

First Friday Forum

HCA Update
Oct 7, 2022

Aranzazu Granrose
Medicaid Eligibility Policy Manager
Office of Medicaid Eligibility Policy

Agenda

Health Care Authority (HCA) Updates

Public Health Emergency

Expanding Apple Health

After-Pregnancy Coverage (APC)

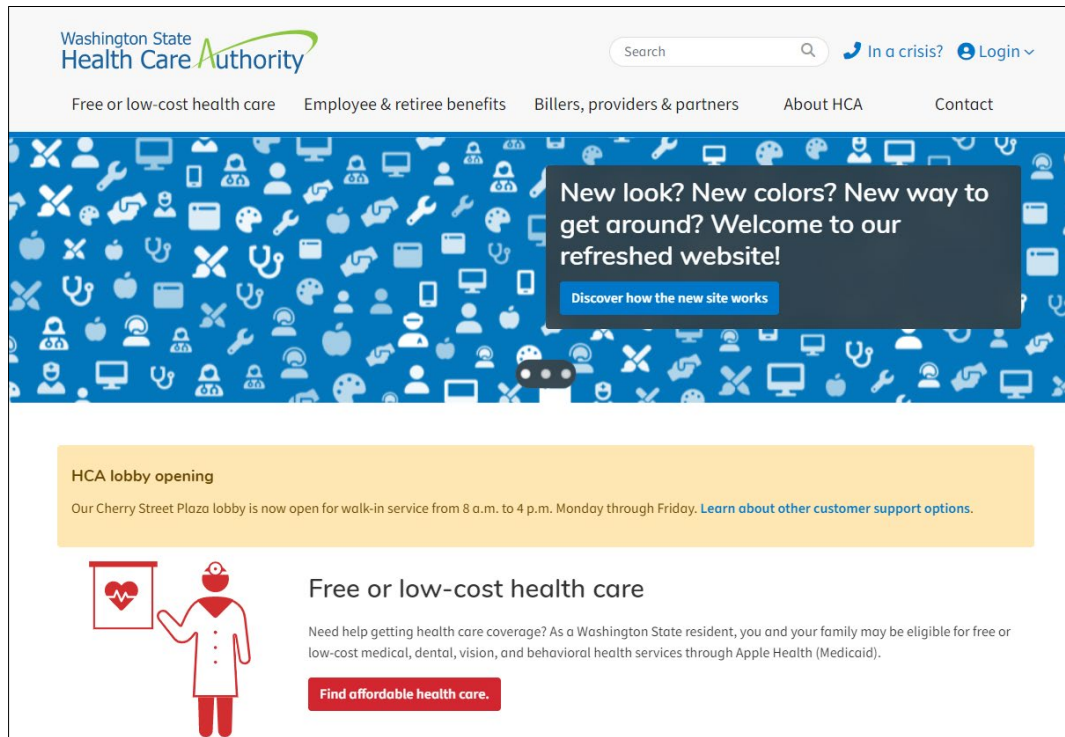
Consumer Notices Workgroup

Retro

Resources

HCA Updates

HCA Website



- ▶ New HCA website launched mid-September.
- ▶ Complete our website survey and submit your feedback.

Check out our GovDelivery bulletin!

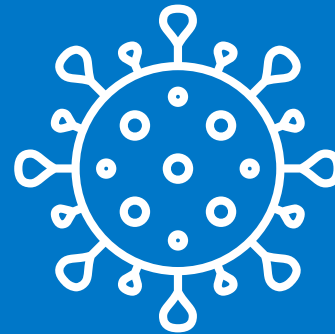
content.govdelivery.com/accounts/WAHCA/bulletins/32d6eff

Suicide Prevention Toolkit

- ▶ Everyone can take action to prevent suicide.
 - ▶ HCA in collaboration with other agencies and the Governor's office has created a suicide prevention toolkit*.
 - ▶ The toolkit offers talking points, resources, and language that can be used by anyone and everyone to help prevent suicide.

*hca.wa.gov/assets/program/suicide-prevention-month-communication-toolkit_0.pdf

Public Health Emergency (PHE)

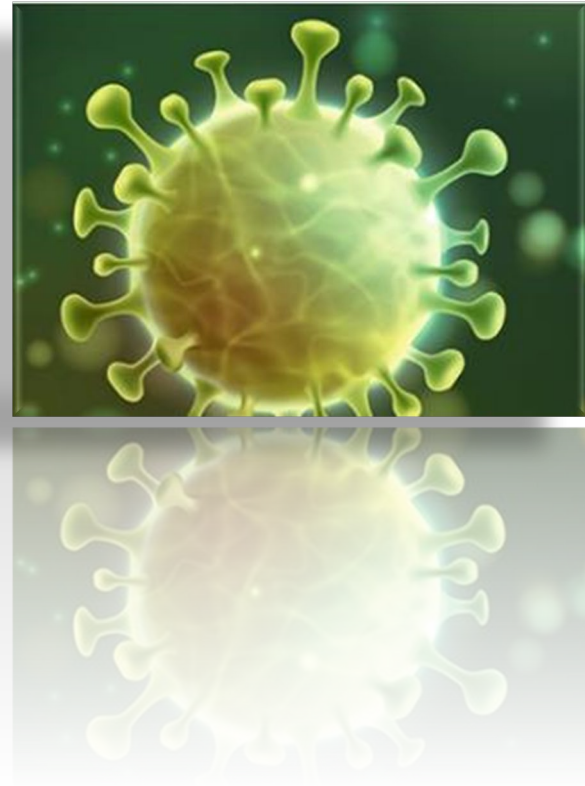


Public Health Emergency

- ▶ Health and Human Services (HHS) will provide states with 60 days' notice prior to the PHE ending.
- ▶ The Public Health Emergency (PHE) is currently set to expire October 13, 2022.

Source:

[https://f.datasrvr.com/fr1/621/80970/PHE_Extension.HHS letter to Governors.pdf](https://f.datasrvr.com/fr1/621/80970/PHE_Extension.HHS_letter_to_Governors.pdf)



External Guide to Washington Apple Health (Medicaid) Post-PHE

What happens to Apple Health eligibility
during and after the expiration of the
COVID-19 public health emergency (PHE)

Post PHE guide

- ▶ HCA has drafted an external guide and a communications plan.
- ▶ The guide provides detailed information on post-PHE redeterminations and related work.
- ▶ The post-PHE guide is available at hca.wa.gov/phe.

Apple Health Community Connectors (Ambassador Program)

- ▶ Apple Health community connectors is a volunteer effort designed to raise awareness around actions that need to be taken by clients to maintain coverage at the end of the PHE by:
 - ▶ Sharing culturally and linguistically competent messaging to clients and community partners.
- ▶ Interested community members and/or organizations can contact AHEligCovid19@hca.wa.gov.

PHE Unwind Campaign Graphics

- ▶ HCA is sharing our PHE unwind campaign graphics in preparation for the end of the PHE.
 - ▶ These graphics are intended to create visual recognition for Apple Health (Medicaid) clients and stakeholders for PHE unwind communications.
 - ▶ Information about how to use this image can be found in the [End of PHE communication toolkit](#)*



*hca.wa.gov/assets/free-or-low-cost/end-of-phe-communications-toolkit.pdf

COVID-19 Resources

- ▶ **Apple eligibility and COVID-19:**
AHeligCovid19@hca.wa.gov
- ▶ **HCA information on COVID-19:**
hca.wa.gov/coronavirus
- ▶ **HCA stakeholder training & education resources:**
hca.wa.gov/stakeholder-training
- ▶ **HCA reference guides:**
hca.wa.gov/health-care-services-supports/apple-health-medicaid-coverage/reference-guides

Expanding Apple Health

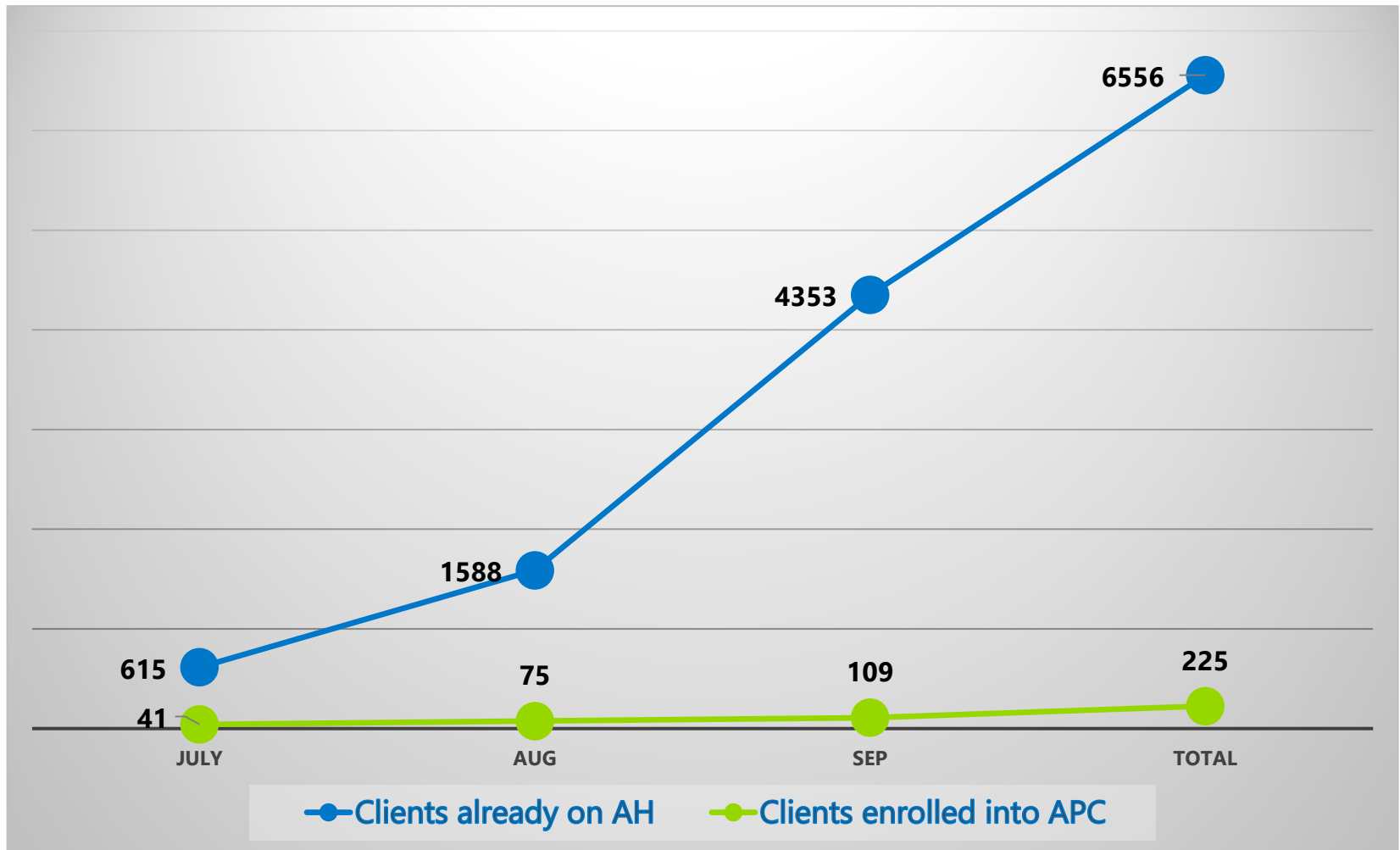
Expanding Apple Health

- ▶ HCA is exploring options on how to expand Apple Health eligibility for those who are aged 19 and older, uninsured, and do not meet the citizenship/immigration criteria for existing federally funded programs.
- ▶ HCA is working on a comprehensive outreach plan and will share more as it becomes available.
- ▶ Anticipated implementation date is January 1, 2024.

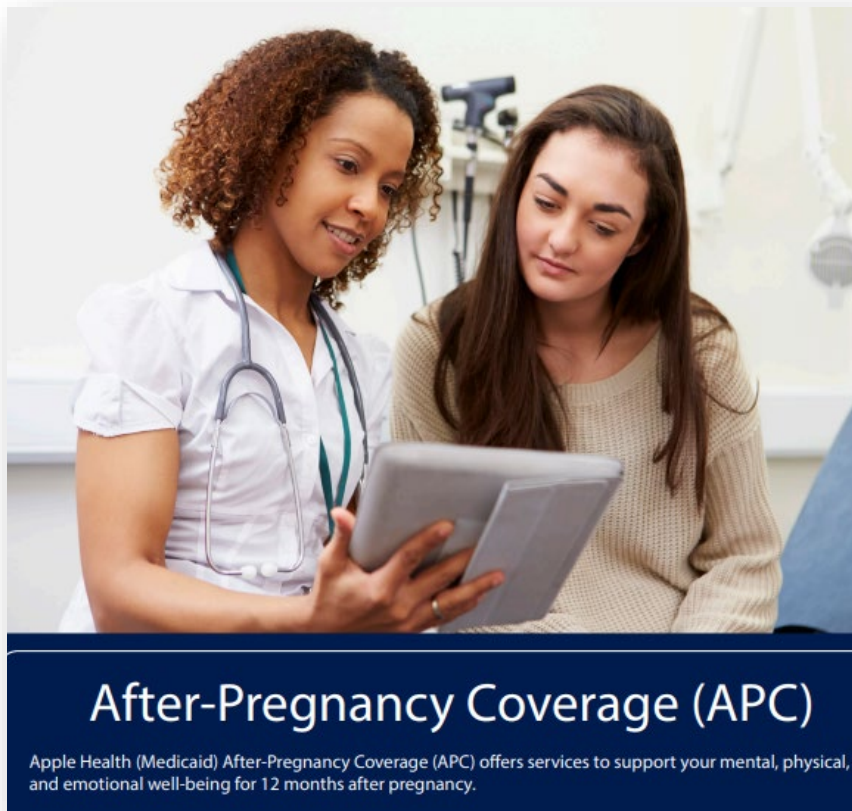
After-Pregnancy Coverage (APC) Implementation



After-Pregnancy Coverage



APC flyer



- ▶ Flyer created on APC
 - ▶ Available in 15 languages

Source: [19-0076 522 After-Pregnancy Coverage \(APC\).pdf](#)

APC Poster

- ▶ 11" x 17" poster
- ▶ QR-code to APC webpage
- ▶ Partners can print and display in their facility

Source: [19-0077-is-after-pregnancy-coverage-for-you.pdf](#)



Is After-Pregnancy Coverage for you?

If you were pregnant in the last 12 months, you may qualify for free After-Pregnancy Coverage through Apple Health (Medicaid).

At hca.wa.gov/apc you can:

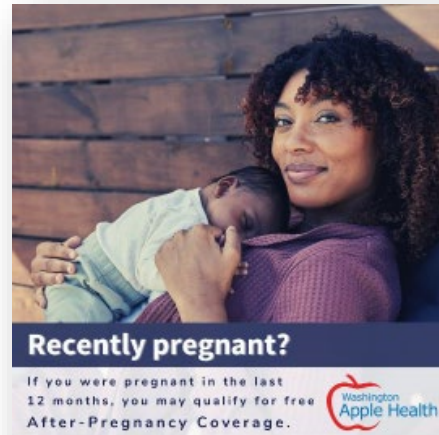
- ✓ See if you're eligible
- ✓ Learn how to apply
- ✓ View covered services

  hca.wa.gov/apc 

WCA 19.0077 (2021)

Social Media

- ▶ Social media toolkit for organizations to add to their social media outlet.
- ▶ Several options to choose from.
- ▶ HCA posted this on their Twitter and Facebook pages.



Radio Ads

- ▶ The majority of our website visits in August came after APC radio ads started.

Source	May 2022	June 2022	July 2022	August 2022	September 2022
APC webpage	832	915	518	1,595	1,333
APC flyer (English)	N/A	35	35	33	9



Resources

- ▶ Pregnant Individuals Eligibility webpage
 - ▶ hca.wa.gov/apple-health-pregnant-individuals
- ▶ After-Pregnancy Coverage webpage
 - ▶ hca.wa.gov/apc
- ▶ HCA Stakeholder Training & Education webpage
 - ▶ hca.wa.gov/stakeholder-training
- ▶ After-Pregnancy Coverage (APC) Flyer – all language
 - ▶ hca.wa.gov/health-care-services-supports/forms-and-publications?combine=19-0076&field_free_topic_tid=All&field_free_document_type_value_1=All&sort=filename+ASC

Resources

- ▶ APC Poster – all languages
 - ▶ hca.wa.gov/health-care-services-supports/forms-and-publications?combine=19-0077&field_free_topic_tid=All&field_free_document_type_value_1=All&sort=filename+ASC
- ▶ Request the APC social media toolkit, email: social@hca.wa.gov.

Consumer Notices Workgroup



Consumer Notices Workgroup

- ▶ The Washington Apple Health Consumer Notices Workgroup* includes consumers, advocates, and agency representatives.
- ▶ This collaboration focuses on improving Apple Health notices in Washington Healthplanfinder.

*Source: hca.wa.gov/about-hca/apple-health-medicaid/consumer-notices-workgroup

Retro

MAGI Retro

Oldest received date	Cases to be worked
09/22/2022	29

Resources

HCA King County Policy Rep

▶ King County Representative

- ▶ Aranza Granrose
- ▶ Email: aranzazu.granrose@hca.wa.gov
- ▶ Phone: (360)-725-1390

▶ HCA Area Representatives

- ▶ hca.wa.gov/assets/free-or-low-cost/area_representatives.pdf

▶ HCA Community-Based Specialists

- ▶ hca.wa.gov/hcacomunitystaff

Affordable Connectivity Program

- ▶ **HCA Affordable Connectivity Program webpage**

- ▶ hca.wa.gov/affordable-connectivity-program

- ▶ **The White House - Get Internet website**

- ▶ getinternet.gov

- ▶ **En Español:** whitehouse.gov/es/accedeainternet/

- ▶ **USAC Affordable Connectivity Program**

- ▶ affordableconnectivity.gov/



- ▶ **Affordable Connectivity Program Consumer FAQ**

- ▶ fcc.gov/affordable-connectivity-program-consumer-faq

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 - ☒ General information and updates 
 - ☒ COFA Islander programs 

▶ Visit: public.govdelivery.com/accounts/WAHCA/subscriber/new

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Washington State
Health Care Authority

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@wa_health_care



Questions

- ▶ **MEDS email:**

- ▶ AskMAGI@hca.wa.gov

- ▶ **Managed Care questions:**

- ▶ HCAMCPrograms@hca.wa.gov

- ▶ **Email verification:**

- ▶ Apple@hca.wa.gov

- ▶ **Data requests:**

- ▶ HCADData@hca.wa.gov