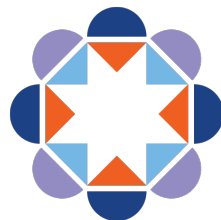


# MEDICAID ADDRESS UPDATES

How To Help People Stay Covered  
2023



**HFS**

Illinois Department of  
Healthcare and Family Services



# Challenge & Change

- Medicaid customers have had continuous coverage since March 2020; no renewal has been needed.
- Address updates may not have happened since 2019.
- Renewal notices will start going out at the beginning of May 2023 (for people whose renewals are due in June).
- People will renew throughout the year, depending on due date



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# Why It Matters

- HFS will mail renewal notices to addresses on file; **coverage could lapse** if customers miss it.
- Address must be updated by the date the notice is sent.
- Notices to be spread over 12 months – e.g., a client who renewed or joined in July of a previous year will get a notice saying to renew in July.



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# Urgent Need

Help Medicaid customers  
update their addresses  
and get ready to renew  
their coverage.

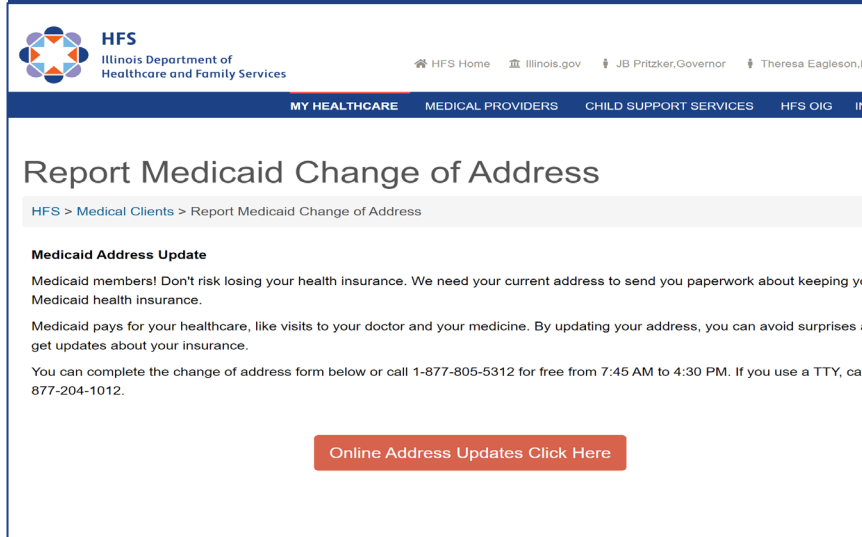


# Communications



# Options for Updating Addresses

## Online Option (Best Practice):



- Visit [medicaid.illinois.gov](https://medicaid.illinois.gov)

## Phone Option:



- Call HFS at 877-805-5312 from 7:45 am to 4:30 pm M-F



# Messaging Toolkit for MCOs, Partners

## Will include:

- Main messages
- Images
- Flyers
- Palm cards
- Phone scripts
- Email copy
- Text copy
- Mail copy
- Social Media copy

Organizations can use the toolkit in everyday practice to help customers update their addresses with the state.



# Toolkit Main Messages

Medicaid members! Don't risk losing your health insurance. Update your address with Illinois Medicaid.

Illinois Medicaid needs to send you paperwork. To keep your health insurance, use an address where mail can always reach you.

Updating your address is easy, fast and free. Call 877-805-5312 from 7:45am–4:30pm or visit [medicaid.illinois.gov](https://medicaid.illinois.gov). If you use a TTY, call 1-877-204-1012.



# How Groups Can Use Messages

- Help customers 1:1 (*gold standard*)
  - Sit with customer and enter info online.  
**Customer must be present.**
  - Tell customers how to do it on their phone while they wait (or provide computer)
  - By phone, tell customers how to do it online or connect them to 877-805-5312
- Hand out flyers 1:1, verbalizing importance
- Email, text, call, mail customers
- Add message to “My Chart” (for providers)
- Post flyers and leave stack
- Ask other organizations to share messages from toolkit

# Example: Provider Office

- Walk customer through process:
- Ask if customer has moved in last 4 years
- Check MEDI (if you have access) to see if address on file is up-to-date
- Update address online while they sit with you – or give them handout to use in your office
- May also include message in MyChart.








# Example: Social Services (e.g. Food Pantry)

- Put flyer in bag of food, e.g., telling customers to look for it
- Convey that their benefits depend on updated address
- Post in common areas

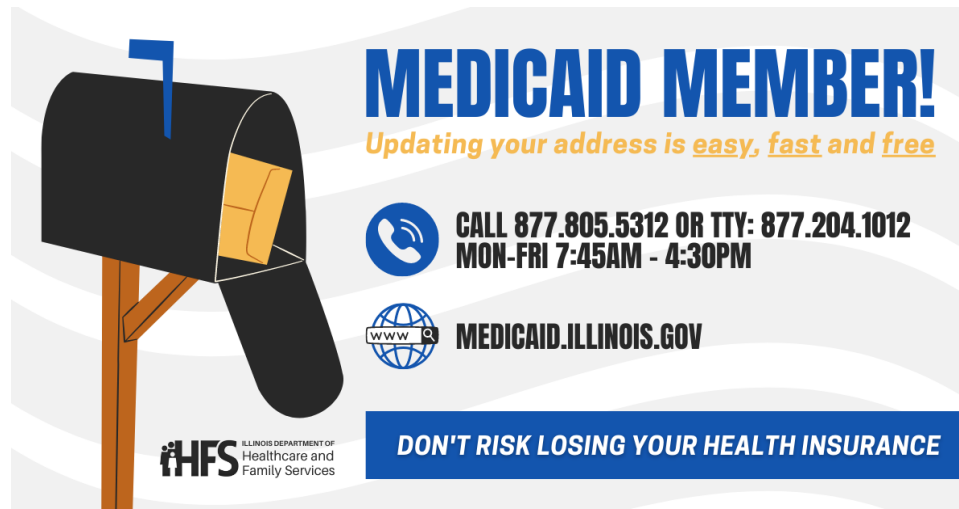




# Example: Texting

SMS (Short Message Service)	MMS (Multimedia Message Service)
Medicaid member! Don't risk losing your health insurance. Update your address with IL Medicaid! Free at 877-805-5312, <a href="https://www.medicaid.illinois.gov">medicaid.illinois.gov</a> . Txt STOP to stop	 Medicaid members! Don't risk losing your health insurance    . Update your mailing address with Illinois Medicaid  ! Free at 877-805-5312 from 7:45am–4:30pm or visit <a href="https://www.medicaid.illinois.gov">medicaid.illinois.gov</a>

# Example: Social Media



📢 Medicaid members! Don't risk losing your health insurance 🚚 ❤️ 💊. Update your mailing address with Illinois Medicaid 📧! Free at 877-805-5312 from 7:45am–4:30pm or visit [medicaid.illinois.gov](https://www.medicaid.illinois.gov)

# Call to Action

- Commit to a plan and talk with the HFS staffer in touch with you or tell us via [online form](#)
- Pick the most personalized, interactive option you can
- Ensure your staff knows what to do; follow up with them to ensure efforts are incorporated into everyday practice
- Visit [medicaid.illinois.gov](https://www.medicicaid.illinois.gov) and get the toolkit from the sidebar. Find the toolkit in other languages if needed.



# Discussion




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# Renewal Mail Timeline

First renewals sent (to arrive early May for those due June 1)	04/27/2023
First renewals due	06/01/2023
First possible loss of coverage for people who no longer qualify	07/01/2023
Renewals sent for people due by July	05/30/2023
Renewals due by July	07/01/2023
Possible loss of coverage for people due by July	08/01/2023
Renewals sent for people due by August	06/29/2023
Renewals due by August	08/01/2023
Possible loss of coverage for people due by August	09/01/2023
... and this pattern continues for each month of the year.	







If your client is no longer eligible for Medicaid, encourage them to connect to coverage at work or through the official Affordable Care Act marketplace for Illinois, [GetCoveredIllinois.gov](https://www.getcoveredillinois.gov)

