

## Toolkit

**About the campaign:** 1 in 10 Montanans have lost Medicaid or Healthy Montana Kids coverage since April 2023 and Cover Montana wants to make sure they don't stay uninsured. This toolkit serves as a guide for organizations, community leaders, and Cover Montana partners to get involved in the Get Covered Again campaign and make sure that Montana communities Get Covered Again.



Many who lost coverage still qualify and need to re-enroll in Medicaid or Healthy Montana Kids. Those who are over income eligibility for Medicaid or Healthy Montana Kids have access to a special enrollment period through November 30, 2024 to enroll in a Marketplace plan at [Healthcare.gov](https://Healthcare.gov).

**Timeframe:** The special enrollment period for those who lost Medicaid ends November 30, 2024. Folks who still qualify for Medicaid can re-enroll anytime.

## How you can help: Screen, Enroll, Refer

**Screen:** Help identify those who have lost Medicaid and Healthy Montana Kids. Your patients/clients/community already know and trust you, we hope that you can use your existing relationships to help screen folks who have lost coverage.

**Here are a few ways that you can help screen:**

- Train your client/patient facing staff to ask, “Have you lost Medicaid or Healthy Montana Kids in the past year? If so, we can help get you connected to someone who can help you understand your health insurance coverage options.”
  - TIP: Remind folks that the work of Cover Montana is always free, unbiased, and they can decide not to enroll if they can't afford the coverage.
- Share Get Covered Again resources with your patients/clients/community.
  - [Half Page Flier](#)
  - [Poster](#)
  - Social Media - Share information about coverage options on social media, see social media section below.
- Add screening information to a phone message at your organization, see below.

## Enroll: Help your patients/clients re-apply for Medicaid

This is an all hands on deck moment to get our communities re-enrolled in health insurance coverage - and we need your help!

### Here are ways to help ensure we can re-enroll everyone who lost coverage:

- Train your staff or volunteers to help with basic Medicaid applications.  
You don't have to be certified to help someone fill out a Medicaid application and Cover Montana has free and understandable training available. The more we can re-enroll folks in the organizations and spaces they already know and trust, the more successful we'll be.
  - Cover Montana has a 1.5 hour webinar that covers everything you need to know about non-asset-based Medicaid programs like Medicaid expansion, Healthy Montana Kids, and Medicaid for folks who are pregnant. It reviews eligibility, the application process, and walks participants through using the [apply.mt.gov](https://apply.mt.gov) website to help folks submit Medicaid and Healthy Montana Kids applications.
  - Learn more and [sign up](#) for a Medicaid application training hosted by Cover Montana.
- If you don't have the capacity to train a staff person or a volunteer, then we need your referrals - see below!

## Refer: Connect those who have lost coverage with someone who can help them enroll in coverage through Medicaid, HMK, or the Marketplace.

We want to make sure that referrals are clear and effective so folks don't fall through the cracks.

### Here are ways that you can help refer:

- If the person already has a relationship with an enrollment assister at a health center or hospital, refer them to that local person. You can find enrollment assisters, in addition to Cover Montana Navigators, on [Find Local Help](#) on the Cover Montana website.
- Refer your patient/client to Cover Montana. Here are a few ways to connect them:
  - Help them search on Find Local Help and sign them up for an enrollment appointment. This is the most efficient way so if you can, please help sign them up for an appointment. See below for details on how to sign up.
  - Have them call the Cover Montana Helpline: 844-682-6837. Our Helpline is open from 8am - 6pm MST. If they don't get through, leave a message and we'll usually get back to them within 24 hours.

- Give them their closest Cover Montana Navigator’s contact info.

**Free, confidential, local help.**

Missoula & Western (406) 438-3410	Helena & Southwest (406) 461-6991	Billings & Southeast (406) 591-9139
Kalispell & Northwest (406) 471-7049	Browning & Central (406) 845-2376	Miles City & Eastern (406) 853-5753

**Visit [covermt.org](http://covermt.org) or call (844) 682-6837.**

### How to Schedule an appointment with a Navigator

1. You can schedule an appointment with Cover Montana Navigators at Find Local Help – Cover Montana ([covermt.org](http://covermt.org))

2. Enter your zip code, a distance that you are able to travel, and your language preference. You can select to view only virtual appointments (telephone or Zoom), in-person assistance, or all of the above. Click the “search for help” button.

This search will pull up all available schedules that match your search criteria. You can view available appointments for any of these schedules and can schedule a virtual appointment with any available Navigator, regardless of location.

3. To schedule with a Navigator, select the 'Schedule Online' button next to your preferred time.

4. Fill in your name, contact information, preferred meeting type, and uncheck the box to receive emails from Young Invincibles. An email address is not required to schedule, but a return phone number is. You will receive confirmation of the appointment from Get Covered Connector by email or text message.

## Distribute Materials

### Printable Materials

Link	Use Case(s)	Size
<a href="#">Half Page Flier</a>	<ul style="list-style-type: none"> <li>- prescription bags</li> <li>- letters mailed to patients/clients</li> <li>- insert into food boxes at a food bank</li> </ul>	5x7”

	<ul style="list-style-type: none"> <li>- share at outreach events</li> <li>- use at the front desk/reception</li> </ul>	
<a href="#">Poster</a>	Use is: waiting rooms, exam rooms, bathroom stalls, outreach events, and more.	11x17"

## Social Media

### Sample Social Media Posts

Sample Message	Link	Sample Image
<p>Lost Medicaid coverage? Don't worry, we're here to help! Learn about alternative health care options and enrollment assistance available through #GetCoveredAgain campaign.</p>	<p><a href="#">Get Covered Again</a></p>	
<p>GET COVERED AGAIN! 🚩</p> <p>Over the last year, Montana Medicaid went through an unwinding process. If you lost your Medicaid or HMK coverage during that process, you can still enroll in health insurance and we can help!</p>	<p><a href="#">Get Covered Again</a></p>	
<p>In the last year, more than 125,000 people lost their Medicaid and Healthy Montana Kids health coverage during the unwinding process. If you were one of them, you have options.</p>	<p><a href="#">Get Covered Again</a></p>	

It's not too late to give you and your family peace of mind, knowing that you have insurance to cover things like checkups, colds, and serious illnesses or injuries. Learn how to get covered again

[Get Covered Again](#)



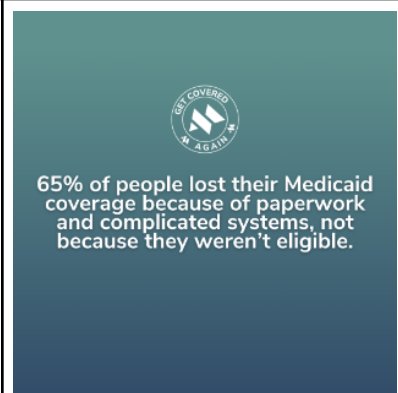
Are you, a friend, or a family member one of the 125,000 Montanans who lost their Medicaid this past year? It's time to #GetCoveredAgain!

[Get Covered Again](#)



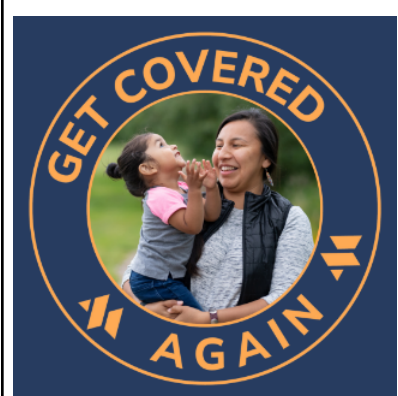
If you lost your Montana Medicaid coverage, you may still qualify. We can help you with the paperwork to make sure everything is submitted correctly. Find local help today:

[Get Covered Again](#)



Most people lost their Medicaid coverage because of paperwork and complicated processes – not because they did something wrong. Luckily, we can do something about it now. If you lost coverage during Medicaid unwinding last year, you can re-enroll in Montana Medicaid or enroll through the marketplace.

[Get Covered Again](#)



## Phone Outreach

### Direct Outreach to Clients, Patients, or Community

Hello, my name is [Your Name] and I'm calling on behalf of [Organization Name] in [Town/City Name]. We're reaching out to residents in the neighborhood because over 1 in 10 Montanans have lost health coverage recently. We want to ensure that you or anyone you know who may have lost coverage has the resources and information needed to find assistance or get their questions answered to get covered again.

To better assist you, may I ask if you or someone you know has lost Medicaid or Healthy Montana kids recently?

Would you be willing to share this information with someone you know who might benefit from it?

Would you like us to schedule an appointment with a certified Navigator who can help you understand your health insurance coverage options?

Thank you for your time, and we appreciate your assistance in ensuring everyone in our community gets connected with coverage.

### Sample SMS (Text) Scripts

Hi, my name is [first name] - I'm a [title] with [organization] in [town]. We are partnering with Cover MT to help people understand their options for health coverage. 1 in 10 Montanans have recently lost coverage. We want you to know there are options for health insurance coverage and free enrollment help is available. If you are interested in discussing options for health coverage, please contact me [instructions to contact]. Have a good day!

Hi, my name is [first name] - I'm a [title] with [organization] in [town]. We are partnering with Cover MT to help people understand their options for health insurance coverage. Over 125k people have lost coverage in MT. We want you to know there are options for coverage and free enrollment help is available. If you are interested in discussing options for health coverage, schedule an appointment at [covermt.org/findlocalhelp](https://covermt.org/findlocalhelp)

## Sample Message to Clients, Patients, or Community

I hope this message finds you in good health. My name is [your name], and I'm a [title] with [organization] in [town], [insert brief description of your organization]. We are partnering with Cover Montana to help people who have recently lost Medicaid or Healthy Montana Kids transition to other coverage or reapply.

### **1 in 10 Montanans have lost health insurance, but it's not too late to get covered!**

If you have lost Medicaid coverage because of income changes or missing a deadline to return reauthorization documents, you may still be able to apply for coverage through November, 2024. I am reaching out to make sure that you are aware of the special enrollment period and that Cover Montana is here to offer you assistance in finding affordable coverage.

Here's more information about your coverage options and how to find assistance:

#### **Marketplace Plans**

Most individuals who are no longer eligible for Medicaid can enroll in coverage through the Health Insurance Marketplace at [healthcare.gov](https://www.healthcare.gov). This allows you to apply for health insurance, explore various plans, and check if you qualify for tax credits to make coverage more affordable. You can also use this calculator tool to see what savings you may qualify for by visiting <https://www.healthcare.gov/see-plans>

Plans offered on Montana's Marketplace are provided by Blue Cross Blue Shield of Montana, Mountain Health COOP, and PacificSource Health Plans. Many Montana families qualify for tax credits making coverage more affordable.

#### **Employer Coverage**

Coverage through an employer is another option to consider. Many individuals are offered employer-sponsored coverage and will be transitioning to that when Medicaid coverage ends. Find a helpful resource about transitioning from Medicaid to an employer plan at this website:

<https://www.healthreformbeyondthebasics.org/wp-content/uploads/2023/04/FAQ-Transitioning-Medicaid-to-ESI.pdf>.

**Cover Montana**

Navigators are trained experts in health coverage options in Montana and are here to assist you confidentially and free of charge. If you'd like to explore your options, you can schedule an appointment online at [covermt.org/find-local-help](https://covermt.org/find-local-help) or call (844) 682-6837.

## Organizational Announcements

### Sample Email Announcement

Dear [Organization/team/all staff],

I am writing to inform you about an important update regarding health care coverage that impacts the people who we work with.

As you may be aware, more than 1 in 10 Montanans have lost Medicaid coverage since April of 2023. Many of those folks may still qualify for Medicaid and need to re-enroll. For folks who are over income eligibility for Medicaid, they may qualify for a health insurance plan through Healthcare.gov. It is not too late for those who lost Medicaid to get covered again.

There is an extended special enrollment period through November 2024 for individuals who need to re-enroll in Medicaid or transition to marketplace coverage. This extended period is outside of the norm and provides a crucial opportunity for those affected to ensure they have access to the health care coverage they need.

It's essential for all of us to be aware of this extended enrollment period and to communicate this information not only to our patients, clients, and constituents but also to people in our personal lives. Many individuals may not even realize they've lost Medicaid coverage until they attempt to pick up a prescription or schedule an appointment. By being informed, we can help screen, refer, and enroll individuals to ensure everyone gets the coverage they need. Please find below important links to resources and tools that can assist in this process:

[Get Covered Again Campaign](#) - [Cover Montana](#) - [Schedule an appointment with a Navigator](#)

I urge each of you to familiarize yourselves with this information and to share it widely within your networks. By working together to spread awareness, we can make a meaningful difference in ensuring that everyone has access to essential health care coverage.

Thank you for your attention to this matter, and please don't hesitate to reach out if you have any questions or need further assistance.



## Additional Support

### Monthly Webinars

Don't miss Cover Montana's monthly webinar, where we will provide updates on the campaign and discuss important topics related to health coverage in Montana. Sign up to attend!

[Registration: Cover MT Monthly Webinar \(Zoom\)](#)

### Cover Montana Newsletter

Stay up-to-date with the latest news and developments by subscribing to our monthly Cover Montana newsletter. This newsletter covers everything related to health coverage in Montana and highlights the impact of the Get Covered Again campaign.

[Sign Up: Cover MT Newsletter](#)

### Office Hours Sign-Up

We are offering dedicated office hours for partners to address any questions or concerns you may have about complex coverage cases. You are not required to attend, however it can be helpful to have this monthly meeting on your calendar in the event that you need support with a challenging case or process.

[Registration: Office Hours Meeting \(Zoom\)](#)

### Strategic Advising & Thought Partnership

If you want additional support or guidance on how to effectively engage in the campaign, please reach out to our team for strategic advising. We are here to help you make a meaningful impact!

*Schedule a meeting with Rachel [here](#), or email them at [rpauli@mtpca.org](mailto:rpauli@mtpca.org) to connect.*

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