

Return to Routine Health Care Operations Planned Unwinding Member Communications

Updated January 9, 2023


March 2023


April 2023


May 2023


June 2023


May 2024


 **Mid-month** | Letters sent to members who need to verify citizenship, identity, or immigration status by the end of the month after the PHE ends. (One-time letter).


 **Mid-month** | Letters sent to all members open for health care in CARES to notify them of what to expect during unwinding and providing them their planned renewal date. (One-time letter).


 **Mid-month** | Letters and emails sent to members of BadgerCare Plus, Medicaid, and FPOS members, whose coverage has been manually extended, notifying them that they need to reapply for state health care benefits by the end of the next month. (One-time letter).


 **End of month** | Text message to members who need to reapply that they need to act by the end of the following month. (One-time text).


 **Mid-month** | Letters sent to members whose coverage has been manually extended and who have not reapplied, notifying them that their state health care benefits will be discontinued at the end of the month. (One-time letter).


 **Mid-month** | Letters sent to members who did not verify citizenship, identity, or immigration status, notifying them that their state health care benefits will be discontinued at the end of the month. (One-time letter).


 **Mid-month** | Letters sent to notify members of their 45-day health care renewal (standard renewal packet). *This starts the renewal messaging cycle for the 45-day renewal packets and will happen on a rolling basis, every month.*


 **30-45 days before the member's renewal date** | Text and email messages of "renewal reminder." *This starts the renewal messaging cycle for "renewal reminder" text and email and will happen on a rolling basis, every month.*


 **Up to 90 days before the member's renewal date** | Text and email messages of "update your address." *This starts the renewal messaging cycle for "update your address" text and email messages and will happen on a rolling basis, every month.*

 Letters sent to members telling them the outcome of their renewal. *This starts the renewal messaging cycle telling members the outcome of their renewal and will happen on a rolling basis, every month.*





 **June 2023** | First health care renewals are due by month end.

 Repeat the *health care renewal letter messaging cycle* throughout the remainder of the Unwinding.

 Repeat the *text and email message cycle for "update address" and "renewal reminder"* throughout the remainder of the Unwinding.

 Last health care renewals due by month end.

KEY

-  Email nudge notification to members with email on file
-  Health care policy item
-  Health care text message to members with mobile number on file
-  Health care letter sent to members