

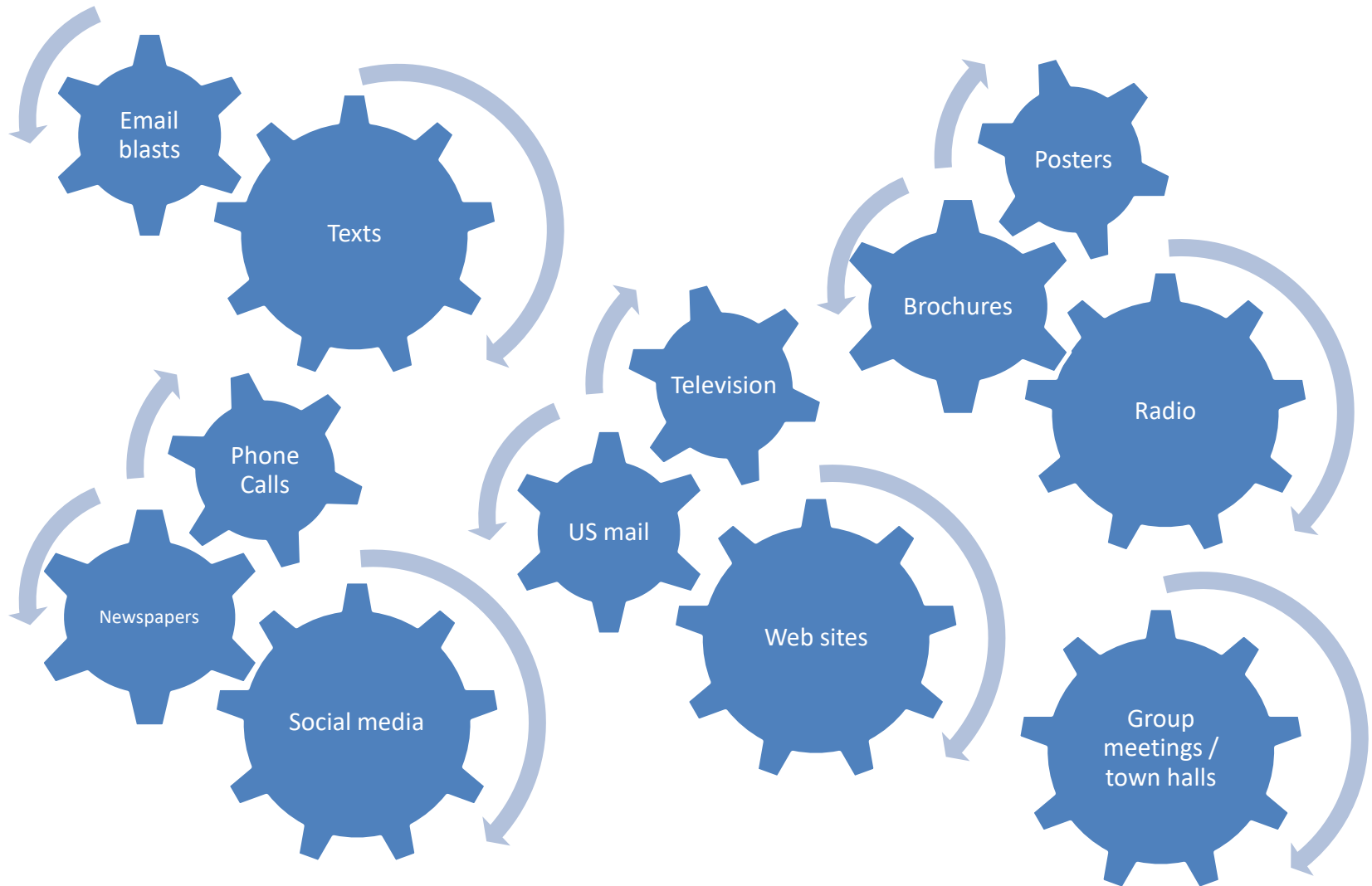
# Public Health Emergency Unwinding

- CMS will notify states 60 days prior to the end of the PHE
  - Current extension to October 13, 2022
  - Next 60-day notice deadline will be August 14, 2022
- The month after the PHE ends, normal operations for eligibility and enrollment actions will begin
- Kentucky primary goals –
  - Comply with CMS requirements
  - Prevent administrative terminations (churn)
  - Smoothly transition those eligible for other coverage such as a QHP
- Kentucky will need to address enrollment actions for the following individuals:
  - Enrolled based on self-attested information during the PHE
  - Subject to the normal 12-month renewal during the PHE
- Kentucky will notify individuals 45 days prior to renewal.

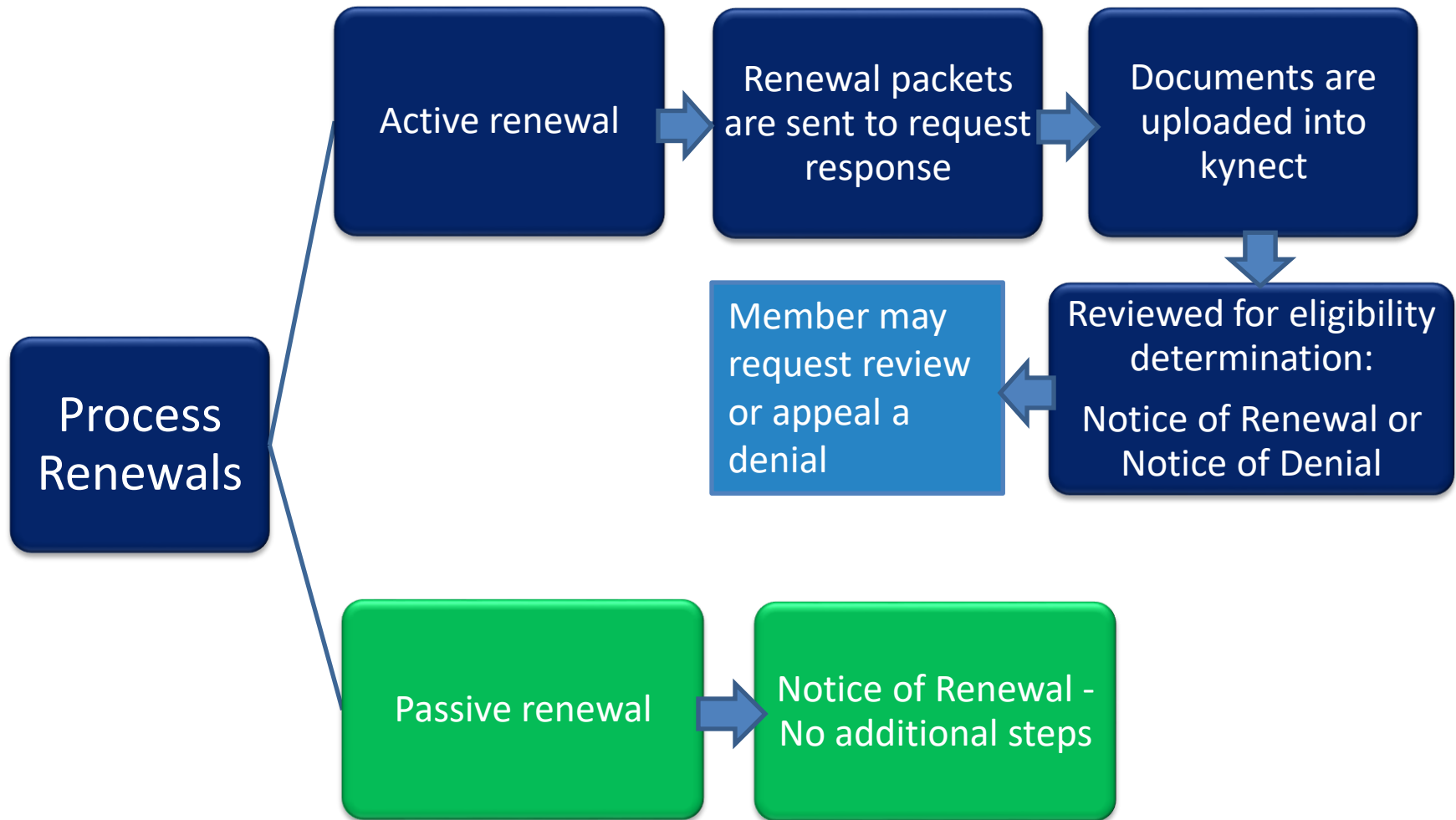
# Goal of Communications Strategy

- Collaborate with providers, MCOs, and advocacy partners in bringing awareness to impacted members about the unwinding of PHE and to assist with the Medicaid renewals and enrollment process.
- Educate Medicaid members about their existing coverage and possible eligibility changes.
- Educate the public about the PHE COVID unwinding of Medicaid regulations to help bring awareness and promote the new changes.
- Establish and maintain ongoing and transparent collaboration with partner agencies, stakeholders, and federal partners that encourages feedback and continuous improvement.
- Utilize various channels to communicate the PHE unwinding mandates

# Possible Communication Channels



# KY Medicaid Renewal Process



# High-Level Timeline for the KY Unwinding Project

**Key Date Driver:** States are to receive a 60-day notification prior to the end of the federal Public Health Emergency (PHE). The month after the PHE ends, states may begin normal operations for eligibility and enrollment actions. This slide assumes PHE end is October 13, 2022.

