



# End of Medicaid Continuous Enrollment

A COMMUNICATIONS TOOLKIT FOR COMMUNITY STAKEHOLDER ENGAGEMENT





## A Message from the Department of Health Care Finance

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In March 2020, at the beginning of the COVID-19 pandemic, the federal government declared a public health emergency (PHE). As a result, the Centers for Medicare & Medicaid Services (CMS) temporarily waived certain Medicaid requirements and conditions. The easing of these rules helped prevent people with Medicaid in all 50 states, the District of Columbia, and the five U.S. territories from losing their health coverage during the pandemic.

At the beginning of 2023, states received new information from the U.S. Department of Health and Human Services that the continuous eligibility requirement, part of the PHE, will end effective March 31, 2023. This means that all 50 states and the District of Columbia will be required to restart Medicaid eligibility renewals.

To align with federal requirements, the Department of Health Care Finance (DHCF) must redetermine the eligibility of everyone enrolled in its Medicaid program within 14 months. This is referred to as “Medicaid Restart.” When it is time for a Medicaid beneficiary to renew coverage, they will receive a letter and renewal packet in the mail and will be given time to complete and return it.

To minimize the number of people who lose their coverage, DHCF is working with stakeholders to inform people about renewing their coverage and exploring other available health insurance options if they no longer qualify for Medicaid, Alliance, or the Immigrant Children’s Program (ICP).

This toolkit is designed to help our community partners, stakeholders, and advocates—in essence, anyone who regularly interacts with beneficiaries of DHCF medical assistance plans—communicate upcoming changes accurately and consistently in the renewal process. To support this and other beneficiary education efforts, DHCF is also launching a citywide advertising campaign and outreach initiatives to inform beneficiaries of the need to update their contact information.

Because the campaign will heavily target Wards 4, 5, 7, and 8, stakeholders who provide services to families in these areas may see an uptick in questions about their health coverage.

You may help by familiarizing yourself with the online portal, [districtdirect.dc.gov](https://districtdirect.dc.gov), to help individuals create an account and update their information; direct people to the call centers where interpreters and in-language staff are on hand and provide a listing of Service Centers for individuals who prefer in-person assistance.

Our team will update materials and messages in this toolkit as eligibility and renewal processes change.





# Tips for Using the Toolkit

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As DHCF prepares for the continuous eligibility requirement and the return to a normal enrollment and renewal process, we created this toolkit to help people with Medicaid understand the steps required for renewing their coverage.

DHCF encourages all community partners, other stakeholders, and advocates to disseminate these materials through their internal and external communications channels, such as e-newsletters, social media platforms, and websites. In addition, please distribute them during community outreach events and in high-traffic locations. While we hope you will co-brand the materials with your organization’s or agency’s logo, we ask that you keep the content intact to ensure message accuracy and consistency.

## The toolkit includes the following resources:

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If you have any questions or require additional information regarding DHCF’s plans for resuming Medicaid redeterminations, please visit [dhcf.dc.gov](https://dhcf.dc.gov) or email our team at [medicaid.restart@dc.gov](mailto:medicaid.restart@dc.gov).

We look forward to working together for the health of DC residents!



# Key Messages

DHCF’s initial messaging will educate people on the need to update their contact information in preparation for completing their upcoming renewal. It is simple, direct, and informative without focusing on the complexities of the continuous eligibility requirement. These messages provide information to people with DHCF medical plans to assist with the renewal process.

## What You Can Do Right Now

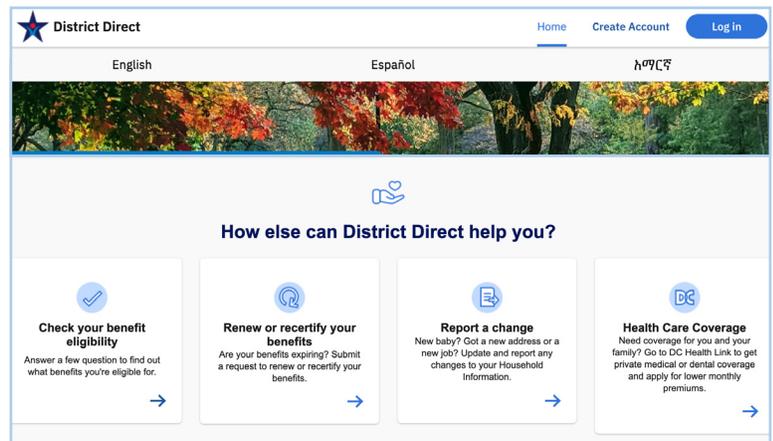
**Update your contact information.** Log in to District Direct (for more details, see page 10) to update your contact information. If DHCF does not have the proper contact information, you will not receive notice of the need to renew your coverage through the mail or other means!

**Check your mail.** DHCF will mail you a letter about your Medicaid, Alliance, or ICP coverage. This letter will also let you know when it is time to complete your renewal to see if you still qualify for your current program.

## After Receiving Your Renewal Notice

**Complete your renewal form by using [districtdirect.dc.gov](https://districtdirect.dc.gov)** or fill out the form immediately to help avoid a gap in your coverage. You may return the form through the following methods:

- **Online.** Visit [districtdirect.dc.gov](https://districtdirect.dc.gov) or download the District First app from the Apple App Store or Google Play.
- **By Fax or Mail.** Fax a completed renewal form to 202-671-4400 or mail to:  
Department of Human Services Economic Security Administration Case Record Management Unit  
P.O. Box 91560  
Washington, DC 20090



- **In Person.** Visit a Service Center with all of your documentation. Service Centers are open 7:30 a.m.–4:45 p.m., Monday–Friday at the following locations:
  - **Anacostia Service Center**  
2100 Martin Luther King Jr. Ave. SE, DC 20020
  - **Congress Heights Service Center**  
4049 South Capitol St. SW, DC 20032
  - **Fort Davis Service Center**  
3851 Alabama Ave. SE, DC 20020
  - **H Street Service Center**  
645 H St. NE, DC 20002
  - **Taylor Street Service Center**  
1207 Taylor St. NW, DC 20011

For information and questions, you can call the Public Benefits Call Center at 202-727-5355, or to find Service Centers, visit [dhs.dc.gov/service/find-service-center-near-you](https://dhs.dc.gov/service/find-service-center-near-you).



## Key Messages

### **Beneficiaries have the right to an interpreter.**

In addition, interpreters are available at no cost in Chinese, Korean, Vietnamese, Spanish, French, Amharic, and Arabic by calling 202-727-5355.

### **Visually impaired, deaf, and hard-of-hearing**

people may contact the call center for assistance at 202-727-5355 and TDD 800-537-7699. Recipients may also request printed items in large font. Seniors 60+ years of age looking for assistance can visit the Deaf and Hard of Hearing Senior Center Mondays, Wednesdays, and Fridays from 1:00 p.m. to 5:00 p.m. at 4301 9th St. SE.

**If you no longer qualify** for your current coverage, you can enroll in a private health insurance plan on DC Health Link. With so many plans to choose from, it's easy to find quality, affordable health coverage that meets your needs and budget. DC Health Link plans are:

- **Affordable.** Plans as low as \$11 a month.
- **Comprehensive.** All plans cover things like prescription drugs, doctor visits, urgent care, hospital visits, and more.

**Losing your coverage** is a Qualifying Life Event (QLE), allowing you to enroll in a plan on DC Health Link during a special enrollment period.

### **Visit [dchealthlink.com](https://dchealthlink.com) or call 855-532-5465**

/TTY: 711 if you have questions about your plan options and to see if you qualify for lower monthly premiums.

For in-person assistance, visit a trained expert at a DC Health Link enrollment center. Go to [dchealthlink.com/enrollmentcenters](https://dchealthlink.com/enrollmentcenters) to locate an enrollment center near you.

**If your child no longer qualifies** for your current insurance, visit [districtdirect.dc.gov](https://districtdirect.dc.gov) to help them apply for Medicaid or Alliance or explore other options.





# Engaging Stakeholders. Keeping Beneficiaries Covered.

## Suggested Outreach Ideas

DHCF is working together with our partners, stakeholders, and other District agencies to ensure that all members have the information they need to complete their renewal documents. To get the ball rolling, our message is simple: “Don’t Wait to Update.” Working together, we want to urge our members to visit [districtdirect.dc.gov](https://districtdirect.dc.gov) and inform DHCF of any changes that might affect their applications, such as a different address, new baby, or higher income.

Federal officials will give the District 14 months to complete Medicaid renewals for all members. Starting on April 1, 2023, Medicaid eligibility redeterminations will begin. In the meantime, one way to prepare is to ensure that our partners and stakeholders are informed and up to date so that everyone who is eligible stays covered. For others, we aim to work with health care advocates and stakeholders to find alternative coverage.

### What You Can Do

- 1 Encourage beneficiaries** to update their information; support people who have difficulty creating an account or accessing [districtdirect.dc.gov](https://districtdirect.dc.gov) to ensure that they receive the necessary paperwork.
- 2 Sign up to receive information** and stay informed through email updates from DHCF. Email [Medicaid.restart@dc.gov](mailto:Medicaid.restart@dc.gov) and ask to join the list.
- 3 Identify individuals** in your existing system, coalitions, or networks who may be at risk for not renewing their coverage and encourage them to access and use our resources.
- 4 Assist beneficiaries** during the renewal process.
- 5 Engage beneficiaries** and urge your partner networks to read and share messages and resources from DHCF about the renewal process.
- 6 Train existing staff** to assist beneficiaries with the renewal process, including completing and submitting all forms and required documents to avoid a break in coverage.
- 7 Inform individuals** who lose Medicaid coverage about the 90-day reconsideration period for re-enrollment.
- 8 Assist individuals** who lost eligibility due to non-submission of renewal forms to promptly begin the reinstatement process. Also, help those found to be ineligible for their current coverage to apply for the Health Insurance Marketplace or other available options.



**Did you know** all DC residents with Medicaid, Alliance, or the Immigrant Children's Program must start renewing their coverage again?

**Don't miss out** on important information. If you haven't already, take time today to update your address, phone number, and/or email address at [districtdirect.dc.gov](https://districtdirect.dc.gov), so that DHCF knows where to send your Medicaid renewal letter.

If you need help, please call us at **202-727-5355**.

**Act Now. Stay Covered!**





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If you need help, please call us at **202-727-5355**.

**Act Now. Stay Covered!**





## Instructions for [districtdirect.dc.gov](https://districtdirect.dc.gov)

Did you know all DC residents who have Medicaid must start renewing their coverage again? Don't miss out on important information. If you haven't already, take time today to update your address, phone number, and/or email address at [districtdirect.dc.gov](https://districtdirect.dc.gov) or by calling the Public Benefits Call Center between 7:30 a.m. and 4:45 p.m.

To update your information, you must first create an account at [districtdirect.dc.gov](https://districtdirect.dc.gov) or download the District Direct Mobile App, which is available through Google Play or the Apple App Store.

### How to Create a District Direct Account

- 1 On the main page, click "Log in" and then click "Create Account."
- 2 On the next page, enter the information required to create your account, such as your username and password.
- 3 Once complete, click "Create Account." Then connect your account by clicking "Connect Your Account" on the homepage and entering the required information.
- 4 Once your account is active, return to the homepage, where you will see your information.

### How to Access Your District Direct Account

- 1 If you have an account, you can access your account at [districtdirect.dc.gov](https://districtdirect.dc.gov) or through the District Direct Mobile App, which is available through Google Play or the Apple App Store.
- 2 Next, you must enter your username and password. If you applied for benefits online, you created your username and password when you applied.
- 3 If you don't remember your username or password, you can reset it by clicking the "Forgot Password" or "Forgot Username" link or calling the Public Benefits Call Center at 202-727-5355.





## Drop-In Article

### Important News About DC's Health Insurance Coverage

If you have health insurance coverage through Medicaid, important changes are happening in 2023. As a result, you'll have to renew coverage for yourself and your family for the first time in several years. To ensure that you get important information and meet all critical deadlines, take a minute today and update your contact information. When it is time to renew, the Department of Health Care Finance will send the forms to your new address.

Did you move during the COVID-19 pandemic? Let us know! Did you change your phone number? Let us know! You may have the new job you wanted –let us know that, too! You can make all these updates at [districtdirect.dc.gov](https://districtdirect.dc.gov), the city's benefits portal, on your cell phone, laptop, desktop computer, or tablet.

Remember, you must first create an account to access the portal. If you're using a mobile device, you can download the District Direct Mobile App from Google Play or the Apple App Store. Whatever format you decide, the key is to act now!

If you need additional assistance, you may call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m.





## Social Media Posts

### Post #1

Has your address, phone number, or email address changed? Visit [districtdirect.dc.gov](http://districtdirect.dc.gov) today to make updates and ensure that you're able to renew.

If you need additional assistance, you may call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m. We will mail you information when it is time to renew your coverage.

### Post #2

Be sure to read all mail from DHCF. If your address, phone number, or email address has changed, visit [districtdirect.dc.gov](http://districtdirect.dc.gov) to make sure your account is up to date and that you don't miss important renewal information.

If you need additional assistance, you may call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m. We will mail you information when it is time to renew your coverage.

### Post #3

Don't miss out on receiving important information regarding your Medicaid, Alliance, or ICP benefits! Update your contact information at [districtdirect.dc.gov](http://districtdirect.dc.gov) today so that DHCF can reach you.

If you need additional assistance, you may call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m. We will mail you information when it is time to renew your coverage.

**Don't Wait to Update!**

All DC residents with **Medicaid** must renew their coverage this year.

Update your contact info at [districtdirect.dc.gov](http://districtdirect.dc.gov).

DMHHS DHCF District Direct

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DMHHS DHCF District Direct



## Social Media Posts

### Post #4

Have you moved since you signed up for health insurance coverage? Remember to update your address at [districtdirect.dc.gov](http://districtdirect.dc.gov).

If you need additional assistance, you may call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m. We will mail you information when it is time to renew your coverage.

### Post #5

We want you to keep your health coverage! To make sure you do not miss important information and renew your coverage, please be sure that DHCF has your current contact info. Take a minute to update your address, phone number, and email address at [districtdirect.dc.gov](http://districtdirect.dc.gov).

If you need additional assistance, you may call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m. We will mail you information when it is time to renew your coverage.

### Post #6

A message for people with Medicaid! Renewals were stopped due to COVID-19; however, they're coming back. Make sure DHCF knows where to send your Medicaid renewal letter. If you moved, update your information at [districtdirect.dc.gov](http://districtdirect.dc.gov).

If you need additional assistance, you may call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m. We will mail you information when it is time to renew your coverage.

**Don't Wait to Update!**

All DC residents with **Medicaid** must renew their coverage this year.

Update your contact info at [districtdirect.dc.gov](http://districtdirect.dc.gov).

DMHHS DHCF District Direct

This social media post features a yellow background with a red top border. On the left, an elderly woman in a white jacket stands behind an elderly man in a blue shirt who is sitting in a wheelchair. A white speech bubble on the right contains the text. At the bottom right, there are three logos: DMHHS, DHCF, and District Direct.

**Don't Wait to Update!**

All DC residents with **Medicaid** must renew their coverage this year.

Update your contact info at [districtdirect.dc.gov](http://districtdirect.dc.gov).

DMHHS DHCF District Direct

This social media post features a yellow background with a red top border. On the left, a smiling Black woman with her arms crossed is shown. A white speech bubble on the right contains the text. At the bottom right, there are three logos: DMHHS, DHCF, and District Direct.

**Don't Wait to Update!**

All DC residents with **Medicaid** must renew their coverage this year.

Update your contact info at [districtdirect.dc.gov](http://districtdirect.dc.gov).

DMHHS DHCF District Direct

This social media post features a yellow background with a red top border. On the left, a diverse family of four (mother, father, young girl, and young boy) is smiling. A white speech bubble on the right contains the text. At the bottom right, there are three logos: DMHHS, DHCF, and District Direct.

## Email Messages

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**Subject Line:**

**Don't Miss Out on Important Updates**

If you have Medicaid...  
Take a minute today to update your contact information so that DHCF can reach you with important news about renewing your health insurance coverage. Creating a District Direct account is a win-win—you can check your benefits, and DHCF can reach you with important information about your coverage. Visit [districtdirect.dc.gov](https://districtdirect.dc.gov) to help us stay in touch. Act Now. Stay Covered!

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**Subject Line:**

**Don't Wait to Update!**

If you have Medicaid...  
There are times that DHCF may want to reach you with important information about your health insurance coverage. Don't miss out. Please keep your information updated at [districtdirect.dc.gov](https://districtdirect.dc.gov). With a District Direct account, you can also check your benefits and stay up to date on any changes and deadlines. Act Now. Stay Covered!

## Website Text

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We want you to keep your health coverage! To make sure that you don't miss any important information, please be sure that DHCF has your current address, phone number, and email address so that DHCF knows where to send your renewal letter. Update your information at [districtdirect.dc.gov](https://districtdirect.dc.gov). Act Now. Stay Covered!





## Phone Call Scripts

### **Script 1** (If individuals have questions about updating their contact information)

Good morning/afternoon; how may I help you?

Please be sure DHCF has your current mailing address, phone number, and email address so that our records are up to date. We want you to receive your renewal information. Update your information at [districtdirect.dc.gov](http://districtdirect.dc.gov).

### **Script 2** (If individuals are having problems accessing the portal)

#### **How to Create a District Direct Account**

To update your information, you must first create an account at [districtdirect.dc.gov](http://districtdirect.dc.gov) or download the District Direct Mobile App, which is available through Google Play or the Apple App Store.

- 1 On the main page, click “Log in” and then click “Create Account.”
- 2 On the next page, enter the information required to create your account, such as your username and password.
- 3 Once complete, click “Create Account.” Then connect your account by clicking “Connect Your Account” on the homepage and entering the required information.
- 4 Once your account is active, return to the homepage, where your information will appear.

#### **How to Access Your District Direct Account**

- 5 If you have an account, you can access your account at [districtdirect.dc.gov](http://districtdirect.dc.gov) or through the District Direct Mobile App, which is available through Google Play or the Apple App Store.
- 6 Next, you must enter your username and password. If you applied for benefits online, you created your username and password when you applied.
- 7 If you don’t remember your username or password, you can reset it by clicking the “Forgot Password” or “Forgot Username” link or calling the Public Benefits Call Center at 202-727-5355.



## FAQs

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### What is the public health emergency (PHE), and how does it affect Medicaid, Alliance, and ICP beneficiaries?

At the beginning of the COVID-19 pandemic, the federal government declared a PHE. During the PHE, Medicaid continued health care coverage for all beneficiaries, even if someone's eligibility changed. The District also continued coverage for people with Alliance and ICP before restarting regular operations on July 1, 2022.

### When will the PHE end?

The federal government has decided to end the PHE on May 11, 2023. However, at the beginning of 2023, states received new information from the U.S. Department of Health and Human Services that the continuous eligibility requirement, part of the PHE, will end effective March 31, 2023. This means that all 50 states and the District of Columbia will be required to restart Medicaid eligibility renewals.

To align with federal requirements, DHCF must redetermine the eligibility of everyone enrolled in its Medicaid program within 14 months. This is referred to as "Medicaid Restart." When it is time for a Medicaid beneficiary to renew coverage, they will receive a letter and renewal packet in the mail and will be given time to complete and return it.

### I haven't had to renew Medicaid for myself and/or my family members for a few years. Does that mean I no longer have to renew my insurance each year?

No, once the continuous enrollment requirement ends on March 31, 2023, you will once again have to renew your insurance. DHCF will notify you by mail when it's time for you to renew each year.

### What can beneficiaries do to keep their benefits?

**Get Ready.** Update your contact information, including your mailing address, phone number, and email address, at [districtdirect.dc.gov](https://districtdirect.dc.gov). Customers may also call the Public Benefits Call Center at 202-727-5355 between 7:30 a.m. and 4:45 p.m. to update their information. Return all requests for information on time if you get a letter from DHCF.

**Renew.** Once you receive your renewal notice, report all changes in your household to [districtdirect.dc.gov](https://districtdirect.dc.gov). These changes include if someone becomes pregnant, has a new baby, moves in or out of your home, or has an income change—or any other changes that may affect your benefits.

### What will happen if I do not renew my insurance coverage for myself and/or my family by the date stated in my renewal letter?

You risk losing your health insurance if you do not renew insurance for yourself and/or family members by this deadline. If you think you missed this date, please log in to District Direct to check your eligibility, call 202-727-5355, or contact DC Health Link at 855-532-5465.



## FAQs

### What if a recipient is found to no longer be eligible for Medicaid, Alliance, or ICP?

If you are found to no longer be eligible for your current medical assistance plan after the redetermination period, expect to receive the following:

- Notice of when your enrollment ends
- Information on how to appeal
- Information about purchasing other health care coverage options, such as those on DC Health Link.

### How will DHCF collaborate with stakeholders, advocacy groups, and other District agencies?

DHCF is working closely with a wide range of District-based organizations to inform and encourage beneficiaries to update their contact information as the first step to making sure they are able to renew their Medicaid, Alliance, or ICP application. The agency asks for support in helping beneficiaries access the portal, complete their renewal applications, file appeals if continued eligibility is denied, and identify alternative health insurance if needed.

### How can beneficiaries stay up to date about the continuous eligibility requirement?

To stay current, you should:

- Update your mailing address, phone number, and email address to receive notifications from DHCF.
- Register at the [districtdirect.dc.gov](https://districtdirect.dc.gov) portal.
- Watch for and respond to notices that are sent by mail.

### If I have questions or need help applying for benefits, who do I contact?

Start by visiting [districtdirect.dc.gov](https://districtdirect.dc.gov). If you have additional questions, please get in touch with the Public Benefits Call Center at 202-727-5355 for assistance.

