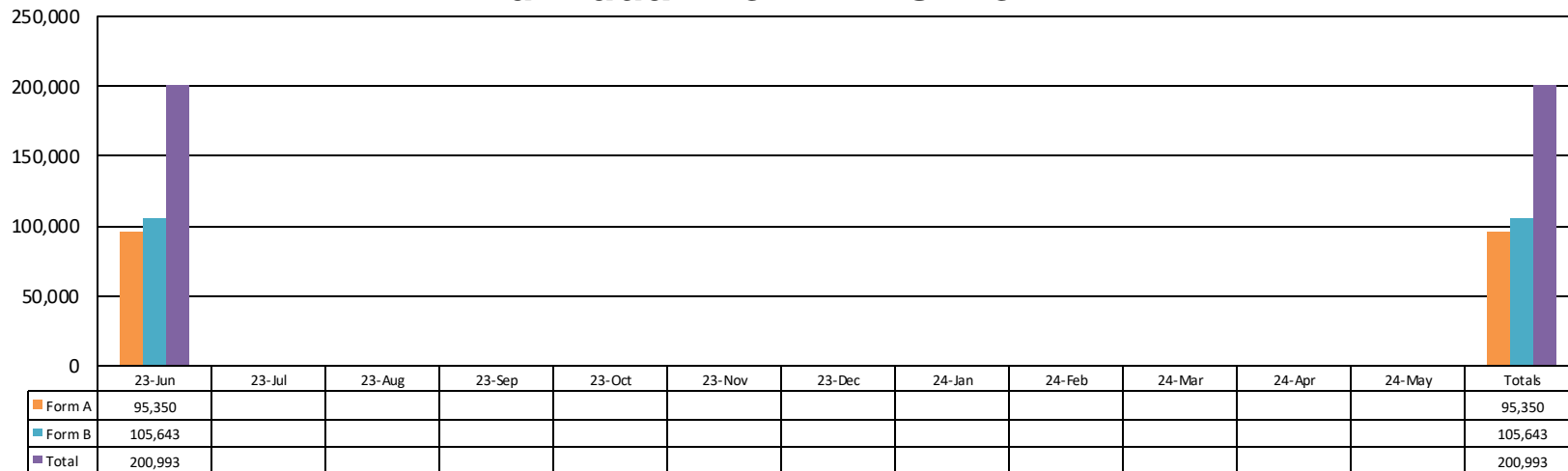


Redetermination Type

Case: Form A vs. Form B

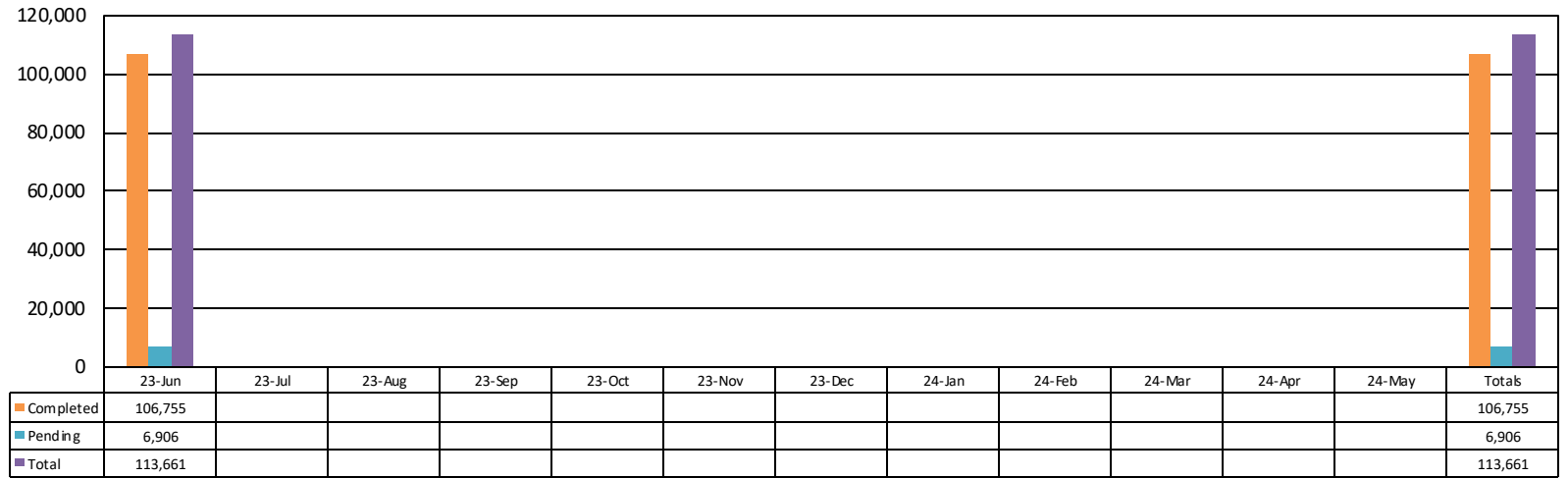


Individual: Form A vs. Form B

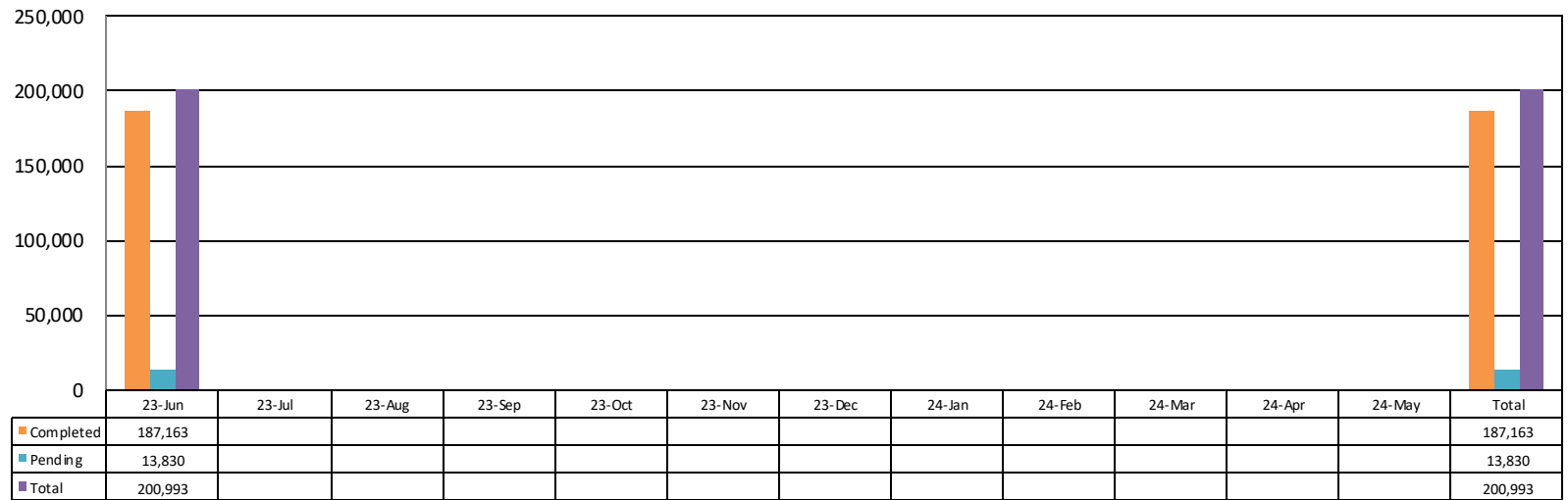


Redetermination Completion Status

Redetermination Completion Status by Case



Redetermination Completion Status by Individual

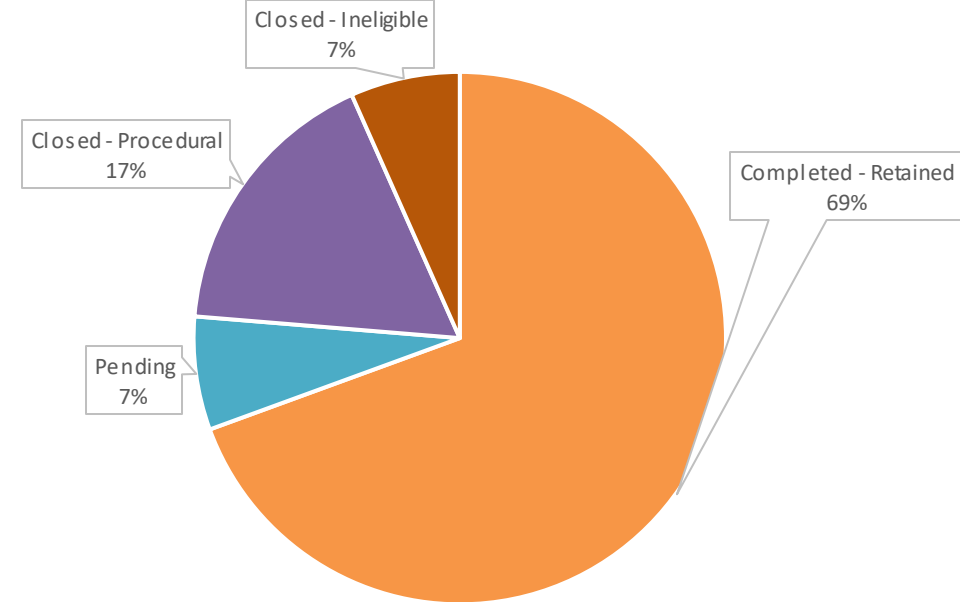


Redetermination by Status

Status Type by Individual	23-Jun	23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec	24-Jan	24-Feb	24-Mar	24-Apr	24-May	Totals
Completed - Retained	139,538												139,538
Pending	13,830												13,830
Closed - Procedural	34,250												34,250
Closed - Ineligible	13,375												13,375
Totals	200,993												200,993

Status Type	Status Type Defined
Completed - Retained	Approved (Medical Benefits Continue)
Pending	Redetermination is received, but not yet processed
Closed - Procedural	Failed to respond to redetermination or failed to provide supporting information
Closed - Ineligible	Over income, refused to provide information, deceased, left the home, moved out of the state, customer request to withdraw/close case

% of Redetermination Status by Individual - YTD

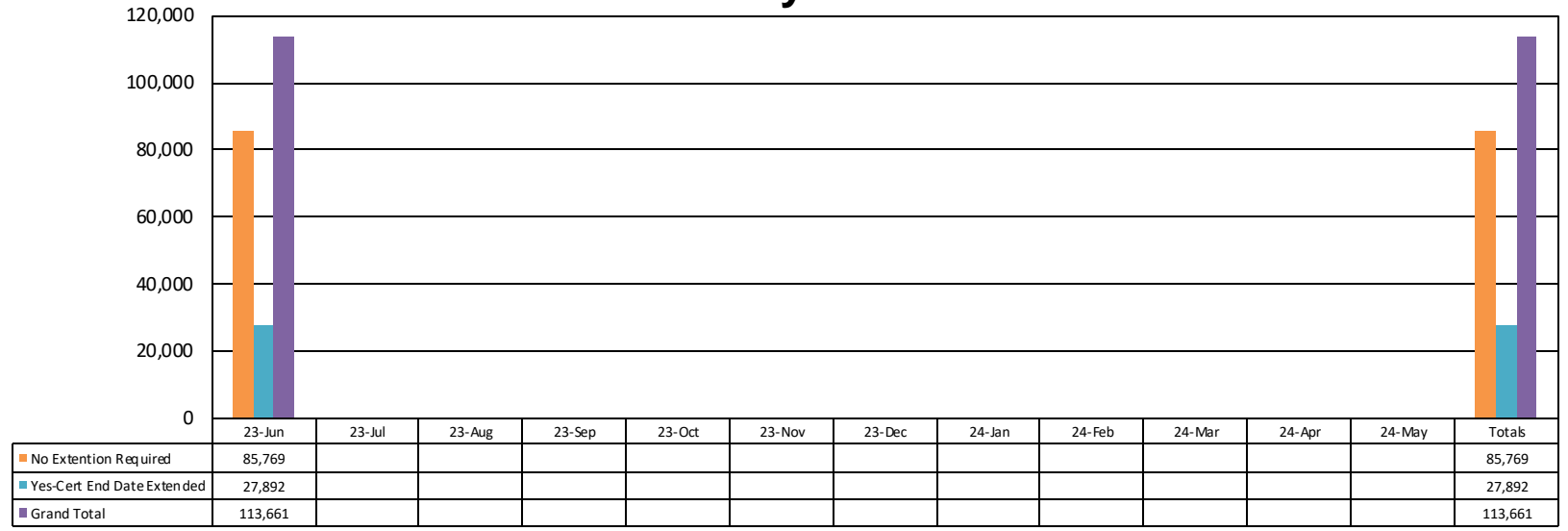


30-Day Grace Period

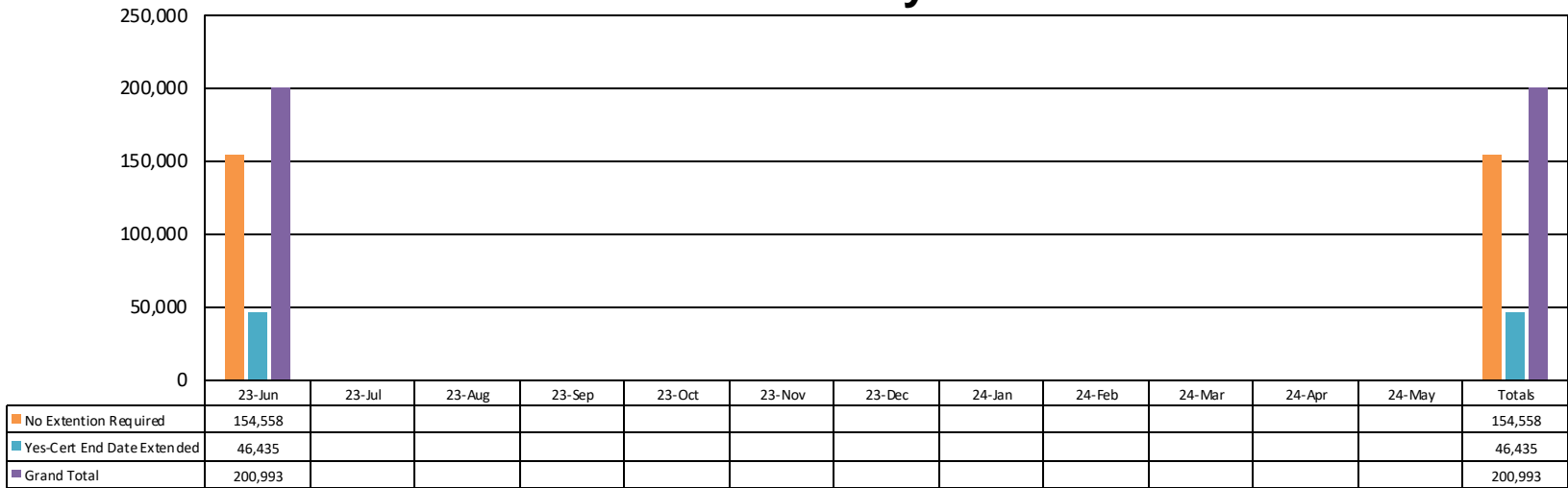
- The following data represents outcome data for both the month of June 2023 and the 30-Day Grace Period Flexibility that was provided to Illinois by federal CMS.
- The 30-Day Grace Period Flexibility was implemented in June 2023 and will remain in place during the **12 Month PHE Unwinding Period: June 2023 - May 2024.**
- *This flexibility permits the delay of procedural terminations for one month (approx. 30 days) for customers who did not return their redetermination by their original due date.*

Redeterminations 30-Day Grace Period

Cases by Month



Individuals by Month





5) B. III. HFS Application Agents



History

[Free Healthcare Benefits Application Assistance Act](#)

1998: KidCare Application Agents (KCAAs) began work

2006: With expansion of program to “All Kids”, title transitions to All Kids Application Agents (AKAAs)

2012 SMART Act budget reductions: Technical Assistance Payments (TAP) to AKAAs end. Number of AKAAs drop dramatically

2022 Transition to HFS Application Agents to reflect all ages served, begin rebuilding the program, developed updated legal documents and new training tools

Application Agent Version 2.0

Began work towards an expanded HFSAA vision, developing new organizational tools including Business and Operational and Location Profiles, tiered levels of assistance, and expanded outreach efforts.

Goals:

- Assist uninsured people and other underserved communities get access to health coverage
- Minimize the beneficiary burden
- Promote continuity of coverage and reduce potential for gaps in medical coverage
- Promote medical coverage and completion of Medicaid renewals through increased knowledge and awareness of medical benefits and services
- Improve the quality of life and longevity of Illinoisans

Organizations that want to be part of this wave MUST complete the new HFSAA requirements.

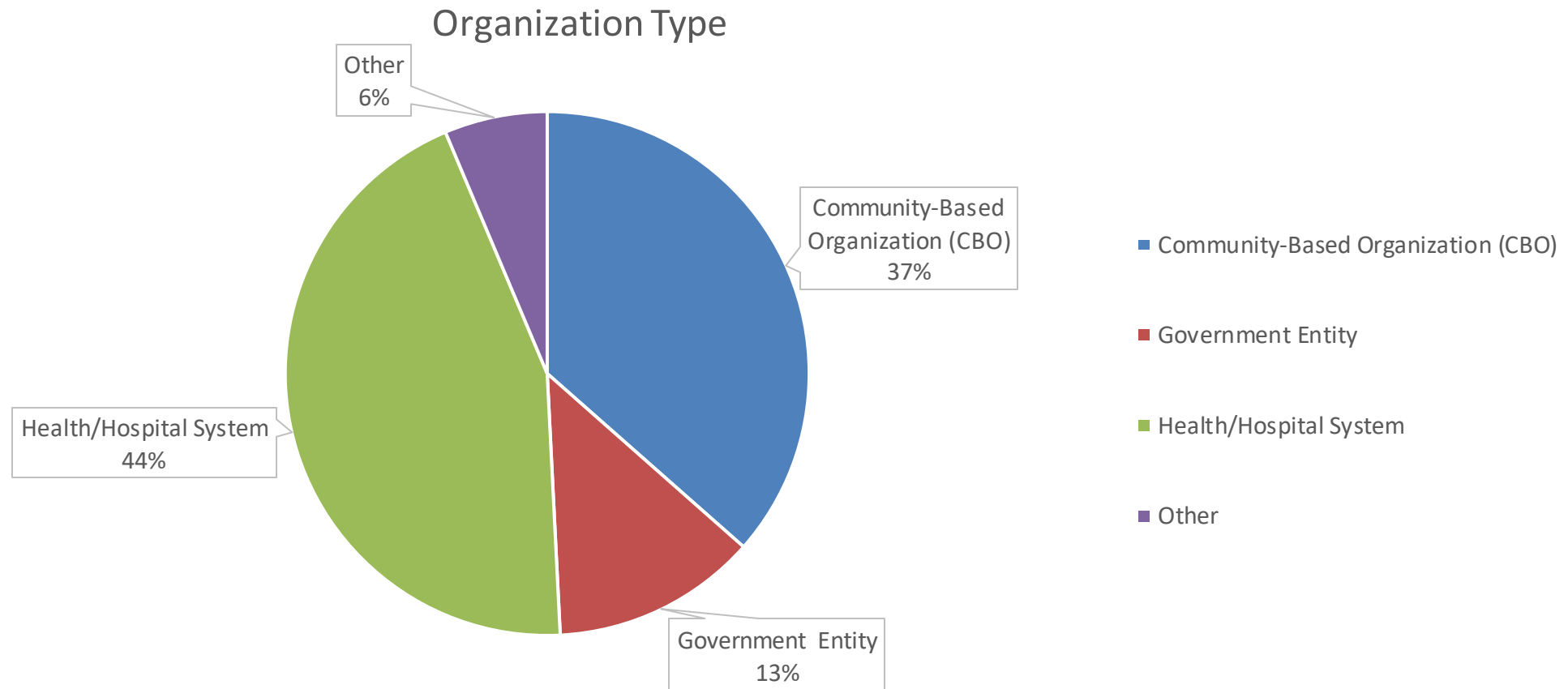


Who Can be an HFSAA?

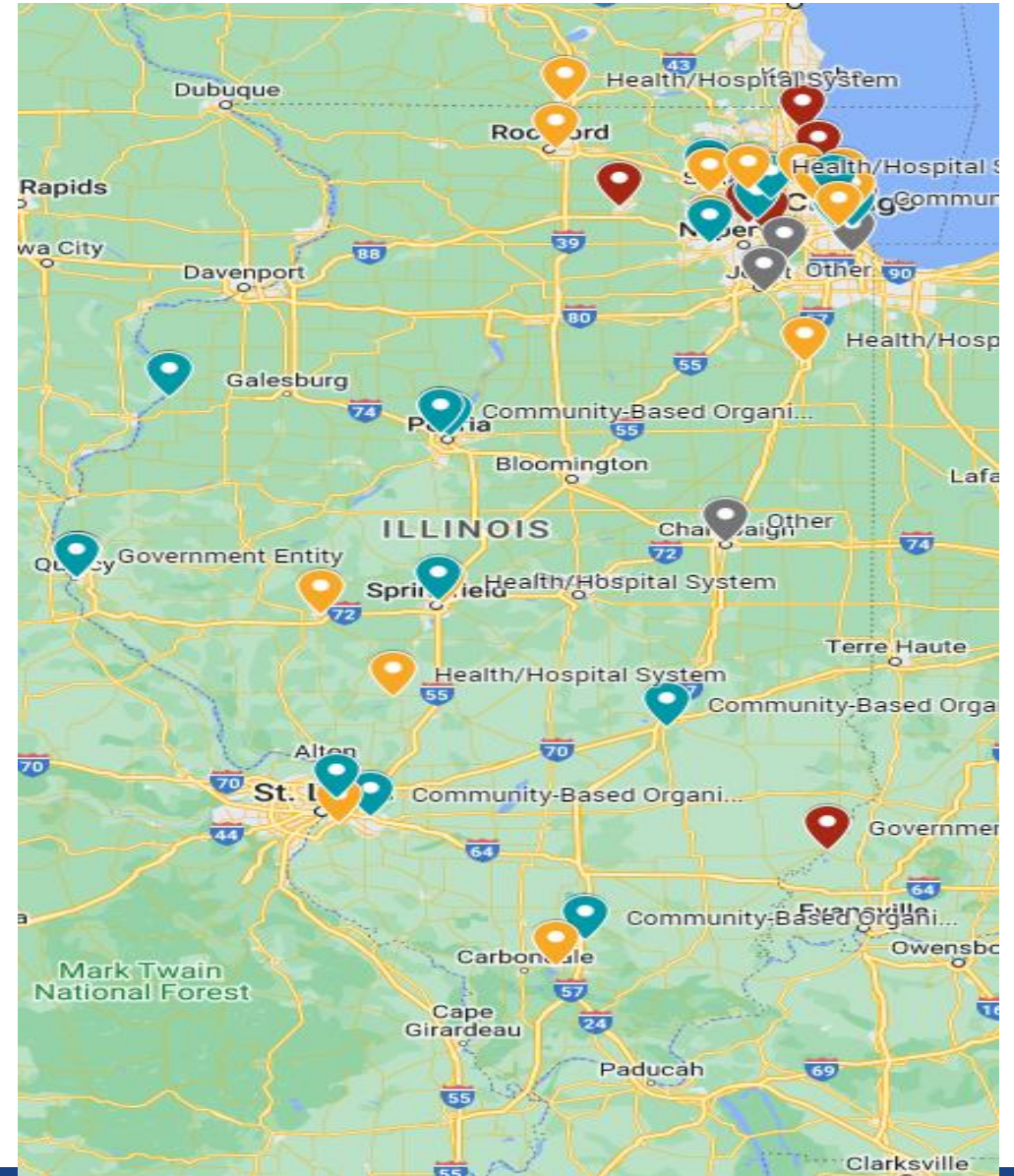
- Facilities licensed under the Nursing Home Care Act, the ID/DD Community Care Act, or the MC/DD Act or certified under this Code.
- Medicaid enrolled Providers including Hospitals
- County departments and local governmental units
- Schools, youth service agencies, employer, labor unions, local chamber of commerce, and community-based organizations
- Insurance Agency with a valid state license

Must be a Provider in good standing with the State of Illinois and certified with the State Comptroller's Office

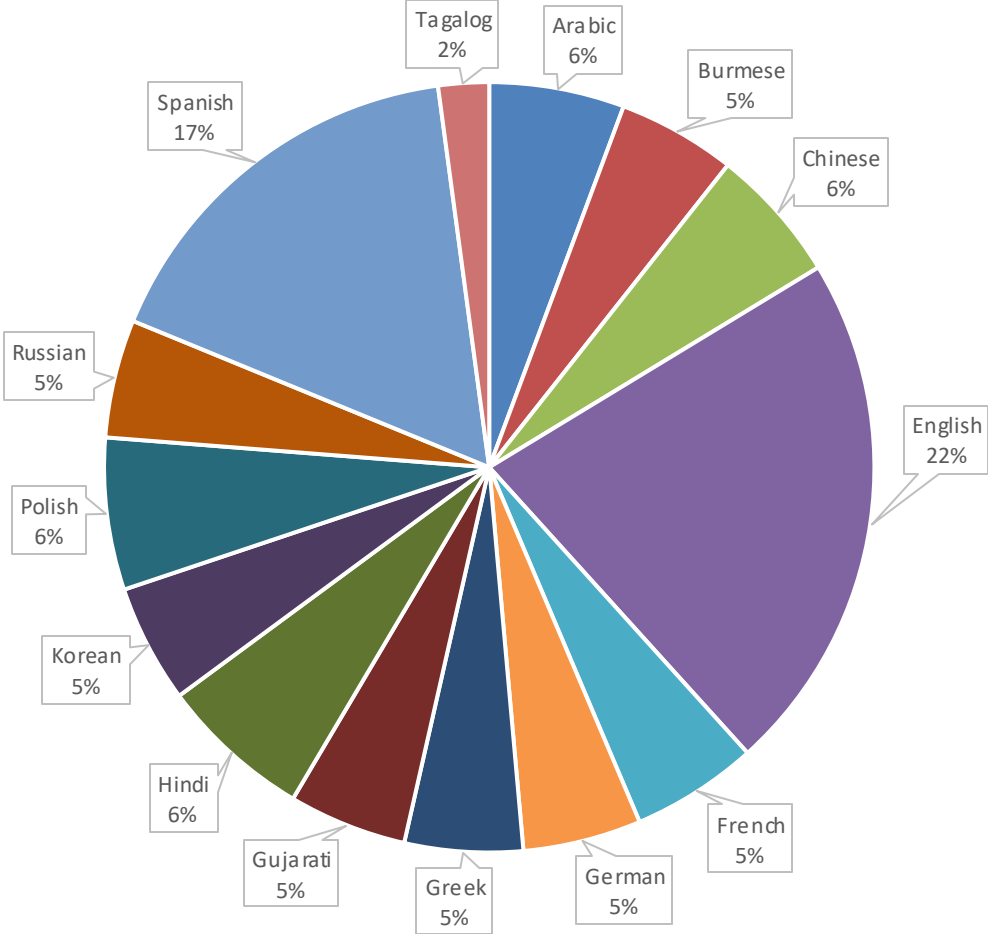
Who are our HFSAAs?



HFSAA Organization Type



HFSAAs Language Resources



Building Business Profiles

Internal Operation	External Operation
<ul style="list-style-type: none">• Build a virtual rolodex of all HFSAA Agencies with professional contact, detailing types of assistance offered, languages spoken, hours of operation and staffing available.	<ul style="list-style-type: none">• Build an online searchable database for customers and other partner agencies.
<ul style="list-style-type: none">• Request participation of HFS AA partners' staff to perform outreach and community engagement related to the Medicaid program.	<ul style="list-style-type: none">• Assist customers in identifying outreach and enrollment events.
<ul style="list-style-type: none">• Monitor access to technology, such as MEDI, ABE, and other systems associated with Medicaid eligibility.	<ul style="list-style-type: none">• Amplify the reach for customers to access technology to utilize Manage My Case.

New Requirements and Forms

- New requirements included:
 - ❑ An Application Agent Agreement – Legal Agreement between HFS and Agency
 - ❑ A Business Associate Agreement – Covers HIPAA security requirements
 - ❑ A W-9 Form – Business Form required to register as a Provider in the HFS' IMPACT system.
 - ❑ Completion of a Business Profile Form
 - ❑ Completion of an Operations and Location Form
- We are long past our due date for submission of the new documents!
- New organizations: Complete and submit a **Request to become an HFS Application Agent** to start the process to join our team!

Agreements and W-9 should be submitted to HFS.ApplicationAssisters@illinois.gov



5) B. V. Communications: Outreach and Engagement

**Presenter(s): Tracy Withrow, Communications and Marketing Coordinator
Melishia Bansa, Special Assistant to Director of HFS**

Ready to Renew Paid Campaign August 2023

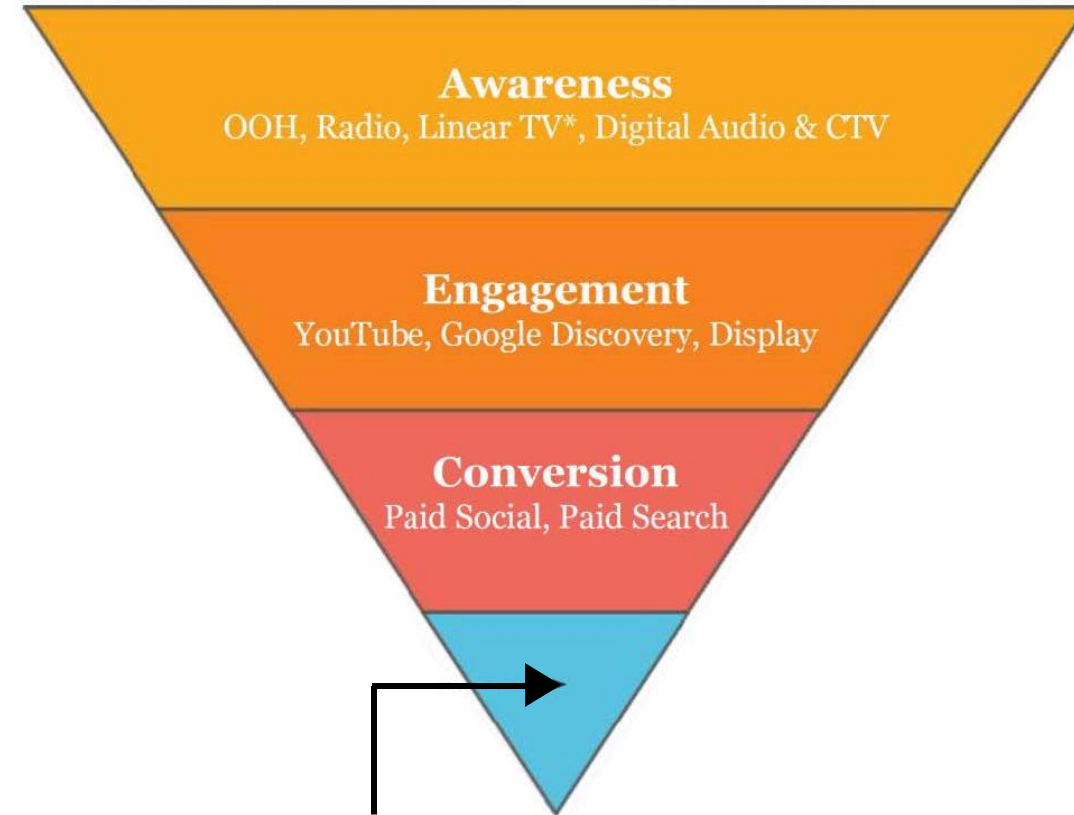


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Media Buy Plan Outline Overview

Product	Allocation	Reach (est.)
Out-Of-Home (e.g. billboards, transit)	Flat \$750k	TBD
Radio broadcast	Flat \$250k	TBD
OTT/CTV (Digital TV and video)	8.00%	5,400,000
OTT/CTV (Broadcast and cable inventory)	8.00%	5,400,000
Programmatic Audio (podcasts, online radio)	1.50%	1,350,000
Music Streaming (Spotify, Pandora)	2.50%	TBD
Contextual Native Display (in-app or web native)	2.00%	5,400,000
Programmatic Display (banner ads)	1.50%	5,400,000
Programmatic Video (automatic auction video ads)	2.50%	3,857,143
Geofence Display + Venue Replay (location-based targeting)	2.00%	3,600,000
Geofence Video + Venue Replay (location-based targeting)	4.00%	4,320,000
Video Sequencing (tracked video sequencing)	9.00%	19,440,000
Google Discovery Ads (across Google products)	14.00%	37,800,000
Facebook/Instagram	15.00%	28,928,571
TikTok	10.00%	21,600,000
Paid Search	20.00%	3,600,000
Total	100.00%	146,095,714



**HFS-DHS owned medium for renewal:
abe.Illinois.gov/Manage My Case**

Paid Campaign: Timeline Overview

- 5/15 - 5/19:** Campaign Digital Trafficking
- 5/15 - 5/29:** Campaign Out of Home (OOH)
- Week of 5/15:** Grassroots Outreach Emails
- Week of 5/22:** DIGITAL CAMPAIGN LIVE
- Week of 6/1:** OOH CAMPAIGN LIVE
- Week of 9/1:** New Toolkit Available
- Week of 9/4:** First Paid Creative Refresh
- Week of 12/4:** Second Paid Creative Refresh
- Week of 3/4/24:** Third Paid Creative Refresh



Priority Audiences

Starting Point:

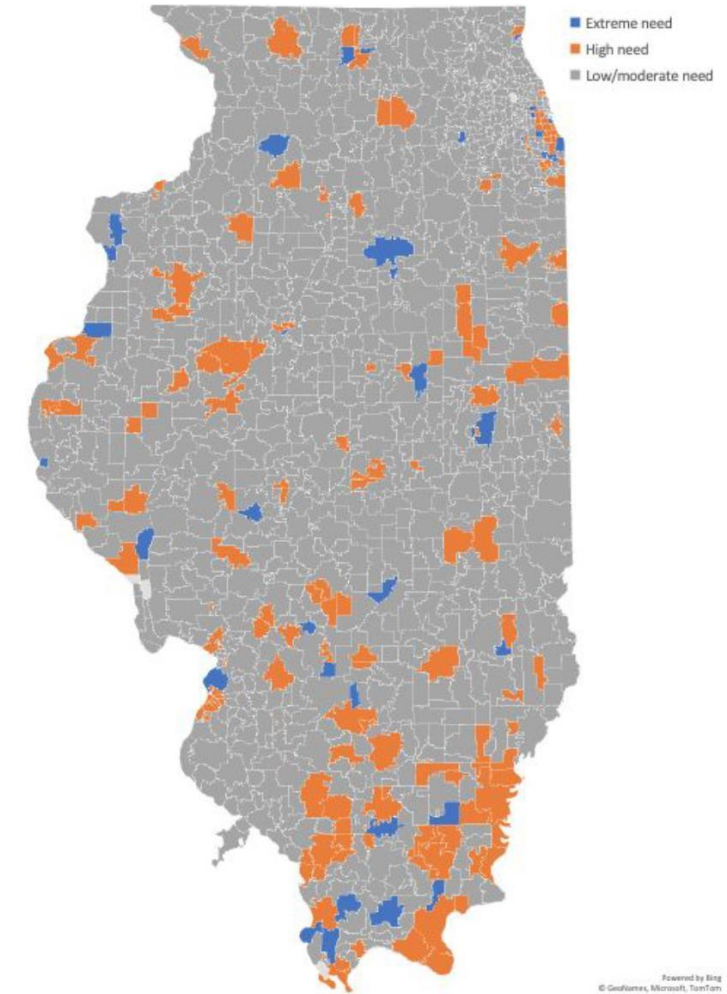
- Overspend on Spanish-language media and advertisements
- Prioritize high vulnerability counties and zip codes

As the year progresses:

- Use IES data to refine targeting of groups/areas lagging in returns

Priority:

- American Community Surveys to categorize zip codes into areas of extreme need, high need, and low-moderate need based on poverty rates and use of public assistance.
- Zip codes in the 95th percentile of either poverty or public assistance rates, or in at least the 75th percentile of both, were categorized as high need, with the most underserved areas categorized as extreme need.
- Areas appear in the urban centers and suburbs of large metropolitan areas of Chicago and the Metro East, as well as in smaller cities like Peoria, Decatur, and Rockford, and in small towns like Freeport, Cairo, and Mt. Vernon.



Powered by Bing
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PSA Video Example



OOH Creative Examples - English



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Are You Covered?

Check your status at
abe.illinois.gov

**Medicaid
Keeps Me
Covered**




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Check your status

abe.illinois.gov



**Medicaid
Keeps Me
Covered**



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Are You Covered?

Check your status at
abe.illinois.gov

**MEDICAID KEEPS
ME COVERED**

HFS FORM #4-151
State of Illinois
Department of Healthcare and Family Services
PO Box 19104
Springfield, IL 62763

IMPORTANT INFORMATION: OPEN IMMEDIATELY.

IMPORTANT INFORMATION ABOUT YOUR COVERAGE
MAY BE AVAILABLE IN SPANISH
AND OTHER LANGUAGES.
CONTACT US AT 1-800-531-2263
FOR MORE INFORMATION.



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Check your status

abe.illinois.gov



**MEDICAID KEEPS
ME COVERED**

HFS FORM #4-151
State of Illinois
Department of Healthcare and Family Services
PO Box 19104
Springfield, IL 62763

IMPORTANT INFORMATION: OPEN IMMEDIATELY.

IMPORTANT INFORMATION ABOUT YOUR COVERAGE
MAY BE AVAILABLE IN SPANISH
AND OTHER LANGUAGES.
CONTACT US AT 1-800-531-2263
FOR MORE INFORMATION.

OOH Creative Examples - Spanish



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Compruebe su cobertura

abe.illinois.gov

HFS (214-115)
State of Illinois
Department of Human Services
Department of Healthcare and Family Services
PO Box 19100
Springfield, IL 62763 IMPORTANT INFORMATION: OPEN IMMEDIATELY.

**MEDICAID
ME MANTIENE
CUBIERTO**

IMPORTANT INFORMATION
ABOUT YOUR COVERAGE
INFORMACIÓN IMPORTANTE SOBRE SU COBERTURA
INFORMAZIONE IMPORTANTE SULLA COPERTURA
중요한 정보: 즉시 열람하십시오



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Bạn có bảo hiểm chưa? Kiểm tra tại abe.illinois.gov

HFS (214-115)
State of Illinois
Department of Human Services
Department of Healthcare and Family Services
PO Box 19100
Springfield, IL 62763 IMPORTANT INFORMATION: OPEN IMMEDIATELY.

MEDICAID

IMPORTANT INFORMATION
ABOUT YOUR COVERAGE
INFORMACIÓN IMPORTANTE SOBRE SU COBERTURA
INFORMAZIONE IMPORTANTE SULLA COPERTURA
중요한 정보: 즉시 열람하십시오

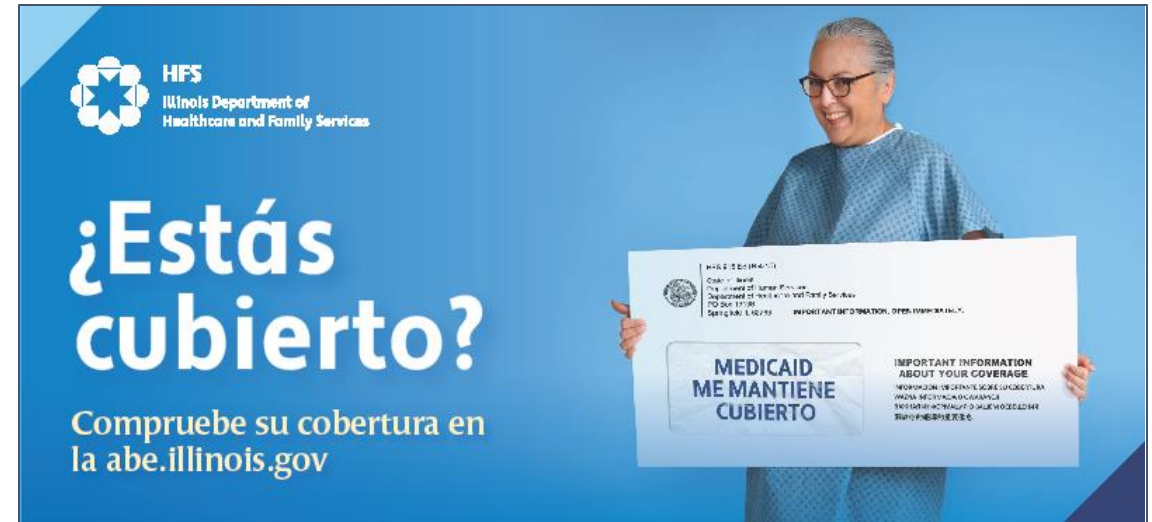


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¿Estás cubierto?

Compruebe su cobertura
en la abe.illinois.gov.

**Medicaid
Me Mantiene
Cubierto**



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Illinois Department of
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¿Estás cubierto?

Compruebe su cobertura en
la abe.illinois.gov

HFS (214-115)
State of Illinois
Department of Human Services
Department of Healthcare and Family Services
PO Box 19100
Springfield, IL 62763 IMPORTANT INFORMATION: OPEN IMMEDIATELY.

**MEDICAID
ME MANTIENE
CUBIERTO**

IMPORTANT INFORMATION
ABOUT YOUR COVERAGE
INFORMACIÓN IMPORTANTE SOBRE SU COBERTURA
INFORMAZIONE IMPORTANTE SULLA COPERTURA
중요한 정보: 즉시 열람하십시오

OOH Creative Examples – Add'l Languages

HFS
Illinois Department of
Healthcare and Family Services

**Проверьте
свой статус**

abe.illinois.gov

HEALTHCARE SERVICES
STATE OF ILLINOIS
DEPARTMENT OF HEALTHCARE AND FAMILY SERVICES
PO BOX 19136
SPRINGFIELD, IL 62719

MEDICAID

IMPORTANT INFORMATION
ABOUT YOUR COVERAGE
INFORMATION IMPORTANTE SOBRE SU COBERTURA
INFORMAZIONE IMPORTANTE OOWRANCIA
重要情報の提供に関する通知

A woman in blue scrubs is smiling and holding a large white sign that mimics a Medicaid notice.

HFS
Illinois Department of
Healthcare and Family Services

**Sind Sie
abgedeckt?**

Überprüfen Sie Ihren Status
unter abe.illinois.gov

HFS 911HFS (94-110)
State of Illinois
Department of Human Services
Department of Healthcare and Family Services
PO Box 19136
Springfield, IL 62719

MEDICAID

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An older woman in blue scrubs is smiling and holding a large white sign that mimics a Medicaid notice.

HFS
Illinois Department of
Healthcare and Family Services

Вы застрахованы?

Проверьте свой статус: abe.illinois.gov

Medicaid

HEALTHCARE SERVICES
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Illinois Department of
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**보장받고
계시나요?**

abe.illinois.gov 사이트에서
확인해보세요

HFS 911HFS (94-110)
State of Illinois
Department of Human Services
Department of Healthcare and Family Services
PO Box 19136
Springfield, IL 62719

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A man in blue scrubs is smiling and holding a large white sign that mimics a Medicaid notice.

Social Media Creative Examples

- Facebook
- Instagram
- TikTok
- Google



Paid Advertising Performance Overview

Paid Media Breakdown			
Platform	# Impressions ↓	# Clicks	# Video Views
Google Display	71,567,840	710,816	--
Tik-Tok	7,236,791	15,398	542,469
YouTube	6,949,471	5,119	6,657,669
Facebook	4,250,788	22,342	197,171
Prog Display	3,996,921	7,195	0
CTV/OTT	1,611,564	133	1,560,892
Zeta Global	1,588,079	46	1,583,090
Native	1,215,626	925	0
Prog Video	1,062,891	245	1,001,528
Prog Audio	763,959	0	0
Google Search	645,490	205,832	--
Spotify	307,876	0	0
Bing Ads	244,759	23,748	--
Total	101,442,055	991,799	11,542,819

1 - 13 of 13 items



Salesforce Email

- Prior to July cutoff
- 9,451 Recipients
- 97% Delivery Rate
- 56% Open Rate
- 6.1% Click Rate
- 84.7% - abe.illinois.gov
- Full email campaign will follow IES texting calendar
- Conducting A/B testing with next campaign



The image shows a screenshot of an email from the Illinois Department of Healthcare and Family Services (HFS). The email header includes the HFS logo and the text "HFS Illinois Department of Healthcare and Family Services". The main body of the email features a photograph of a woman holding a young child, with the text "GOT MEDICAID?" overlaid. Below the photo is a dark blue banner with the website "abe.illinois.gov" and a red circular button that says "GET READY TO RENEW!". The main message reads: "Don't wait! It's time to renew your Medicaid! We have been trying to reach you about your Illinois Medicaid coverage. Time is running out. Illinois has started Medicaid renewals again. It is critical that you take steps to renew your coverage immediately. You must renew your coverage no later than JULY 17. We don't want you to lose your medical coverage. Complete your renewal right away. To renew, click Manage My Case at abe.illinois.gov or mail your form according to the letter. If you need help, call 1-800-843-6154. Online is the best way to connect. Locate your letter. If it says you need to, complete and submit your renewal before the due date (also called redetermination date) to avoid losing your Medicaid. Look for an envelope that looks like this:" Below this text is a small image of a Medicaid renewal envelope. At the bottom of the email, there is a footer with the HFS logo, the text "HFS 09883 (04-10)", "State of Illinois Department of Healthcare and Family Services", "PO Box 19138 Springfield, IL 62763", and the text "IMPORTANT INFORMATION, OPEN IMMEDIATELY." and "IMPORTANT INFORMATION ABOUT YOUR COVERAGE".

HFS Community Engagement and Trainings



HFS
Illinois Department of
Healthcare and Family Services



REDE Community Events

Use our outreach materials and messaging to talk to Medicaid customers about redeterminations



Event Highlight

ILLINOIS STATE FAIR

2023

AUGUST 10 - 20, 2023



HFS Trainings & Learning Opportunities: Rede Training Series II

TRAINING (SERIES TWO) FOR THE END OF THE CONTINUOUS COVERAGE REQUIREMENT
A THREE-PART WEBINAR SERIES




HFS
Illinois Department of
Healthcare and Family Services

First Session:
A review of ABE Manage My Case (MMC) setup, navigation, and functionality

August 30, 2023
1 - 2pm

[SIGN UP](#)

TRAINING (SERIES TWO) FOR THE END OF THE CONTINUOUS COVERAGE REQUIREMENT
A THREE-PART WEBINAR SERIES




HFS
Illinois Department of
Healthcare and Family Services

Second Session:
Previously Submitted Questions answered by HFS Subject Matter Experts

September 6, 2023
10 - 11am

[SIGN UP](#)

TRAINING (SERIES TWO) FOR THE END OF THE CONTINUOUS COVERAGE REQUIREMENT
A THREE-PART WEBINAR SERIES



HFS
Illinois Department of
Healthcare and Family Services

Third Session:
Language Accessibility: training customers, providers, and stakeholders on how to access translation services for medical redeterminations

September 14, 2023
11am - 12pm

[SIGN UP](#)

A. Speaker's Bureau: HFS Community Events Participation Request Form

1. Applicants are able to request HFS to participate in upcoming in-person community events:
 - Eligibility, Child Support, HealthChoice IL -MCOs, etc.
2. Applicants can request trainings or presentations:
 - Medicaid Address Update, Ready to Renew Messaging Toolkit, Manage My Case, Etc.
3. [Link: HFS Community Events Participation Request Form](#)



HFS Community Events Participation Request Form:

This form is to support the efforts of HFS staff participation in community events and trainings for the purposes of HFS Community Engagement. Please note: all requests should be submitted at least 15 business days prior to the date of your event.

* Required

Event Details:

1. Date of the Event: *

Please input date (M/d/yyyy)



2. Time of Event: *

Enter your answer

3. Name of the Event: *

Enter your answer



Outreach Events

[HFS Speaker's Bureau: Community Events Participation Request Form](#)

For All Entries:

- This Form is for Internal and External utilization.
- Please submit all requests 15 business days prior to the date of your event or training.
- All submissions will be reviewed by the HFS Outreach Team.
- Note: HFS' Confirmation of Participation is based on staff capacity and available resources.

5) B. IV. DHS Update



5. C. MCO Update



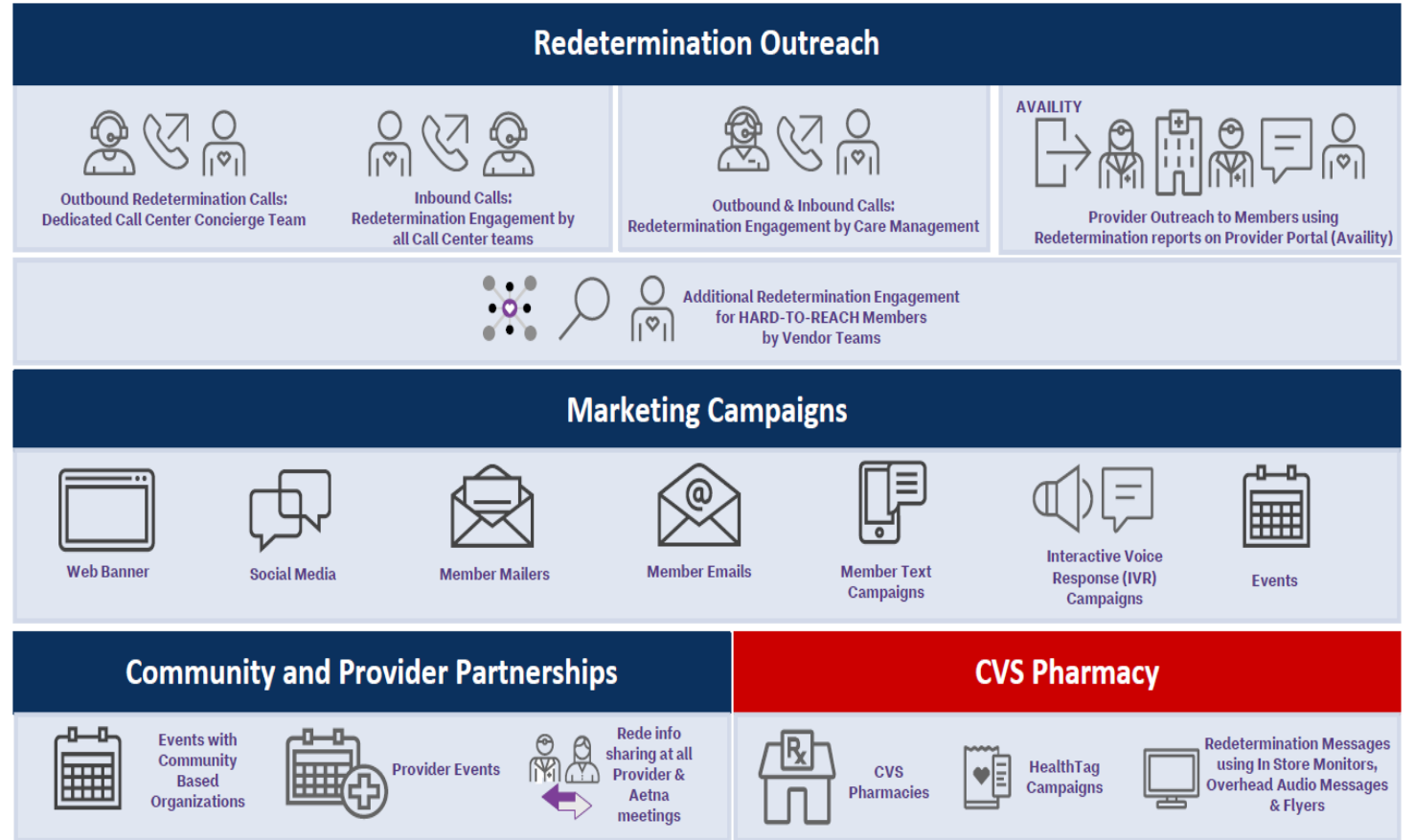
HFS

Illinois Department of
Healthcare and Family Services

All MCOs doing extensive Outreach & Engagement Campaigns = Outreach + Marketing + Partnerships + Other MCO-specific resources

Overview: Redetermination Communication Channels

Goal: Support all Members receiving Form B with completion of all requirements



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MCO Redetermination Efforts –

To date, MCOs have:

- Participated in over 230 events with redetermination information booths & assistance
- Mailed over 470,000 mailers/postcards
- Sent over 420,000 emails
- Sent over 390,000 text messages
- Conducted over 82,000 outbound calls to members up for redetermination
- Posted online adds with significant exposure



MCOs are Partnering with Providers & CBOs on Redetermination Efforts

MCOs:

- Discuss Redetermination events at provider meetings
- Host Provider orientations regarding the redetermination process
- Meet with Associations regarding redeterminations
- Partner with Community-Based Organizations (CBOs) and providers to host community events with redetermination information booths
- LinkedIn post for providers

Count of all MCO Community Events where redeterminations information was provided : June = Over 100 July = Over 130

Provider Portal Redetermination Reports

To support provider partnership – some MCOs have created Redetermination Reports for all Primary Care Providers (PCPs) with assigned members – accessible through the MCO’s provider portals. Reports include: Contact information, Redetermination dates, Form A/B for the following:

- 1) All assigned members
- 2) Members whose redeterminations have not been received as the due date approaches
- 3) Members whose case requires follow-up (failure to respond, ineligible, grace period, missing information (VCL))

- Redetermination Reports are discussed in Provider Meeting
- HFS encourages ALL PCPs to access the Redetermination Reports and Care Gap reports to support rede efforts and to close care gaps.**
- Providers should reach out to their MCOs with questions or help accessing Reports.**

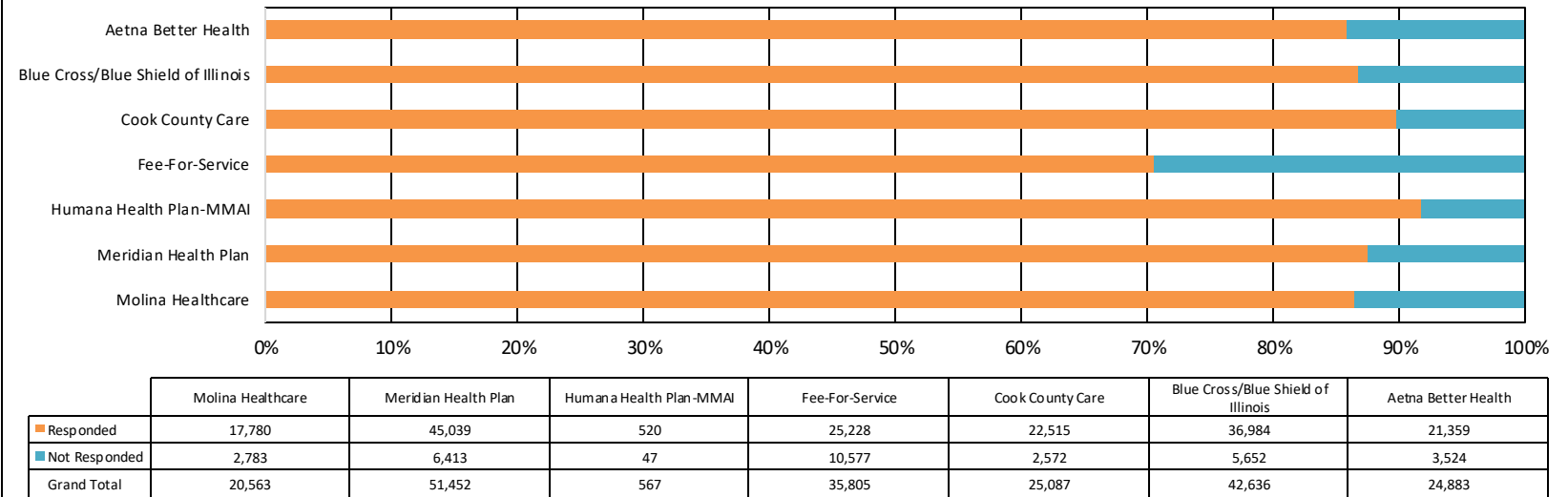


Additional Tools being used by MCOs:

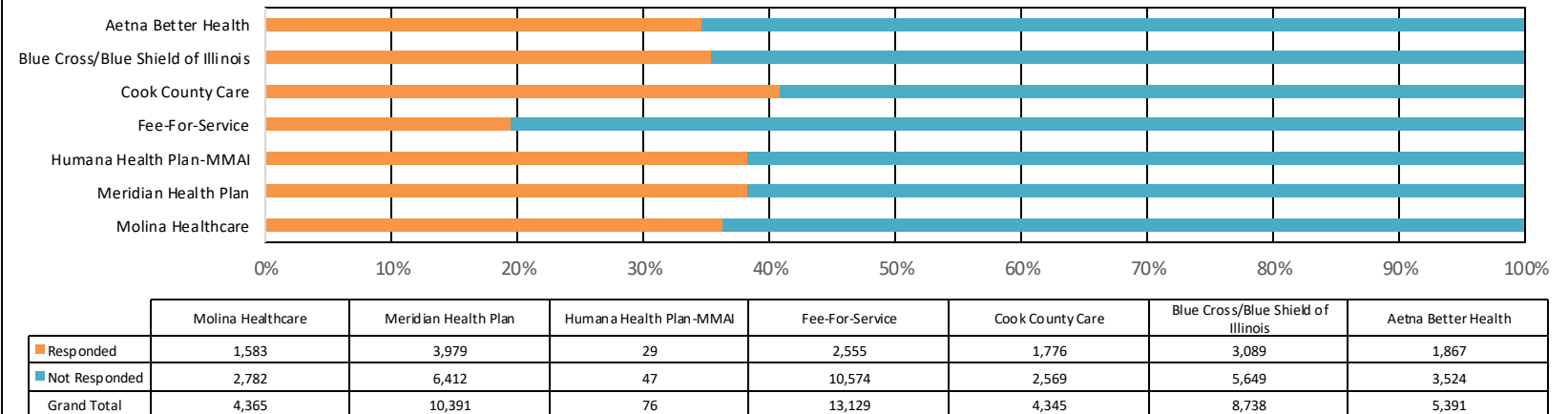
- Personalized Videos
- Targeted monthly ads that display on Facebook Feed for members
- Website pop-ups/hero images and in-depth rede pages to educate and direct members to MMC
- Chat Bot to answer basic questions with transfer to live help
- Manage My Case assistance – setup and submission
- Renewal due dates on members' pharmacy Health Tags

MCO Data

Individuals who Responded to Redetermination by MCO during normal Redetermination Period - June 2023



Individuals who Responded to Redetermination that were provided the 30 Day Extension by MCO - June 2023



5. D. Other Program Enrollment



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Applications and Redeterminations

Type	Total	Notes
New Applications	11,148	<ul style="list-style-type: none">• Total reflects statewide applications• Older than 45 days
Redeterminations	47,177	<ul style="list-style-type: none">• On hand

Family Planning

Program launched November 30, 2022, and has **4,359 current** enrollees.

Applying for Family Planning

- Cannot have an active Medicaid case
 - Apply via ABE @ abe.illinois.gov
 - Visit the [HFS Family Planning Program](#) page for more information and a list of Providers

Check Yes on rede!

17. Are you or anyone living with you interested in the partial-benefit program for Family Planning if no longer eligible for Medical Benefits? Yes No

If yes, name of the person(s) who want to Opt-In _____

The screenshot shows the ABE website interface. At the top, it says 'ABE APPLICATION FOR BENEFITS ELIGIBILITY' with 'Help | Print' and 'Logged in: atest88 | Logout'. A sidebar on the left lists navigation options: 'Apply for Coverage', 'Start', 'People', 'Liquid Resources', 'Other Resources', 'Job Income', 'Other Income', 'Housing Bills', 'Other Bills', 'Finish', and 'Submit'. The main content area is titled 'Apply for Benefits' and contains several questions with radio button options for 'Yes' or 'No'. The question 'Apply for Family Planning Program?' is highlighted with a red box. Below it are questions for 'Apply for Cash Assistance?' and 'Apply for Medicare Savings Program?'. At the bottom, there are 'Back', 'Save and Exit', and 'Next' buttons.

Apply for Benefits

Please select Yes or No for each benefit option below

Apply for SNAP (Supplemental Nutrition Assistance Program)? Yes No

SNAP (Supplemental Nutrition Assistance Program) helps people and families buy food they need for good health. This program used to be called Food Stamps. [More about SNAP.](#)

Apply for Healthcare Coverage? Yes No

Provides access to healthcare benefits to people of all ages in Illinois. [More about healthcare coverage.](#)

If you do not qualify for HFS medical programs, we will send your information to the federal Health Insurance Marketplace. The Marketplace will contact you to complete the application process by reviewing available tax credits and choosing and enrolling in a health plan.

Apply for Family Planning Program? Yes No

The Illinois Family Planning Program is a partial-benefit program that offers coverage for family planning and related services for men and women. **Select this option to apply for the Family Planning services only.** [More about Family Planning Program.](#)

Apply for Cash Assistance? Yes No

Helps pay for food, shelter, utilities, and expenses other than medical costs. A small amount of [Cash Assistance](#) is available to people who qualify.

If you apply for Cash Assistance, you will automatically apply for Healthcare coverage.

Apply for Medicare Savings Program? Yes No

Helps people on Medicare pay for premiums, deductibles, and co-insurance charges. [More information about the Medicare Savings Program](#)

Back Save and Exit Next

6. Public Comments



6) Public Comments – None Reported



7. Additional Business



7. Additional Business: Old & New

- Items for future discussion



8. HFS Announcements



8. HFS Announcements

A) Pub Ed Subcommittee Resources and Reminders

HFS Public Meeting Notice:

A1. HBIA/HBIS Public Hearing

- Scheduled: **September 5, 2023**
- **Time: 11am**
- Please register at the following link:
 - [HFS Public Notices | HFS \(illinois.gov\)](https://illinois.gov/hfs/public-notices)

A.2. Subcommittee Member Requirements

A. All appointees must complete the following trainings on OneNet:

1. Diversity, Equity, and Inclusion Training
2. HIPAA and Privacy Training
3. Security Awareness Training
4. Harassment and Discrimination Prevention Training
5. Ethics Training

You can access the trainings at the following link:

<http://onenet.illinois.gov/mytraining>

Please see attached memo for additional details. Please complete the trainings through OneNet no later than December 15, 2023.

A3. MAC Membership Questionnaire

Medicaid Advisory Committee (MAC)

HFS > About Us > Boards and Commissions > Medicaid Advisory Committee (MAC)

The Medicaid Advisory Committee (MAC) advises the Department of Healthcare and Family Services with respect to policy and planning related to the health and medical services provided under the department's [Medical Programs](#) including Medical Assistance, [All Kids](#) and [FamilyCare](#) pursuant to federal Medicaid requirements established at 42 CFR 431.12.

- [Medicaid Advisory Committee Opportunities \(pdf\)](#)

Medicaid Advisory Committee (MAC)

▶ [MAC Home](#)

[Overview](#)

[Members](#)

[Bylaws](#)

Step 1

The screenshot shows the 'Medicaid Advisory Committee Opportunities' page. At the top is the HFS logo and the title. The main text describes the MAC's purpose and provides information about the application process. A red circle highlights the 'To apply for consideration:' section, which includes two numbered steps: 1. Interested parties must complete the required questionnaire [HERE](#) for consideration. 2. If you need further information, please contact [Melishia Bansa@illinois.gov](mailto:Melishia.Bansa@illinois.gov).

Step 2

Medicaid Advisory Committee (MAC) & Subcommittee Application

Request for Membership Application

* Required

Please provide your contact information.

1. Name (Last, First, Middle Initial) *

Enter your answer

2. Employer (If you are working in a paid position; list all if more than one.)

*

Enter your answer

Step 3

A.4. MAC Resources

To receive MAC email notifications regarding public meeting notices, sign up for our MAC and Subcommittee Listserv:

1. [Medicaid Advisory Committee \(MAC\) | HFS \(illinois.gov\)](#)
2. [MAC and Subcommittees E-mail Notification Request | HFS \(illinois.gov\)](#)

A.5. Social Media

The Illinois Department of Healthcare and Family Services (HFS) utilizes a range of social media accounts to better reach our customers and stakeholders. We encourage you to follow us on:

1. Twitter: <https://twitter.com/ILDHFS>
2. Facebook: <https://www.facebook.com/ILDHFS>
3. LinkedIn: <https://www.linkedin.com/company/ildhfs/>

for important news, announcements and alerts. And please spread the word to your own followers.

Together, let's keep those we serve well informed, educated and empowered!

9. Concluding Directives and Wrap Up



10. Adjournment

