

NC Medicaid Continuous Coverage Unwinding Toolkit



Sample messages to help providers, advocates and partners
keep NC Medicaid beneficiaries informed

UPDATED FEBRUARY 7, 2023



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Health Benefits

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About this Toolkit

The 2023 Consolidated Appropriations Act (Omnibus Bill), signed into law Dec. 29, 2022, included an important change to the federal COVID-19 Public Health Emergency (PHE). In this bill, Medicaid programs will no longer be required to continue coverage for beneficiaries starting April 1, 2023. (According to the to the Office of Management and Budget, the COVID-19 PHE will end May 11, 2023.) This updated toolkit now includes resources to communicate the end of continuous Medicaid coverage and restart of renewals.

After several years of continuous Medicaid coverage during the PHE, the renewal (redetermination) process may be unfamiliar to many beneficiaries. It is important for community partners, advocates and health plans to help NC Medicaid share the messages in this toolkit to help beneficiaries understand the process and what to expect.

In particular, beneficiaries can take an important step to make sure their local Department of Social Services has current contact information, including their mailing address, phone numbers and email address. This will help ensure that beneficiaries get the right information and take action on time to prevent any gaps in health care coverage.

The toolkit provides ready-to-use messages, templates and other resources to insert into your outreach campaigns. While language can be adjusted to best meet the needs of your beneficiary community, consistent messaging is important to help minimize confusion for beneficiaries.

For more information on the federal COVID-19 PHE and the end of continuous coverage, visit [NC Medicaid End of the PHE](#) on the NC Medicaid website. If you have questions, contact us at Medicaid.NCEngagement@dhhs.nc.gov.

Thank you for your ongoing partnership.

Text Messages

Text #1: Setting up an enhanced ePASS account

ENGLISH: [AGENCY/ORGANIZATION NAME] here. An enhanced ePASS allows you to update your Medicaid contact information. Visit epass.nc.gov to sign up. Reply STOP to opt out

SPANISH: [AGENCY/ORGANIZATION NAME] aquí. Una cuenta mejorada de ePASS le permite actualizar su información de contacto de Medicaid. Inscribese en epass.nc.gov. Envíe STOP para no recibir mensajes

Text #2: Read all mail from DSS

ENGLISH: [AGENCY/ORGANIZATION NAME] here. Be sure to read all mail from your local DSS. Don't miss important information about your NC Medicaid benefits! Reply STOP to opt out

SPANISH: [AGENCY/ORGANIZATION NAME] aquí. Asegúrese de leer la correspondencia que le envíe el DSS de su localidad. ¡No se pierda actualizaciones importantes sobre beneficios de NC Medicaid! Envíe STOP para no recibir mensajes

Text #3: Address, Household and Income Changes

ENGLISH: [AGENCY/ORGANIZATION NAME] here. If your address, household size or income changed, contact your local DSS ncdhhs.gov/localdss to update. Reply STOP to opt out

SPANISH: [AGENCY/ORGANIZATION NAME] aquí. Si su dirección postal, el tamaño del hogar o los ingresos han cambiado, llame o visite su DSS ncdhhs.gov/localdss, para hacer las actualizaciones. Envíe STOP para no recibir mensajes

Social Media Posts

Shareable Social Media Graphics: <https://medicaid.ncdhhs.gov/End-of-PHE>

Post #1: Setting up an enhanced ePASS account

OPTION A:

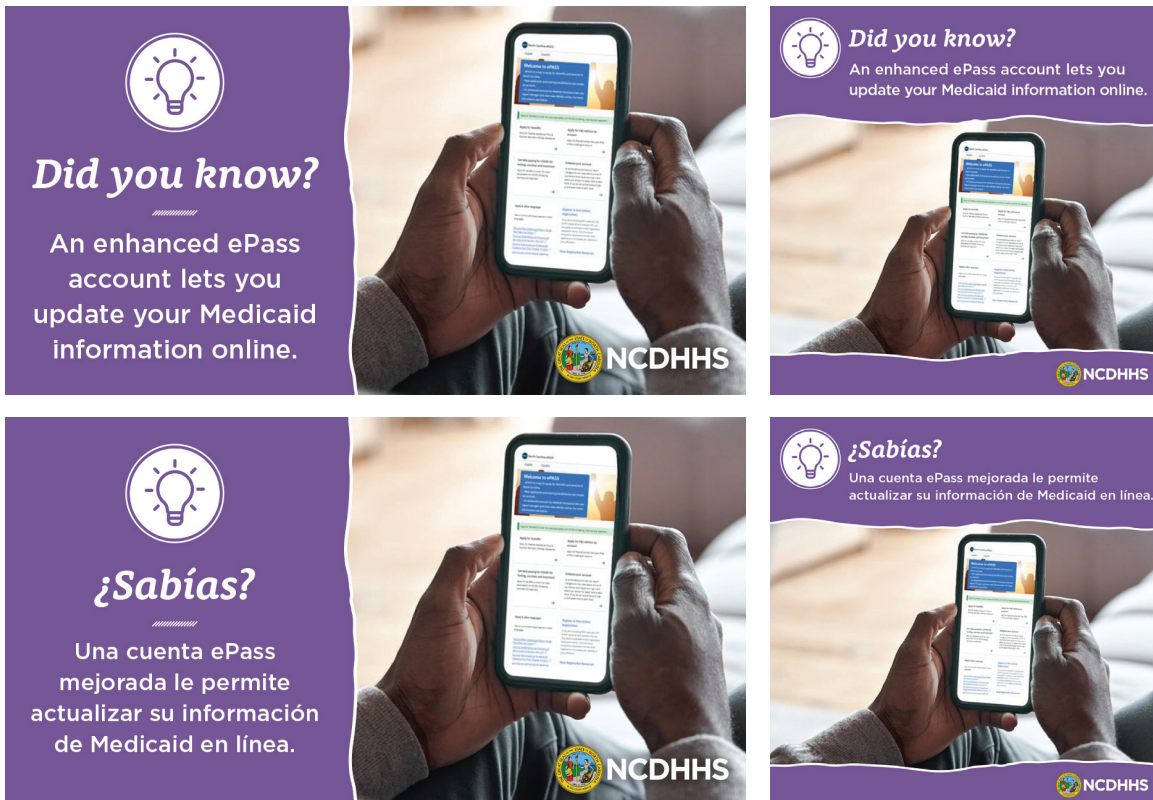
ENGLISH: NC Medicaid beneficiaries - did you know you can update your address and other Medicaid information online without having to call or visit your local Department of Social Services (DSS)? Sign up today for an enhanced ePASS account at epass.nc.gov.

SPANISH: ¿Beneficiarios de NC Medicaid sabían que pueden actualizar su dirección y otros datos de Medicaid por Internet sin tener que llamar o visitar el Departamento de Servicios Sociales (DSS) de su localidad? Inscríbese hoy mismo para obtener una cuenta Mejorada de ePASS en epass.nc.gov.

OPTION B:

ENGLISH: ePASS is North Carolina's secure self-service website where you can apply for various benefits, view case details, renew your Medicaid and update your information - all without having to visit your local DSS. Sign up today for an enhanced ePASS account at epass.nc.gov.

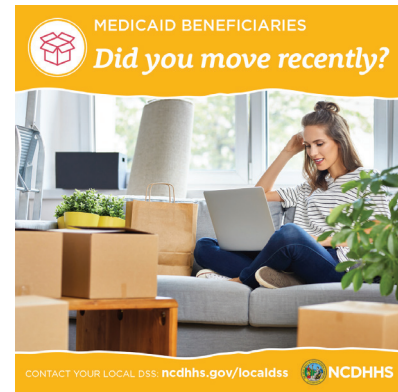
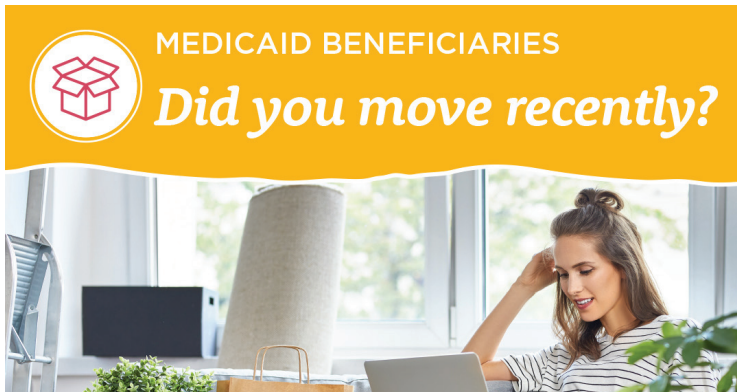
SPANISH: ePASS es el sitio web seguro de autoservicio de Carolina del Norte donde puede solicitar diversos beneficios, ver detalles de casos, renovar su Medicaid y actualizar su información - todo sin tener que visitar su DSS local. Inscríbese hoy mismo para obtener una cuenta Mejorada de ePASS en epass.nc.gov



Post #2: Change in Address

ENGLISH: Medicaid beneficiaries - Did you move? Remember to update your address with your local DSS! Don't miss out on important information. Report a new mailing address to your local DSS (ncdhhs.gov/localdss) or set up an enhanced ePASS account (epass.nc.gov).

SPANISH: Beneficiarios de Medicaid - ¿Se mudó recientemente? ¡Recuerde actualizar su dirección con su DSS local! No se pierda información importante sobre los beneficios. Informe una nueva dirección postal a su DSS local (ncdhhs.gov/localdss) o configurando una cuenta ePASS mejorada (epass.nc.gov).



Post #3: Change in Household Size

ENGLISH: Medicaid beneficiaries - Are you pregnant or has your household size changed? It's important to notify your local DSS of all household changes. Call or visit your local DSS office (ncdhhs.gov/localdss) or set up an enhanced ePASS account (epass.nc.gov).

SPANISH: Beneficiarios de Medicaid - ¿Está embarazada o ha cambiado el tamaño de su hogar? Es importante notificar a su DSS local de todos los cambios en el hogar. Llame o visite su oficina local del DSS (ncdhhs.gov/localdss) o configure una cuenta ePASS mejorada (epass.nc.gov)

MEDICAID BENEFICIARIES
Has your household size changed?
CONTACT YOUR LOCAL DSS:
ncdhhs.gov/localdss

NCDHHS

The flyer features a green header with a white footprint icon. The background image shows a smiling pregnant woman in a white top and grey cardigan, standing in a bright room. A person in a white lab coat is partially visible on the right, holding a clipboard and pen.

MEDICAID BENEFICIARIES
Has your household size changed?
CONTACT YOUR LOCAL DSS: ncdhhs.gov/localdss

NCDHHS

This flyer is identical to the one on the left, featuring the same green header, white footprint icon, and background image of a pregnant woman.

BENEFICIARIOS DE MEDICAID
¿Está ha cambiado el tamaño de su familia?
COMUNIQUESE CON SU DSS LOCAL:
ncdhhs.gov/localdss

NCDHHS

The flyer features a green header with a white footprint icon. The background image shows a smiling pregnant woman in a white top and grey cardigan, standing in a bright room. A person in a white lab coat is partially visible on the right, holding a clipboard and pen.

BENEFICIARIOS DE MEDICAID
¿Está ha cambiado el tamaño de su familia?
COMUNIQUESE CON SU DSS LOCAL:
ncdhhs.gov/localdss

NCDHHS

This flyer is identical to the one on the left, featuring the same green header, white footprint icon, and background image of a pregnant woman.

Post #4: Change in Income

ENGLISH: Medicaid beneficiaries - Do you have a new job or a change in income? It's important to notify your local DSS of these changes. Call or visit your local DSS office (ncdhhs.gov/localdss) or set up an enhanced ePASS account (epass.nc.gov).

SPANISH: Beneficiarios de Medicaid - ¿Tiene un nuevo trabajo o un cambio en sus ingresos? Es importante notificar a su DSS local de estos cambios. Llame o visite su oficina local del DSS (ncdhhs.gov/localdss) o configure una cuenta ePASS mejorada (epass.nc.gov).

MEDICAID BENEFICIARIES
Has your income changed?
CONTACT YOUR LOCAL DSS:
ncdhhs.gov/localdss

NCDHHS

This flyer features a red background on the left with a white circle containing a green dollar sign icon. The right side shows a photograph of two men in a construction office shaking hands over a desk with blueprints, a laptop, and a yellow hard hat.

MEDICAID BENEFICIARIES
¿Ha empezado un nuevo trabajo?
CONTACT YOUR LOCAL DSS: ncdhhs.gov/localdss

NCDHHS

This flyer features a red background on the left with a white circle containing a green dollar sign icon. The right side shows a photograph of two men in a construction office shaking hands over a desk with blueprints, a laptop, and a yellow hard hat.

BENEFICIARIOS DE MEDICAID
¿Ha empezado un nuevo trabajo?
COMUNIQUESE CON SU DSS LOCAL:
ncdhhs.gov/localdss

NCDHHS

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BENEFICIARIOS DE MEDICAID
¿Ha empezado un nuevo trabajo?
COMUNIQUESE CON SU DSS LOCAL:
ncdhhs.gov/localdss

NCDHHS

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Email Messages

Setting up an enhanced ePASS account

ENGLISH:

Subject Line: Don't Miss Out on Medicaid Updates

Dear NC Medicaid Beneficiary,

Please take 5 minutes now to make sure NC Medicaid can reach you with important updates about your benefits.

Did you know that you can update your address and other Medicaid information safely online using an Enhanced ePASS account—without having to call or visit your local Department of Social Services (DSS)?

ePASS is North Carolina's secure self-service website where you can apply for benefits, view case details and renew your Medicaid.

To set up an ePASS account, use a computer or mobile device (like your phone), go to epass.nc.gov and follow the steps. Check out the "[What is ePASS?](#)" fact sheet for more information.

You can also call or visit your [local DSS office](#) to update your information.

If there have been no changes to your personal information, no action is needed at this time.

Sincerely,

SPANISH:

Asunto: No se pierda actualizaciones sobre Medicaid

Estimado beneficiario de NC Medicaid:

Por favor, tome 5 minutos ahora para asegurarse de que NC Medicaid pueda comunicarse con usted para informarle actualizaciones importantes sobre sus beneficios.

¿Sabía usted que puede actualizar su dirección y otros datos de Medicaid por Internet y de manera segura utilizando una cuenta de ePASS mejorada - sin tener que llamar o visitar el Departamento de Servicios Sociales (DSS) de su localidad?

ePASS es el sitio web seguro de autoservicio de Carolina del Norte donde puede solicitar diversos beneficios, ver detalles de casos y renovar su Medicaid.

Para configurar una cuenta de ePASS mejorada, use una computadora o un dispositivo móvil (como su teléfono celular), visite epass.nc.gov y siga los pasos. Vea la hoja informativa "[¿Qué es ePASS?](#)" para más información.

Usted también puede llamar o visitar [el DSS de su localidad](#) para actualizar su información.

Si no ha habido cambios a su información personal, no es necesario realizar ninguna acción.

Atentamente,

eNewsletter Text

Setting up an enhanced ePASS account

ENGLISH:

Don't miss out on important NC Medicaid benefit updates!

Make sure your local Department of Social Services has your correct contact information.

Did you know an enhanced ePASS account lets you update your address and other information for Medicaid online? Without having to call or visit your [local Department of Social Services \(DSS\)](#)?

ePASS is North Carolina's secure self-service website where you can apply for various benefits, view case details, renew your Medicaid and update your information.

To set up an ePASS account all you need is a computer or mobile device (like your phone), go to epass.nc.gov and follow the steps. For step-by-step instructions, check out the "[What is ePASS?](#)" fact sheet.

You can also call or visit your [local DSS office](#) to update your information.

If there have been no changes to your personal information, no action is needed.

SPANISH:

¡No se pierda actualizaciones importantes sobre beneficios de NC Medicaid!

Asegúrese de que el Departamento de Servicios Sociales de su localidad tenga la información de contacto correcta.

¿Sabía usted que una cuenta de ePASS mejorada le permite actualizar su dirección y otros datos de Medicaid por Internet? ¿Sin tener que llamar o visitar [el Departamento de Servicios Sociales \(DSS\) de su localidad](#)?

ePASS es el sitio web seguro de autoservicio de Carolina del Norte donde puede solicitar diversos beneficios, ver detalles de casos, renovar su Medicaid y actualizar su información.

Para configurar una cuenta de ePASS, lo que necesita es una computadora o un dispositivo móvil (como su teléfono celular), visitar epass.nc.gov y seguir los pasos. Para instrucciones paso por paso, vea la hoja informativa "[¿Qué es ePASS?](#)".

Usted también puede llamar o visitar el [DSS de su localidad](#) para actualizar su información.

Si no ha habido cambios a su información personal, no es necesario realizar ninguna acción.

Additional Resources

Beneficiaries and partners may reference the following resources for more information.

1. For questions about Medicaid eligibility, beneficiaries can find helpful information on the [NC Medicaid Beneficiary webpage](#). Beneficiaries may also contact their [local DSS office](#) for resources and support.
2. If beneficiaries no longer qualify for Medicaid, they may qualify for health care coverage through the Health Insurance Marketplace. To learn more, go to [HealthCare.gov](https://www.healthcare.gov) or call 1-800-318-2596 (TTY: 1-855-889-4325).
3. To learn more about other affordable health care options, beneficiaries can also visit the NC Navigator Consortium at ncnavigator.net/schedule-assistance.
4. Keep up to date with the latest news by following the North Carolina Department of Health and Human Services (NCDHHS) on [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).
5. Please continue to check the NC Medicaid's COVID-19 information webpage for additional guidance and resources for Medicaid beneficiaries, providers, and partners: [medicaid.ncdhhs.gov/COVID](https://ncdhhs.gov/COVID).