



Medicaid Renewal Toolkit

BACKGROUND:

Louisiana Medicaid provides health insurance coverage to just over two million individuals throughout the state. Due to the continuous coverage requirement of the Families First Coronavirus Response Act, Medicaid did not end coverage for most members during the federal COVID-19 Public Health Emergency (PHE).

This continuous coverage requirement ended on April 1, 2023, and Louisiana Medicaid restarted renewals. For approximately half of Louisiana Medicaid members, eligibility redeterminations require action from the member. Medicaid will send a letter requesting additional information from the member so we can properly redetermine their eligibility. Members who have elected to use the self-service portal and receive email communication will receive an email.

KEY MESSAGES FOR MEDICAID MEMBERS:

1. Medicaid eligibility reviews have restarted.
2. Make sure Medicaid has your current contact information, including your mailing address, phone number, cell phone number and email address, so you receive important information about your health insurance coverage.
3. Check your mail and if you get a letter from Louisiana Medicaid, read the letter and follow the instructions in the letter. The letter will almost always require you to send Medicaid documentation or information.
4. If you do not provide the information requested you could lose your health insurance coverage even if you are still eligible.
5. Members can visit **Healthy.la.gov** to learn how to update their contact information.

HELPFUL ASSETS:

Medicaid has revised a number of assets to include revised art and messaging. Both the original unwind assets and the newer assets that incorporate the “Keep Your Coverage” art are still usable. If you are printing new materials, we encourage you to use the Keep Your Coverage materials, which will mirror the latest radio, tv and digital advertising.

Keep Your Coverage (new) Assets:

- **Keep Your Coverage Mark:** Download [here](#)
- **Keep Your Coverage Flyers in Arabic, English, Spanish and Vietnamese:** Download [here](#)

- **Keep Your Coverage Rack Cards in Arabic, English, Spanish and Vietnamese:** Download [here](#)
- **Keep Your Coverage Banners in English:** Download [here](#)
- **Keep Your Coverage Yard Sign in English:** Download [here](#)
- **Keep Your Coverage Sticker:** Download [here](#)

Original Unwind Assets:

- **Medicaid Unwind Flyers in Arabic, English, Spanish and Vietnamese:** Download [here](#)
- **Medicaid Unwind Posters in English, Spanish and Vietnamese and both English and Spanish:** Download [here](#)
- **Medicaid Unwind Push Cards in Arabic, English, Spanish and Vietnamese:** Download [here](#)
- **Medicaid Unwind Fact Sheet:** Download [here](#)
- **Medicaid Youtube Videos in English and Spanish:** View [here](#)
- **Medicaid Unwind Billboards:** Download [here](#)
 - These can be used for banners, social media graphics, web graphics, etc.
 - If you need additional materials, contact Damiane Ricks at damiane.ricks@la.gov.
- **Medicaid Unwind Contact Information Forms in Arabic, English, Spanish and Vietnamese:** Download [here](#)

SUGGESTED SOCIAL MEDIA CONTENT:

Social Media Channel	Caption	Image
	Make sure Louisiana Medicaid has your current contact info so you receive important information about keeping your health insurance coverage! Visit Healthy.la.gov to learn how to update your contact info. LEARN MORE: https://www.youtube.com/watch?v=WXje6VS1kNw	

	#Medicaid renewals are returning! Be sure to update your mailing address, phone number, cell phone number and email address TODAY so you receive your renewal letter. You can update your contact info by logging on to Healthy.la.gov	
	ATTENTION #Medicaid members: Renewals, which were paused during #COVID19, are coming back! To get ready, make sure we know where to send your #Medicaid renewal letter! Log on to Healthy.la.gov to update your mailing address, phone number, cell phone number and email.	
	Do you have #Medicaid coverage? If so, then listen up! Renewals are returning. Make sure your contact info is up to date to receive important letters regarding coverage. Members who don't respond to renewal letters or requests for information risk losing their coverage, even if they are eligible. To update your mailing address, phone number, cell phone number and email log on to Healthy.la.gov	

SUGGESTED SOCIAL MEDIA CONTENT IN SPANISH:

Social Media Channel	Caption	Image
	¡Regresan las renovaciones de #Medicaid! Asegúrese de actualizar su dirección, teléfono, teléfono celular y correo electrónico HOY para que reciba su carta de renovación. Puede actualizar su información de contacto iniciando sesión en Healthy.la.gov	
	ATENCIÓN miembros de #Medicaid: Las renovaciones que se pausaron durante el #COVID19, están de regreso. Para estar listo, asegúrese de que sepamos a dónde enviar su carta de renovación de #Medicaid Inicie sesión en Healthy.la.gov para actualizar su dirección, teléfono, teléfono celular y correo electrónico.	
	¿Tiene cobertura de #Medicaid? Si es así, preste atención. Las renovaciones regresan. Asegúrese de que su información de contacto está actualizada para recibir cartas importantes sobre la cobertura. Los miembros que no respondan a las cartas de renovación o solicitudes de información se arriesgan a perder su cobertura, incluso si son elegibles. Para actualizar su dirección, teléfono, teléfono celular y correo electrónico, inicie sesión en Healthy.la.gov	

SUGGESTED SOCIAL MEDIA CONTENT IN VIETNAMESE:

Social Media Channel	Caption	Image
	Hoạt động gia hạn #Medicaid đang quay trở lại! Hãy cập nhật địa chỉ nhận thư, số điện thoại cố định, số điện thoại di động và email NGAY HÔM NAY để nhận thư gia hạn. Bạn có thể cập nhật thông tin liên hệ của mình bằng cách đăng nhập vào Healthy.la.gov	
	Các thành viên #Medicaid LƯU Ý: Hoạt động gia hạn đã bị tạm dừng trong thời gian #COVID19 sẽ quay trở lại! Để chuẩn bị sẵn sàng, vui lòng cập nhật thông tin để chúng tôi gửi thư gia hạn #Medicaid cho bạn! Hãy đăng nhập vào Healthy.la.gov để cập nhật địa chỉ nhận thư, số điện thoại cố định, số điện thoại di động và email của bạn.	