Healthy Michigan Plan Waiver: Advocacy Toolkit and Guidance for FQHCs

December 1, 2015 | 2:00 pm – 3:00 pm

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Welcome to the webinar. We will begin shortly.

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Ask a Question
Healthy Michigan Plan: Past and Present
Healthy Michigan Plan History

**MARCH 23, 2010:** The Affordable Care Act (ACA) was signed into law, expanding eligibility for Medicaid.

**JUNE 28, 2012:** The Supreme Court issued a decision upholding the ACA, but in effect finding that Medicaid expansion is optional for states.

**SEPTEMBER 16, 2013:** The Healthy Michigan Plan was signed into law.

**APRIL 1, 2014:** The Healthy Michigan Plan program was launched.
Healthy Michigan Plan Today

- Healthy Michigan Plan (HMP) Eligibility:
  - Are 19-64 years of age;
  - Have income at or below 133% of the federal poverty level (FPL) under the Modified Adjusted Gross Income methodology;
  - Do not qualify for or are not enrolled in Medicare;
  - Do not qualify for or are not enrolled in other Medicaid programs;
  - Are not pregnant at the time of application; and
  - Are residents of the state of Michigan.

- HMP covers over 585,000 Michigan residents.

- For updated and county-specific enrollment data, view the Health Coverage Enrollment Report at www.m pca.net/outreach.
Healthy Michigan Plan
Second Waiver

**SEPTEMBER 1, 2015:** MDHHS submitted the second waiver application to CMS for approval.

**DECEMBER 31, 2015:** The HMP legislation says the second waiver must be approved by this date or the HMP program will automatically terminate.

**JANUARY 31, 2016:** If the second waiver is not approved, enrollees must be notified by this date that the program will end.

**APRIL 30, 2016:** Under current law, the HMP program will end on this date if the second waiver is not approved.
Healthy Michigan Plan
Second Waiver

- **If approved**, the second waiver will impact individuals whose income is between 100% and 133% of the federal poverty level (FPL). After 48 cumulative months of HMP coverage, these individuals will have to choose between two enrollment options:
  - Enroll in the Federal Health Insurance Marketplace (healthcare.gov), where they may be eligible for premium tax credits and cost sharing reductions, or
  - Remain enrolled in HMP but increase cost-sharing from up to 5% of income to up to 7% of income.
Healthy Michigan Plan
Second Waiver

- **If the second waiver is not approved by December 31, 2015**, HMP will end on April 30, 2016.
  - In this case, enrollees must be notified by January 31, 2016, that the program will end.
  - While individuals whose income is above 100% of the federal poverty level (FPL) may be eligible to receive tax credits or cost sharing reductions if they enroll in the Federal Health Insurance Marketplace (healthcare.gov), individuals whose income is below 100% FPL would not qualify for subsidies or financial assistance. Instead, these individuals—approximately 450,000 HMP beneficiaries—would fall into a “coverage gap” in the absence of HMP.

- **If the second waiver is not approved, the only option for saving HMP is for Michigan’s legislature to change the HMP law.**
Healthy Michigan Plan
Advocacy
Healthy Michigan Plan Advocacy

- **Who** should advocate and why?
  - Health Center staff
  - Health Center board members
  - Patients
Healthy Michigan Plan Advocacy

**What should you say?**

- MPCA’s HMP Advocacy Toolkit:
  - Talking Points to legislators and the media
  - Memo to Board Members (can be adapted)
  - Talking points to beneficiaries
  - Op Ed Template

**What should you ask legislators to do?**

- Keep this issue on their radar and support continuation of the HMP program.
- This portion of the advocacy campaign is focused on awareness building.
Healthy Michigan Plan Advocacy

- **When** should you advocate?
  - Now!
  - This portion of the advocacy campaign is focused on awareness building, so when CMS makes a decision in late December—likely the 30th or 31st—legislators and the media already know how important the HMP is.

- **When** will phase 2 of the HMP advocacy campaign begin?
  - We will begin a new phase of the advocacy campaign if the 2nd waiver is not approved by CMS.
  - Once we know the final status of the waiver, we will establish next steps for advocacy.
Healthy Michigan Plan Advocacy

- **Where** should you focus your efforts?
  - State legislators
  - Local and statewide media
  - Community members (everyone is a constituent of someone!)
Healthy Michigan Plan Advocacy

**Why should you advocate?**

- Loss of health care coverage for over 585,000 Michiganders.
- Decreased Medicaid revenue to Health Centers, requiring cuts to services, sites, or staff.
- Loss of jobs in Michigan.
- Negative impact on health status of low-income Michiganders due to decreased access to care.
Healthy Michigan Plan Advocacy

How should you advocate?

- Legislative visits
- Call or email your legislators
- Local media
- Social media
Healthy Michigan Plan Advocacy Toolkit
Communications

- Focus on raising awareness, proactive
  - Through December 31
    - >585,000 enrolled
    - FQHC uninsured dropped by 29.6%
    - Reinvesting in Michigan and local economy
    - Primary and preventive care

- Planning for next steps
  - Communicate a timeline following CMS decision
  - Will include a specific ask, if needed
Communication Toolkit

- Talking points
  - Health Centers
  - Beneficiaries

- Templates
  - Board Members
  - Op Ed

- HMP logos

- Social media
  - Suggested posts
  - Cover images for Facebook & Twitter
Communication Toolkit

- MPCA comments on second waiver
- Michigan Health Center Fact Sheet
- Links
  - Updated enrollment numbers
  - Social media information for Members of Congress and Legislators
Communication Toolkit

- Templates
  - Board Member memo
  - Op Ed template
    - Submit no later than December 11
Communication Toolkit

- Social media
  - Focus on general awareness, proactive
  - Facebook/Twitter cover
  - Hashtags
    - #HealthyMichiganPlan #Michigan #HMP #MiHMP
    - If promoting enrollment, consider #GetCovered
Communication Toolkit

- Facebook & Twitter Headers

*From Copper Harbor to Detroit, the Healthy Michigan Plan Covers 585,000+ Residents!*

#MiHMP
#HealthyMichiganPlan

*Providing health insurance coverage for more than 585,000 Michiganders.*

#MiHMP
#HealthyMichiganPlan
Communication Toolkit

- General images

![Healthy Michigan Plan Logo](image)

Covers 585,000+ Michiganders

Learn more about the Healthy Michigan Plan

[Image of Transformers]

I quit smoking.

I get a mammogram.
Communication Toolkit

Links

- Toolkit
- Members of Congress & State Legislators Social Media Contact Information
- Healthy Michigan Plan County Enrollment
Communication to Beneficiaries
The Current Plan

- We assume most HMP beneficiaries are not aware of the waiver
- To avoid panic and confusion, we are not encouraging mass communication to patients of a possibly negative waiver outcome
  - However, if a patient asks questions, we have prepared talking points for Health Center staff...
Talking Points for Health Centers (Beneficiary Inquiry)

I heard Healthy Michigan will be ending? Will I lose my health insurance?

It is still unclear if Healthy Michigan coverage will end. Michigan has asked the federal government to approve changes to our Healthy Michigan Plan program. If the federal government does not approve our requests, Michigan Legislators will need to make changes to the law that created Healthy Michigan.

If the law needs to be changed, <insert Health Center> will help you contact your state representatives to voice your support for keeping Healthy Michigan. If enough people make their voices heard, legislators will be more likely to keep the program going. Many legislators are not in favor of Healthy Michigan, but they don’t realize the impact it is having on the residents in their districts. It will be important for you to tell your representative how Healthy Michigan has helped you and your family.

If the government doesn’t change the law, will Healthy Michigan go away?

Yes. If our state government does not change the law, Healthy Michigan plan will no longer be available. It may not come to that if our changes are approved by the federal government. We are optimistic our changes will be approved.

If the changes are not approved and the law doesn’t change, when will my coverage end?

Healthy Michigan would continue until April 30, 2016. <insert Health Center> is committed to making sure you are aware of changes that will affect your health insurance coverage, and we will help you explore your coverage options should Healthy Michigan no longer be available.

• Talking points do not include a specific “ask”
• Example language to explain the HMP Waiver
Next Steps

- Waiver approved:

- Waiver is not approved:
  - MPCA will share revised talking points and strategies for communicating with HMP beneficiaries
  - In the meantime…
Collect Stories!

- While we wait for a decision, Health Centers can collect patient stories for future use.
- MPCA has created a template consent form to use when creating a storybank at your Health Center (included in the Advocacy Toolkit).

Before you collect stories:
- Begin with the end in mind
- Designate a storybank coordinator
- Centralize your stories
- Decide on storage solution
Tips for Storybanking

- **Before you make the request:**
  - Be sensitive—these are extremely personal stories
  - Most consumers are not media experts—this is a big deal to them!
  - Consumers should see this as an opportunity to share, not an obligation

- **After you make the request:**
  - Explain your ask
  - Empower the consumer
  - Get consent
  - Explain follow-up process
Storybanking Resources

- **Storybanking**, Heather Bates, **Families USA** (presentation from the MPCA Outreach & Enrollment October 2015 Training). Additional Families USA training materials:
  - **Cutting through the Noise: The Importance of Story Banking**
  - **The Basics of Gathering Stories: Step by Step Guide**
  - **Sharing Across the States: Strategies for Story Banking**
  - **Sharing Across the States: Strategies for Engaging Young Adults**

- **Story Banking Tip Sheet** | **Spitfire Strategies**
- **Story Banking Tracking Log**
Questions?

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