



## Unwinding Facts

During the federal public health emergency (PHE), the federal government temporarily paused required annual renewals for Medicaid coverage resulting in TennCare membership increasing by more than 25%. With the ending of the PHE, previous Medicaid eligibility laws and rules are now in effect and required TennCare renewals have resumed.

TennCare has worked to increase member awareness of renewals for the last year using a multi-tiered approach, which includes engaging community leaders, creating a media campaign, and direct member targeting. **Renewing TennCare coverage has never been easier.** Members can renew coverage over the phone, online, by mail, fax, or at any local DHS county office. We continue to encourage members to open and respond to all mail from TennCare. Children may still qualify for TennCare or CoverKids even if a parent's income changes. People can also apply for TennCare at any time through <https://tenncareconnect.tn.gov/> or by calling 855-259-0701.

## Stakeholders

- Beginning in 2022, TennCare began outreach efforts to stakeholders informing them about the upcoming renewal process. TennCare published an online toolkit for partners with all information partners will need regarding the unwinding. The toolkit can be found [here](#) on TennCare's website and includes reusable online content, sample emails, texts and letters, FAQs for providers and members, flyers, and much more.
- TennCare is also giving providers access to member renewal dates through the online verification system and is encouraging providers to notify patients of their renewal dates as they make appointments.

## Member Notification

- Throughout the renewal process, TennCare and its MCOs are engaging with members through multiple notification methods. In addition to regular mail notifications, TennCare will send reminders to members via text, email, app push notifications and phone calls, depending on whether an email address and/or phone number have been provided by the member.

## TriStar Campaign

- In late 2022, TennCare mailed members a "TriStar Letter" and implemented a corresponding public communication campaign reminding members to update their address and any demographic information and to create an online, self-service account at TennCare Connect. TennCare processed all returned mail from the TriStar Letter in an attempt to gather updated addresses for members. Through this process, TennCare updated more than 85,000 addresses.

## **Outreach Contract**

- TennCare contracted with Rural Health Association of Tennessee to provide additional outreach to members subject to renewal during the unwinding period, including in-person help.

## **Media**

- In addition to more grassroots outreach, TennCare has focused on informing the media of the importance of TennCare renewals. In the last 9 months, there have been over 200 news stories in print, online, broadcast, and radio that mention TennCare renewals. The media coverage has reached audiences from Johnson City to Memphis.
- TennCare began a digital advertising campaign in March 2023.

## **Ex Parte**

- TennCare has made many improvements to its ex parte renewal process over the last three years to increase the chances of reapproval for individuals who continue to meet eligibility requirements.
- For April, thousands of members who were due for renewal were approved without having to fill out any additional paperwork due to the improved ex parte process and the additional flexibilities granted by CMS.

## **Pre-Renewal Notice**

- For members who cannot be reapproved through the ex parte process, TennCare will mail a pre-renewal notice before generating the case-based, pre-populated renewal packet. This notice will be mailed about a week before the renewal packet and will alert the member to watch for the renewal packet and to reach out to TennCare if it is not received within the next week.

## **90-Day Reconsideration Period**

- A person who fails to return a renewal packet and is deemed ineligible can return the renewal packet within 90 days of losing coverage and will have coverage reinstated if still eligible.

## **Reenrollment**

- Anyone removed from the TennCare program can immediately reapply. There is no waiting period. If deemed eligible, coverage will be retroactive to the date of application and if the applicant is a child or pregnant woman, coverage can begin up to 90 days prior to the application date.