Public Health Emergency Unwinding

- CMS will notify states 60 days prior to the end of the PHE
  - Current extension to October 13, 2022
  - Next 60-day notice deadline will be August 14, 2022
- The month after the PHE ends, normal operations for eligibility and enrollment actions will begin
- Kentucky primary goals –
  - Comply with CMS requirements
  - Prevent administrative terminations (churn)
  - Smoothly transition those eligible for other coverage such as a QHP
- Kentucky will need to address enrollment actions for the following individuals:
  - Enrolled based on self-attested information during the PHE
  - Subject to the normal 12-month renewal during the PHE
- Kentucky will notify individuals 45 days prior to renewal.
Goal of Communications Strategy

- Collaborate with providers, MCOs, and advocacy partners in bringing awareness to impacted members about the unwinding of PHE and to assist with the Medicaid renewals and enrollment process.
- Educate Medicaid members about their existing coverage and possible eligibility changes.
- Educate the public about the PHE COVID unwinding of Medicaid regulations to help bring awareness and promote the new changes.
- Establish and maintain ongoing and transparent collaboration with partner agencies, stakeholders, and federal partners that encourages feedback and continuous improvement.
- Utilize various channels to communicate the PHE unwinding mandates.
Possible Communication Channels

- Web sites
- US mail
- Television
- Radio
- Brochures
- Posters
- Social media
- Newspapers
- Phone Calls
- Texts
- Email blasts
- Group meetings / town halls
KY Medicaid Renewal Process

**Process Renewals**

- **Active renewal**
  - Renewal packets are sent to request response
  - Documents are uploaded into kynect
  - Reviewed for eligibility determination: Notice of Renewal or Notice of Denial
  - Member may request review or appeal a denial

- **Passive renewal**
  - Notice of Renewal - No additional steps
High-Level Timeline for the KY Unwinding Project

**Key Date Driver:** States are to receive a 60-day notification prior to the end of the federal Public Health Emergency (PHE). The month after the PHE ends, states may begin normal operations for eligibility and enrollment actions. This slide assumes PHE end is October 13, 2022.

### 60 Day Notification Period

- **August 14** – October 13
- **Present**

<table>
<thead>
<tr>
<th>Present</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov -&gt; 1 year</th>
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</thead>
<tbody>
<tr>
<td>Create work group with stakeholders and conduct meetings accordingly</td>
<td>Continue work group meetings</td>
<td>November renewals will start processing</td>
<td>November passive renewals receive notice of renewal</td>
<td>November active renewals will receive notice of renewal</td>
</tr>
<tr>
<td>Create a communications plan</td>
<td>Implement communications plan</td>
<td>Provide notice of any ending flexibilities</td>
<td>November active renewals will receive a request for information at least 45 days prior to month end date</td>
<td>December passive renewals receive notice of renewal</td>
</tr>
<tr>
<td>Identify needed communications</td>
<td>File SPA/Waiver to extend certain flexibilities if needed</td>
<td>Continue work group meetings</td>
<td>December renewals will start processing</td>
<td>December active renewals will receive notice of renewal</td>
</tr>
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<td>Draft communications</td>
<td>Create and schedule training for DCBS, kynectors and other stakeholders</td>
<td>Track extension of certain flexibilities if SPA/Waiver filed</td>
<td>Some flexibilities end on PHE end date unless extended by SPA/Waiver*</td>
<td>Some flexibilities will end only if extended by SPA/Waiver*</td>
</tr>
<tr>
<td>Identify and plan to unwind all flexibilities or to file SPA/Waiver to extend</td>
<td></td>
<td>Complete training for DCBS, kynectors and other stakeholders</td>
<td>*Appendix K flexibilities end 6 months after PHE ends</td>
<td>First month agency may terminate based on redetermination</td>
</tr>
</tbody>
</table>

*Appendix K flexibilities end 6 months after PHE ends