

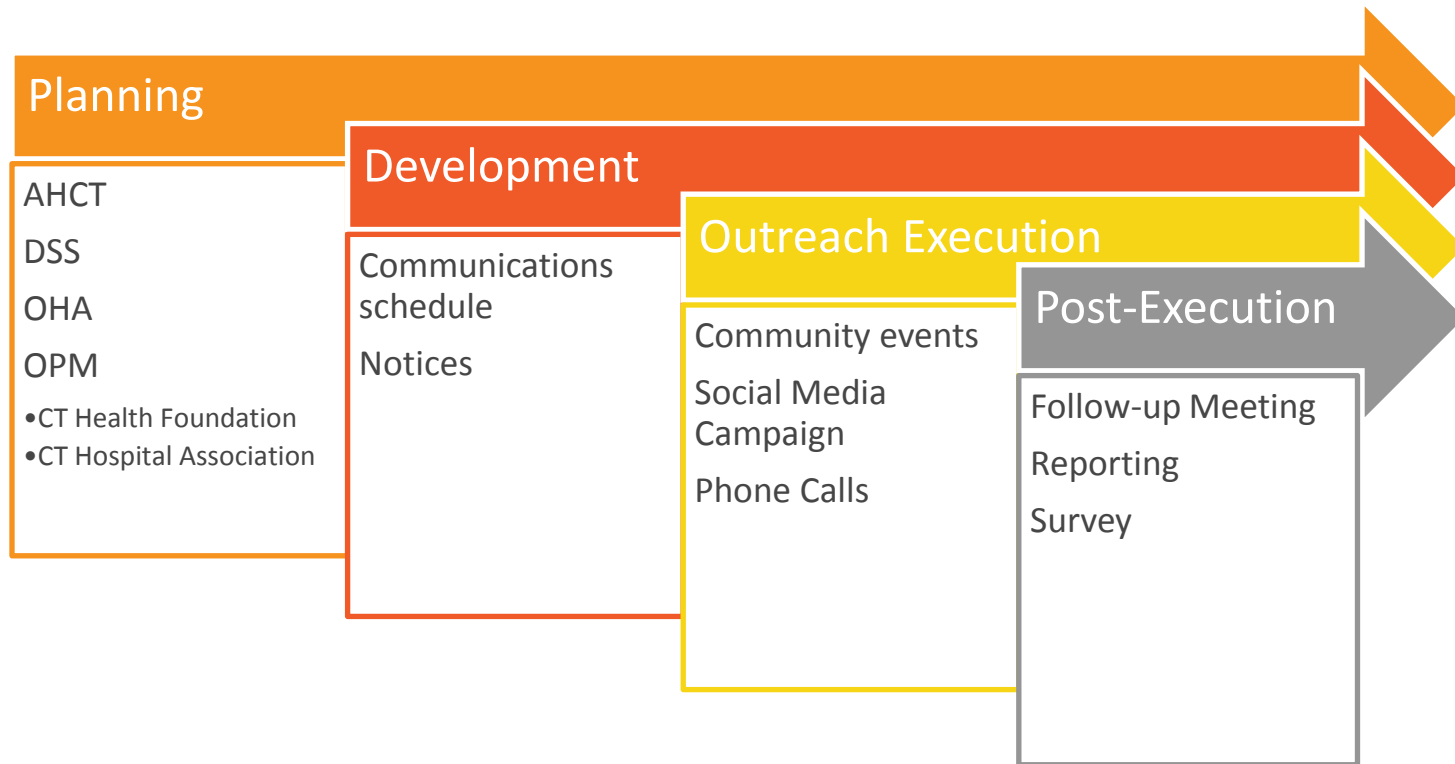
HUSKY A Transition

February 26, 2016

Background

- Effective **August 1, 2015**.
- Reduces the HUSKY A Income Limit for Parents and Caretaker Relatives **from 196% of the Federal Poverty Level (FPL) to 150% FPL**.
- Income limit for children **remains at 196% FPL**.
- **17,688** parents in households with earnings qualify for Transitional Medical Assistance (TMA) for 12 months.
- TMA coverage period is **8/1/2015 - 7/31/2016**.

Project Plan - Phases



Communications Strategy

- **Poster**
 - Doctors offices
 - Pharmacies
- **Postcard**
 - Direct Mail
- **Notices**
 - 60-day Redetermination
 - 30-day Termination
 - English and Spanish



Outreach Plan

- **Events**

- Town Hall Meetings
- Enrollment Fairs
 - Top cities

- **Electronic**

- Social Media
- Email Blasts
- Website banner

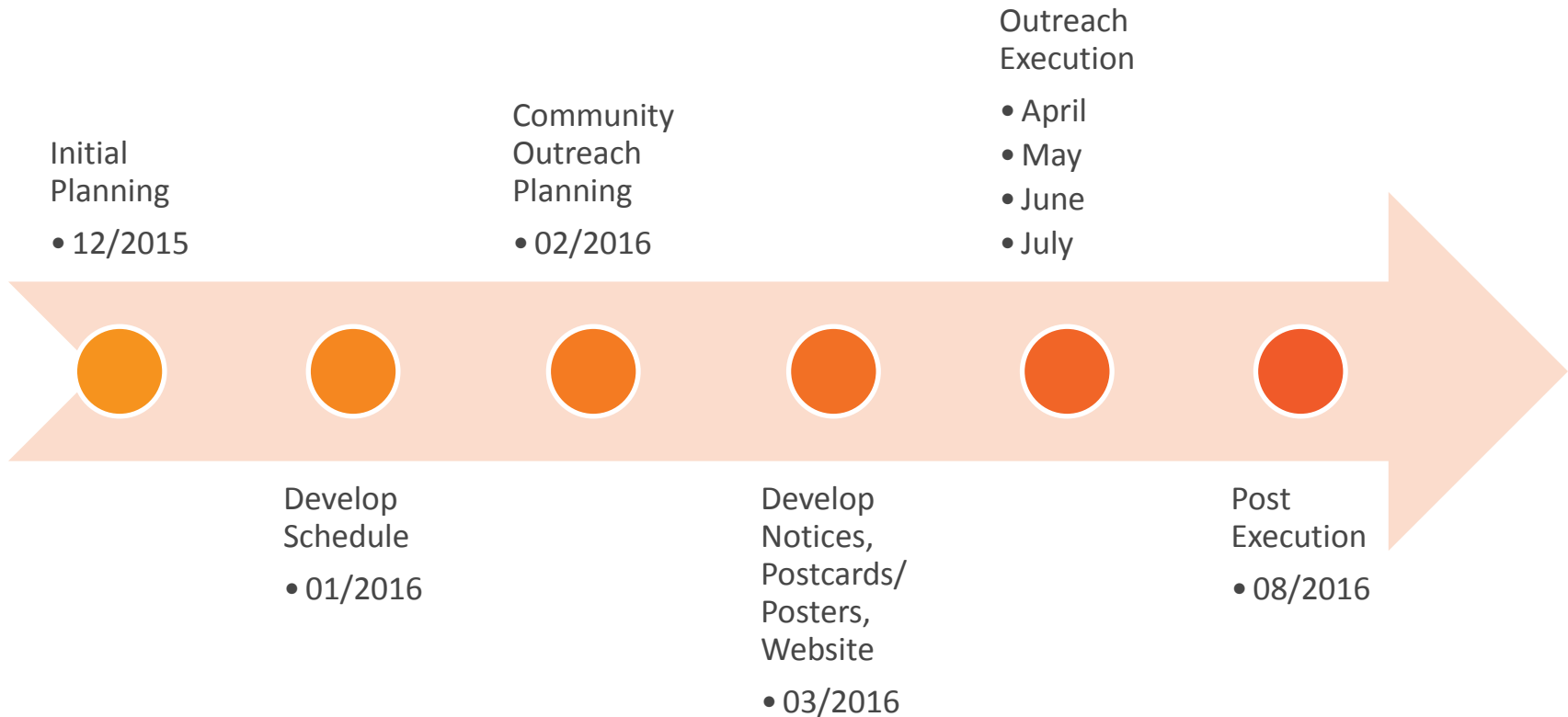


Outreach Plan (Continued...)

- **White Glove Service**
 - Robo Calls
 - Live Outbound Calls
 - Targeted Scripts



Timeline



Questions

