

# Florida's MEDICAID REDETERMINATION PLAN

## BACKGROUND

Medicaid is health coverage option for low-income individuals and families. Due to the federal **Public Health Emergency**, the **Department of Children and Families** (Department), as required by the federal government, implemented processes to maintain Medicaid coverage for individuals, regardless of their financial eligibility. This resulted in the number of Medicaid recipients growing from 3.8 million to 5.5 million. In Florida, the Department determines **eligibility** for Medicaid, while the **Agency for Health Care Administration** administers the **Medicaid program**.

***Once the continuous coverage requirement ends, the Department will return to the standard Medicaid review process, which ensures eligible recipients will continue to remain enrolled.***

## PLAN OBJECTIVES



**Ensure** continuity of Medicaid coverage for eligible individuals while promoting the availability of alternative health insurance providers.



**Prioritize** exceptional customer service through strong communication and community collaboration.



**Leverage** technology and operational efficiencies while being compliant with federal guidance.

## FLORIDA'S PLAN SUMMARY

- **Increase efficiency** by **aligning public benefit cases** over a 12-month period.
- **Enhance customer service** by **reducing paperwork**.
- **Meet federal regulatory requirements** while **prioritizing Florida's families**.
- **Maximize technology** and **automation** to **enhance processes** and communication to recipients.
- **Automatic review** for recipients to determine Medicaid eligibility. If Medicaid cannot be automatically renewed, **recipients will receive a notice 45 days prior to their renewal date** with instructions on how to complete the renewal process.

## FLORIDA WINS

- Technology enhancements and **automation implemented** to help process cases faster.
- **Utilization of technology** to communicate to recipients via email, text messaging and mail.
- More than **92% of our recipients enroll online**.
- Automatic partner referrals to organizations like **Florida Healthy Kids** and other **subsidized programs**.
- **Clear** and **robust communication** to recipients, partners and stakeholders.

*For more information, visit [myflfamilies.com](http://myflfamilies.com), or to check on the status of your benefits go to your **MyACCESS Account**.*





*Make sure your*  
**HEALTH COVERAGE**  
*moves with you!*

SCAN FOR



MORE INFO

**ACCESS CENTRAL MAIL CENTER**

P.O. BOX 1770

Ocala, FL 34478



***You are receiving this because Department of Children and Families (DCF) has multiple addresses on file for you. Please update your mailing address, email address, and phone number with DCF. To update quickly, scan the QR code on the front of this card, or visit:***

[myflorida.com/accessflorida](https://myflorida.com/accessflorida)

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# If you are no longer eligible for Medicaid...

## FLORIDA KidCare

If you do not qualify for Medicaid, and you have children under the age of 18, you may be able to purchase low-cost insurance for your children here.

## MEDICALLY NEEDY PROGRAM

A program that allows Medicaid coverage after a monthly "share of cost" is met. Those who are not eligible for "full" Medicaid because of income or asset limits, may qualify.

# 5

## OPTIONS\* FOR HEALTHCARE

## FEDERALLY QUALIFIED HEALTH CENTERS

A healthcare provider who provides medical care for clients with limited or no health insurance. Services are offered on a sliding scale based on income.

## FEDERALLY SUBSIDIZED HEALTH PROGRAMS

A national website where you can purchase health insurance, including low-cost income based plans.

## COMMERCIAL COVERAGE

Provide health care coverage (including employer sponsored or private) for a monthly fee, and coordinate care for clients through a defined network of physicians and hospitals.

**To review your healthcare options, visit:**

[data.hrsa.gov](http://data.hrsa.gov)  
[healthcare.gov](http://healthcare.gov)  
[floridakidcare.org](http://floridakidcare.org)  
[flmedicaidmanagedcare.com](http://flmedicaidmanagedcare.com)

\*Depending on the needs of your family, you may be eligible to benefit from two (or more) healthcare options simultaneously.



# Florida's Medicaid Redetermination Communications

March

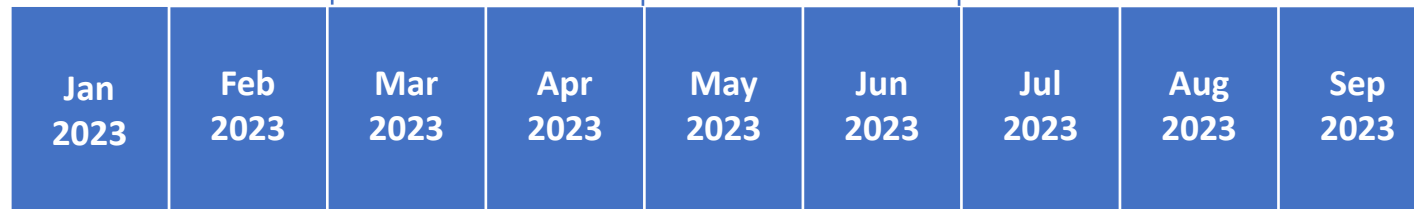
- Press Release Announcing end of Continuous Coverage & Next Steps for Recipients
- Text & email to all Medicaid recipients
- Additional Call Center Agents
- Post How-to Videos

May

- Press Release on Florida's Redetermination Process
- Continue Social Media Campaign
- Mail, email, and text to May redetermination recipients

July

- Press Release, an update on Florida's Redetermination Process



Continue Mail, Email, and Text to Redetermination Clients during their Redetermination Month, and Continue Social Media Campaign through February 2024

January

- Distribute Partner Packet
- Send out postcard to clients with multiple addresses on file
- Webpage & FAQ

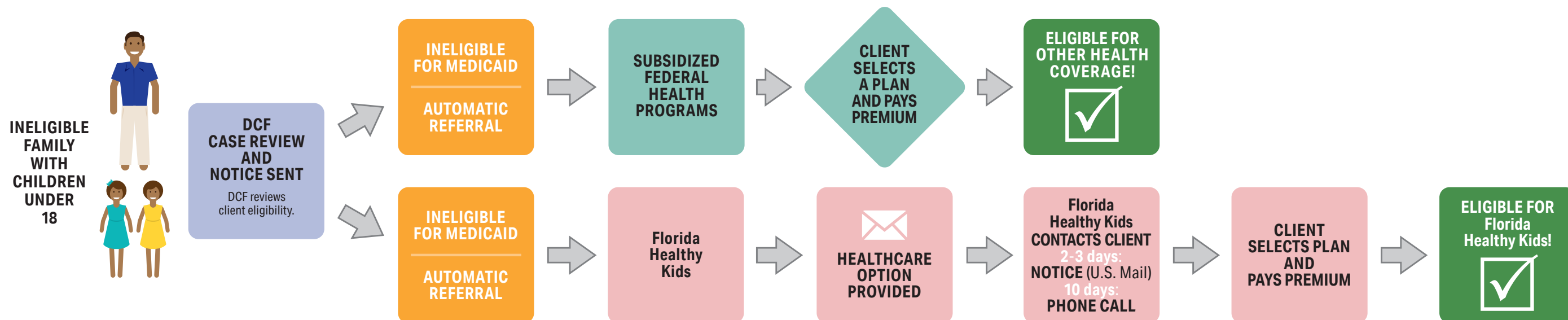
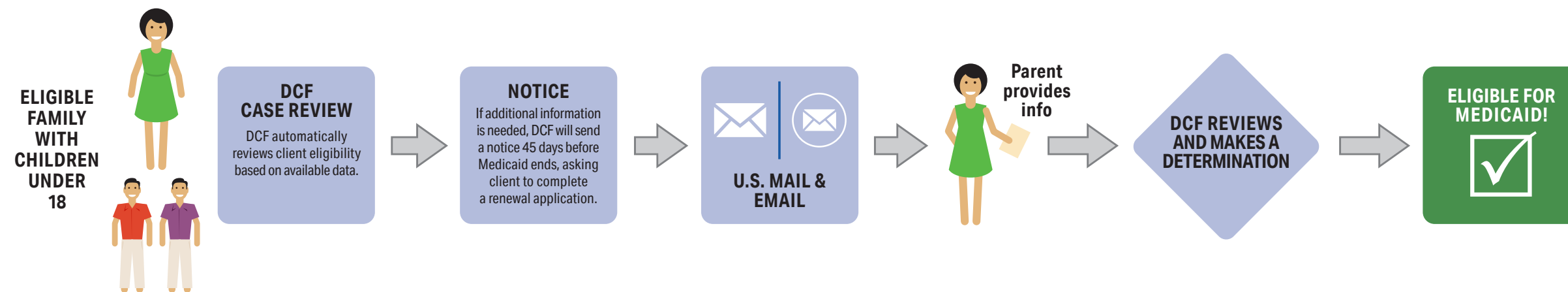
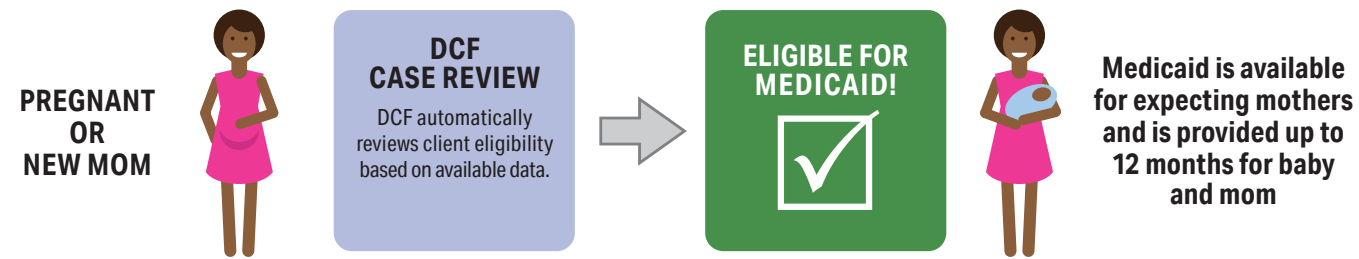
February

- Launch Social Media Campaign
- Continue to collect updated contact info with postcard campaign

April

- Press Release Announcing Restart of Redeterminations and Important Recipient Information
- Scrolling Web Messages
- Continue Social Media Campaign
- Begin mail, email, and text to April redetermination recipients

# Florida's MEDICAID ELIGIBILITY REDETERMINATION PROCESS



# Florida Medicaid Redetermination Media Toolkit

## Key Messages

The materials and templates provided in this toolkit will help you communicate with Medicaid recipients about the end of the continuous coverage period. The Department is using these messages and materials to educate individuals. To ensure consistent messaging, we encourage you to use the materials provided in this toolkit. Messaging should encourage recipients to get ready to renew their Medicaid coverage. It should be simple, direct, and informative. Your individualized outreach to recipients should begin after March 20, 2023. This will allow time for recipients who have an April redetermination date to receive their notice and be able to take action.

## Four things Florida wants recipients to know about their Medicaid Redetermination

### Please share the following messaging with recipients

1. Be on the lookout for notices from the Department so you will know when you need to take action regarding your coverage. Be sure to update your contact information through your MyAccess account.
2. If you are still eligible and we can renew your coverage without you doing anything, we will. If this is the case, you will receive an approval letter when your Medicaid coverage has been renewed.
3. If we are not able to renew your coverage automatically, we will send you a notice to reapply, and you will need to take action and complete a redetermination. If you do not respond, you may lose your Medicaid coverage.
4. If you are no longer eligible for Medicaid, there are other options! See 5 Options for Healthcare flyer and visit [Myflfamilies.com/Medicaid](https://myflfamilies.com/Medicaid)

## If you are no longer eligible for Medicaid...



## Do's and Do not's to share with Medicaid Recipients

### DO

- Be sure your address is current with DCF through the DCF Virtual Assistant or by signing into your account
- Check your redetermination date on your MyACCESS account
- Provide a text number on your MyACCESS account so we can remind you when your redetermination is due
- Watch for a yellow-stripe envelope telling you your renewal is due
- Return any information requested as soon as possible
- Learn about and apply for other coverage options if you are no longer eligible for Medicaid
- Consider Florida KidCare for your children, if needed





### DO NOT

- Panic. The Department will reach out to you when it is your time to renew, until then make sure your contact information is up to date.
- Ignore a redetermination notice
- File a new application before your redetermination date
- Wait on the Call Center line for things you can do easily and quickly through the DCF Virtual Assistant or by logging in to your account
- Forget to include all household members on your application



## Social Media




**Message timing:** Share with audiences before the end of the continuous coverage period on March 31, 2023.

Text	Image
<p>Have you moved within the last 3 years? Make sure your health coverage moves with you. Log in to your MyACCESS account to update your contact information. (Include link to sign into MyACCESS: <a href="https://www.myflorida.com/accessflorida/">https://www.myflorida.com/accessflorida/</a>)</p>	
<p>The Department of Children and Families wants to get in touch with you! Medicaid recipients may receive text message reminders from DCF to update your address or renew your benefits application. You can also check for notices from DCF by logging in to your MyACCESS account. (Include link to sign into MyACCESS: <a href="https://www.myflorida.com/accessflorida/">https://www.myflorida.com/accessflorida/</a>)</p>	<p><b>Facebook</b></p>  <p><b>Instagram</b></p>  <p><b>Twitter</b></p> 
<p>Updating your information on your MyACCESS account is easy! Make sure your information is correct today so you receive your renewal letter. (Include link to sign into MyAccess <a href="https://www.myflorida.com/accessflorida/">https://www.myflorida.com/accessflorida/</a>)</p>	



**Social Media**

**Message timing:** Share with audiences after the end of the continuous coverage period beginning April 1, 2023.

Social Media Text	Corresponding Graphic/Video	Time to Publish
<p>Medicaid redeterminations are coming back! Make sure your information is up-to-date in your MyAccess account. (Include link to sign into MyACCESS: <a href="https://www.myflorida.com/accessflorida/">https://www.myflorida.com/accessflorida/</a>)</p>	<p><b>Facebook</b></p>  <p><b>Instagram</b></p>  <p><b>Twitter</b></p> 	<p>After April 1</p>

Have Medicaid? You don't want to miss this important piece of mail. Watch for the envelope with the yellow stripe! It has your Medicaid renewal. Update your address in your MyACCESS account today! (Include link to sign into MyACCESS:  
<https://www.myflorida.com/accessflorida/>)



After April 1

### Email Template

*For use by a Medicaid Health Plan prior to redetermination to encourage Medicaid recipients to have current contact info on file with the Florida Department of Children and Families. This letter should be sent to recipients at the end of March.*

**Subject Line:** Your Medicaid renewal letter is coming. Look out for the yellow stripe envelope!

**Preview Text:** Make sure your address is up to date with the Department of Children and Families to receive your redetermination letter in the mail.

**Primary Link:** [Myflfamilies.com/Medicaid](https://myflfamilies.com/Medicaid)

Do you or a family member currently have Florida Medicaid? If so, here's what you need to know.

Be on the lookout for a redetermination letter in the mail over the next twelve months from the Florida Department of Children and Families. The redetermination letter will be delivered in a yellow striped envelope. To ensure you receive this critical piece of mail: make sure your address, email, and phone number are up to date in your MyACCESS account with the Florida Department of Children and Families. (link will be available to sign into MyACCESS: [Myflfamilies.com/Medicaid](https://myflfamilies.com/Medicaid))

Remember: Update your address. We don't want you to miss this important piece of mail.

Sincerely,

[Insert *Medicaid Health Plan*]