



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

Tailored Plans Social Posts

Last updated 4/25/24



Social Media Copy

Are you moving to a Tailored Plan?

NC Medicaid's New Tailored Plans provide services for people with serious mental illness, severe substance use disorders, intellectual and developmental disabilities, and traumatic brain injury.

CTA: Learn More

URL: medicaid.nc.gov/tailored-plans

Hashtags: #NCMedicaid #TailoredPlan

Publishing Date (recommendation):
Friday, April 12



Social Creative (FPO)



Social Media Copy

Did you get a letter telling you that you will be in Tailored Plan?

If so, you will need to choose a primary care provider (PCP) that is in your Tailored Plan, even if you are keeping your current one. This is the doctor you see when you feel sick, need a check-up, or need management of chronic illnesses like diabetes.

CTA: Choose Now

URL: bit.ly/PCPChoicePeriod

Hashtags: #NCMedicaid #TailoredPlan

Publishing Date (recommendation):
Tuesday, April 16

Social Creative (FPO)

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Did you get a letter telling you that you will be in Tailored Plan?

If so, you will need to choose a primary care provider (PCP) that is in your Tailored Plan, even if you are keeping your current one. This is the doctor you see when you feel sick, need a check-up, or need management of chronic illnesses like diabetes.

Choose your PCP today: medicaid.nc.gov/tailored-plans

#NCMedicaid #TailoredPlan

You've **got** mail

Mid-April	A letter will be sent asking you to choose a Primary Care Provider (PCP).
May 15	Last day to pick a PCP before one is assigned. You can change this later.
Late May	You get a Welcome Packet and new member health plan ID card from your Tailored Plan.
July 1	Tailored Plans begin—start seeing providers in your Tailored Plan's network.



Visit medicaid.nc.gov/tailored-plans to learn more.



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Tailored Plans cover the same services people on NC Medicaid Direct currently get from their LME (Alliance Health, Partners Health Management, Trillium, and Vaya Health).

CTA: Learn More

URL: medicaid.nc.gov/tailored-plans

Hashtags: #NCMedicaid #TailoredPlan

Publishing Date: Wednesday, April 24



Social Creative (FPO)



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If your NC Medicaid is moving to a Tailored Plan, it will be managed by one of these four Local Management Entities (LMEs). Your LME will cover your physical, mental, severe substance use, intellectual and developmental disability or traumatic brain injury needs IN ONE PLAN.

Learn which LME runs your Tailored Plan:

CTA: Learn More

URL: medicaid.nc.gov/tailored-plans

Hashtags: #NCMedicaid #TailoredPlan

Publishing Date (recommendation):
Monday, April 29

Social Creative (FPO)



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If your NC Medicaid is moving to a Tailored Plan, it will be managed by one of these four Local Management Entities (LMEs). Your LME will cover your physical, mental, severe substance use, intellectual and developmental disability or traumatic brain injury needs IN ONE PLAN.

Learn which LME runs your Tailored Plan: medicaid.nc.gov/tailored-plans

#NCMedicaid #TailoredPlan

Who runs your Tailored Plan?



Alliance: 1-800-510-9132
Partners: 1-888-235-4673
Trillium: 1-877-685-2415
Vaya: 1-800-962-9003

Visit medicaid.nc.gov/tailored-plans to learn more.

Like Comment Share

Write a comment...

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Moving to Tailored Plans?

Here are 5 actions you can take before Tailored Plans launch on July 1. →

CTA: Learn More

URL: medicaid.nc.gov/tailored-plans

Hashtags: #NCMedicaid #TailoredPlan

Publishing Date (recommendation):
Friday, May 3

Social Creative (FPO)



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Moving to Tailored Plans?
Here are 5 actions you can take before Tailored Plans launch on July 1. →
Learn more: medicaid.nc.gov/tailored-plans #NCMedicaid #TailoredPlan

Five things you can do if your NC MEDICAID is moving to a TAILORED PLAN

-  **Update your address to receive key information**
-  **Know which Entity (LME) manages your Tailored Plan**
-  **Choose a Primary Care Provider by May 15**
-  **Check if your providers are in your Tailored Plan**
-  **Ask who your Tailored Care Manager (TCM) is**

Visit medicaid.nc.gov/tailored-plans to learn more.

4 🍌❤️ 1 share

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Is your NC Medicaid plan moving to a Tailored Plan? Call your LME and ask who your Tailored Care Manager is:

Alliance: 1-800-510-9132
Partners Health: 1-888-235-4673
Trillium: 1-877-685-2415
Vaya: 1-800-962-9003

CTA: Learn More




URL: medicaid.nc.gov/tailored-plans

Hashtags: #NCMedicaid #TailoredPlan
#TailoredCareManager

Publishing Date (recommendation):
Wednesday, May 8




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Is your NC Medicaid plan moving to a Tailored Plan? Call your LME and ask who your Tailored Care Manager is:

- Alliance: 1-800-510-9132
- Partners Health: 1-888-235-4673
- Trillium: 1-877-685-2415
- Vaya: 1-800-962-9003

...
Learn more: medicaid.nc.gov/tailored-plans
#NCMedicaid #TailoredPlan #TailoredCareManager

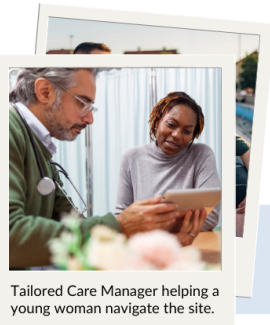
 **NC DEPARTMENT OF
HEALTH AND
HUMAN SERVICES**

What is a Tailored Care Manager?






Tailored Care Managers are part of your Tailored Plan's covered services and help you navigate the medical or specialized support you may need.

Call your Tailored Plan (LME) and ask who your Care Manager is. **You can do this now!**

Visit medicaid.nc.gov/tailored-plans to learn more.



Tailored Care Manager helping a young woman navigate the site.

 Write a comment...    

Social Media Copy

Tailored Plans are a new kind of NC Medicaid health plan.

They cover your physical health, mental health, severe substance use, I/DD, TBI, and prescriptions IN ONE PLAN.

CTA: Learn More

URL: medicaid.nc.gov/tailored-plans

Hashtags: #NCMedicaid #TailoredPlan

Publishing Date (recommendation):
Monday, May 13

Social Creative (FPO)



The image is a mockup of a Facebook post from the NC Department of Health and Human Services. The post header shows the profile picture (NCDHHS logo), the name 'NC Department of Health and Human Services' with a verified badge, and the time '1d'. The main text of the post reads: 'Tailored Plans are a new kind of NC Medicaid health plan. They cover your physical health, mental health, severe substance use, I/DD, TBI, and prescriptions IN ONE PLAN. Find out more about Tailored Plans: medicaid.nc.gov/tailored-plans'. Below the text are the hashtags '#NCMedicaid #TailoredPlan'. A dark blue banner with white text says 'All your health needs in one plan!'. Below this is the heading 'With NC Medicaid's new Tailored Plan' followed by the text 'your physical, mental, severe substance use, intellectual, and developmental disability or traumatic brain injury needs are not separate.' To the right of this text is a photo of a care manager supporting a teen. Below the photo is the caption 'Care manager supporting teen with intellectual and developmental disabilities.' At the bottom of the post is a dark blue bar with the text 'Visit medicaid.nc.gov/tailored-plans to learn more.' and the NCDHHS logo. The bottom of the mockup shows the Facebook interaction bar with 'Like', 'Comment', and 'Share' buttons, and a comment input field with the placeholder 'Write a comment...'.

NC Department of Health and Human Services

1d

Tailored Plans are a new kind of NC Medicaid health plan. They cover your physical health, mental health, severe substance use, I/DD, TBI, and prescriptions IN ONE PLAN. Find out more about Tailored Plans: medicaid.nc.gov/tailored-plans

#NCMedicaid #TailoredPlan

All your health needs in one plan!

With NC Medicaid's new Tailored Plan

your physical, mental, severe substance use, intellectual, and developmental disability or traumatic brain injury needs are not separate.

Care manager supporting teen with intellectual and developmental disabilities.

Visit medicaid.nc.gov/tailored-plans to learn more.

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Social Media Copy

Tailored Care Managers support your health goals and can help you get the services you need.

CTA: Learn More

URL: medicaid.nc.gov/tailored-plans

Hashtags: #NCMedicaid #TailoredPlan #TailoredCareManager

Publishing Date (recommendation):
Saturday, May 18

Social Creative (FPO)



NC Department of Health and Human Services · 1d · 🌐

Tailored Care Managers support your health goals and can help you get the services you need.

#NCMedicaid #TailoredPlan #TailoredCareManager

Learn more: medicaid.nc.gov/tailored-plans

Tailored Care Managers can offer support to get you the medical or specialized care you may need. They can help with:

- Find medicine and supplies
- Locate childcare
- Find resources for home repairs
- Schedule medical appointments
- Find housing options and financial help
- Support transitions out of hospital or nursing facilities
- Support with chronic health issues
- Assist with prevention programs
- Find transportation

Visit medicaid.nc.gov/tailored-plans to learn more.

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