

COVID-19

Medicaid COVID-19 Messaging

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Enrollment Messaging (for New Consumers)

If you are uninsured, including if you recently lost your job-based health coverage, you may qualify for low-cost or free coverage through [MEDICAID] or receive financial help through [MARKETPLACE] to purchase a plan.

[MEDICAID] is comprehensive health insurance for individuals earning up to \$X a year, or a family of four earning up to \$X a year. It covers doctor's visits, hospitalizations, prescriptions, mental health services, vaccines and more. Enrollment is open year-round and [MEDICAID] is here to help, especially in tough times like these when more people need access to coverage and care.

To see if you are eligible, visit X.org or call XXX-XXX-XXXX to speak with an enrollment specialist.

Messaging for Current Enrollees

Medicaid has made some important changes to better serve you during the current COVID-19 public health emergency. Here's what you need to know:

- You will not be disenrolled from [MEDICAID] during the public health emergency. If you have been dropped from your coverage since March 18, 2020, contact X to get reinstated.
- COVID-19 testing and treatment is covered, at no cost to you.
- We are making it as easy as possible for you to keep your coverage – [INSERT DETAILS ON DECREASED PAPERWORK, ETC.].
- There will be no increases in premiums or co-pays [IF APPLICABLE FOR STATE PROGRAM + ADJUST BASED ON WHETHER COST-SHARING HAS BEEN WAIVED]
- [INSERT OTHER STEPS STATE IS TAKING I.E. PRESCRIPTION REFILLS, TELEHEALTH, ETC.]

If you have questions about your [MEDICAID] coverage, contact your health plan or view our [FAQs/OTHER CONSUMER RESOURCES].

Sign up for updates on your health insurance and COVID-19 at X.org.

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