

COVID-19

State COVID-19 Communication Examples

During this unprecedented time, states are stepping up to answer questions on how health insurance covers COVID-related testing and treatment, encouraging consumers to enroll in coverage, and engaging with providers to keep them informed. Below are communication examples across Departments of Health, Medicaid agencies, health insurance marketplaces and Departments of Insurance, including, consumer and provider FAQs, provider webinars, state and agency COVID-19 landing pages, one-pagers, and more.

COVID-19 State Sites with Health Insurance Communications

- New Jersey – has [health insurance FAQ](#) on main state COVID-19 website
- New York – [information](#) on state COVID-19 page on what insurers are required to cover and promotion of telehealth services
- Ohio – main COVID-19 page links to resources for economic support, which includes [information on health insurance available](#) for individuals and families, and [FAQs related to insurance](#) and [public charge](#)
- Washington – [health insurance FAQs](#) on COVID-19 page

Medicaid Agency Communications

- Colorado – Medicaid [landing page on COVID-19](#), includes health care and coverage information for members and communities, and [information for health plans and case managers](#) related to changing guidance and billing procedures.
- Iowa – [Department of Health COVID-19 resources page](#) with links to a [Medicaid member landing page](#) and [COVID-19 toolkit developed for Medicaid providers](#).
- Massachusetts – Medicaid [landing page](#) for members, including a [consumer-friendly FAQ](#) on testing and treatment coverage and more.
- New York – [COVID-19 guidance for Medicaid providers](#), including a [recorded webinar](#)
- Oregon – [clear information for Oregon Health Plan members](#) and [landing page for COVID-19 information and resources for Oregon Health Plan providers](#), including [weekly virtual learning sessions](#)
- Pennsylvania – [consumer FAQs on insurance coverage and COVID-19](#) and [provider FAQs on insurance coverage and COVID-19](#)
- South Carolina – Medicaid [landing page](#) with COVID-19 information for members and providers, including a [member overview](#) of “SCDHHS Coronavirus Preparation, Response, Resources and Updates,” [where to go for help](#) with your Medicaid and [how to access care virtually](#) at this time.
- Virginia – [overview and FAQs on Medicaid and COVID-19](#)

COVID-19

Health Insurance Marketplace Communications

- Colorado – [homepage callout](#) and carousel slide on special enrollment period and [COVID-19 landing page](#) that makes it clear who's eligible, how to enroll, and the telehealth services and COVID-19 testing that are covered by plans purchased through the Marketplace.
- Connecticut – [COVID-19 landing page](#) with 30-second video on COVID-19 special enrollment period, and a helpful chart to clarify who can enroll through the COVID-19 SEP vs. who can enroll anytime due to job loss.
- D.C. – [COVID-19 landing page](#) that includes information on how to enroll, and a chart of benefits covered related to COVID-19, by carrier. [COVID-19 benefits update](#) to current enrollees, outlining that COVID-19 treatment is now required to be covered by all plans.
- Massachusetts – [Medicaid callout box on Marketplace homepage](#) to MassHealth members, underscoring that anyone enrolled as of March 18 and throughout the emergency period will not lose coverage.
- Maryland – [FAQ on COVID-19 special enrollment period](#)
- Washington – extensive, expandable [consumer FAQs on COVID-19](#)

Departments of Insurance Communications

- California – [COVID-19 consumer information](#) page to help with any health insurance issues related to accessing health care.
- Connecticut – COVID-19 consumer information [FAQ](#) to help with health insurance issues, including a pdf link to print it out.
- North Dakota – helpful consumer information [FAQ](#) with COVID public health information, health insurance and other types of insurance.
- Oregon – [FAQ](#) interface that directs to information for consumers and insurers
- South Carolina – provides a summary of [COVID-19 health benefits](#) covered by various plans, including Marketplace, Medicaid, Medicare plans, in accordance with Families First law
- Washington – [FAQ](#) for consumer health insurance questions including options for the Marketplace