Communications
Cover Virginia Website

Before March 1, this was the Cover Virginia website.
Cover Virginia Website Redesign

Allows you to view on a computer, tablet or phone without any loss of readability.
Cover Virginia Website Redesign

Easier to navigate – layout adjusts to the device.
As of May 28, more than 46,500 subscribers have signed up through the overlays on the coverva.org and DMAS websites to receive updates about Expansion and other DMAS initiatives.
Cover Virginia Website Content Changes

Medicaid Member Advisory Committee

The Department of Medical Assistance Services (DMAS) wants to hear from Medicaid members. DMAS is pleased to announce that we have established the Medicaid Member Advisory Committee. This committee, made up entirely of Medicaid members, will provide advice and recommendations to the Director of DMAS on matters concerning Medicaid services and programs in Virginia.

If you are a member of Medicaid in Virginia, or an authorized representative of a member, DMAS invites you to send us some brief information about yourself for consideration for membership on the committee. Your voice is important to help DMAS to continue to update programs and services that will increasingly meet your needs.

While DMAS has selected committee members for the current term, we are beginning to recruit members for the 2020 term. For more information about this advisory committee, as well as to submit an application for membership, please visit https://www.dmas.virginia.gov/#/memberAdvisory.

Or, you may email DMAS at mac@dmas.virginia.gov with any questions that you might have.

Thank you.

Help in any Language

ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call 1-888-242-8282 (TDD: 1-888-221-1590).

Right and Responsibilities

You have the right to...

- File an application for assistance.
- Receive written information about specific eligibility policies.
- Have a decision made promptly (within the limits set by state and federal rules).
- Receive a written notice of the decision.
- Have your personal and health information kept private.
- Receive advance notice of actions that end or reduce your coverage.
- Appeal any action, such as:
  - any decision denying, terminating or reducing Medicaid eligibility;
  - any unreasonable period of time taken to decide if you are eligible;
  - any decision denying, terminating or reducing Medicaid-covered medical services.

You have the responsibility to...

- Complete the application and renewal forms accurately and truthfully to the best of your knowledge. False and untrue information may be subject to penalties under federal law.
- Supply requested information, or inform your eligibility worker about any problems you may have in getting the necessary information.
- Inform your eligibility worker of any other medical insurance that may cover some of your bills.
- Immediately report changes in your circumstances such as:
Focus groups with uninsured adults in rural, suburban and urban communities in Virginia offered key findings:

- Cost has been the main barrier to coverage as well as working in jobs or for employers that do not offer coverage.

- Most have been putting off getting health care services, paying out of pocket at a clinic when sick, or going to ERs when they become seriously ill.

- The new adult population has a strong interest in enrolling in Medicaid and almost all say they will apply.

- Most are unaware that Virginia will expand Medicaid.

- Many fear “rejection” if they apply, as they have been unsuccessful in the past.
New Adult Health Coverage Outreach

• “Who’s Covering You?” campaign included: radio (Spanish and English), digital, newspaper and out of home (gas toppers, bus kings and billboards).

• Ads ran between November 12 and January 31.

• Digital ads generated 49,100 website visits to coverva.org.

• Social media outreach generated 156,200 engagements.
Expansion Outreach

You know how to take care of business. Who's taking care of you?

The rules around Medicaid have changed. More Virginians now qualify for low-cost or no-cost health insurance.

You look out for them. Who's looking out for you?

You focus on doing the job right. Who's focused on you?

The rules around Medicaid have changed. More Virginians now qualify for low-cost or no-cost health insurance.

Who can enroll?
- Virginia residents ages 19-64
- Not already enrolled in Medicaid
- Not eligible for Medicare
- Household income must be:
  - Below $16,734 for an individual
  - Below $34,638 for a family of four

For more information about the new coverage, visit CoverVA.org or call 1-855-242-8282

Text COVERAGE to 268782 to sign up for updates

CoverVA.org
Other Outreach and Communications
Strategic Communications
A comprehensive strategic communications plan drives stakeholder engagement

KEY STAKEHOLDER ENGAGEMENT ACTIVITIES

Cover VA Countdown: 100 Days to Coverage
Preparing advocate groups through an interactive strategy session led by national communications experts

“Medicaid Expansion: What Providers Need to Know”
Engage with providers on access through a series of 10 provider outreach events in regions across Virginia

State Agency Workshops, Live Webinars, and Fall Advertising Campaign
Supporting intensive, continuing outreach to state agencies, newly eligible adults, and other stakeholders

Visit www.coverva.org to access advocate resources, information on provider outreach events, a recorded webinar, and more!
Cover Virginia Social Media

FAMIS and Cover Virginia Facebook pages at:
www.facebook.com/FAMISprograms
www.facebook.com/coverva

Cover Virginia Twitter account - @coverva

Please like us!

And follow us
Questions?