



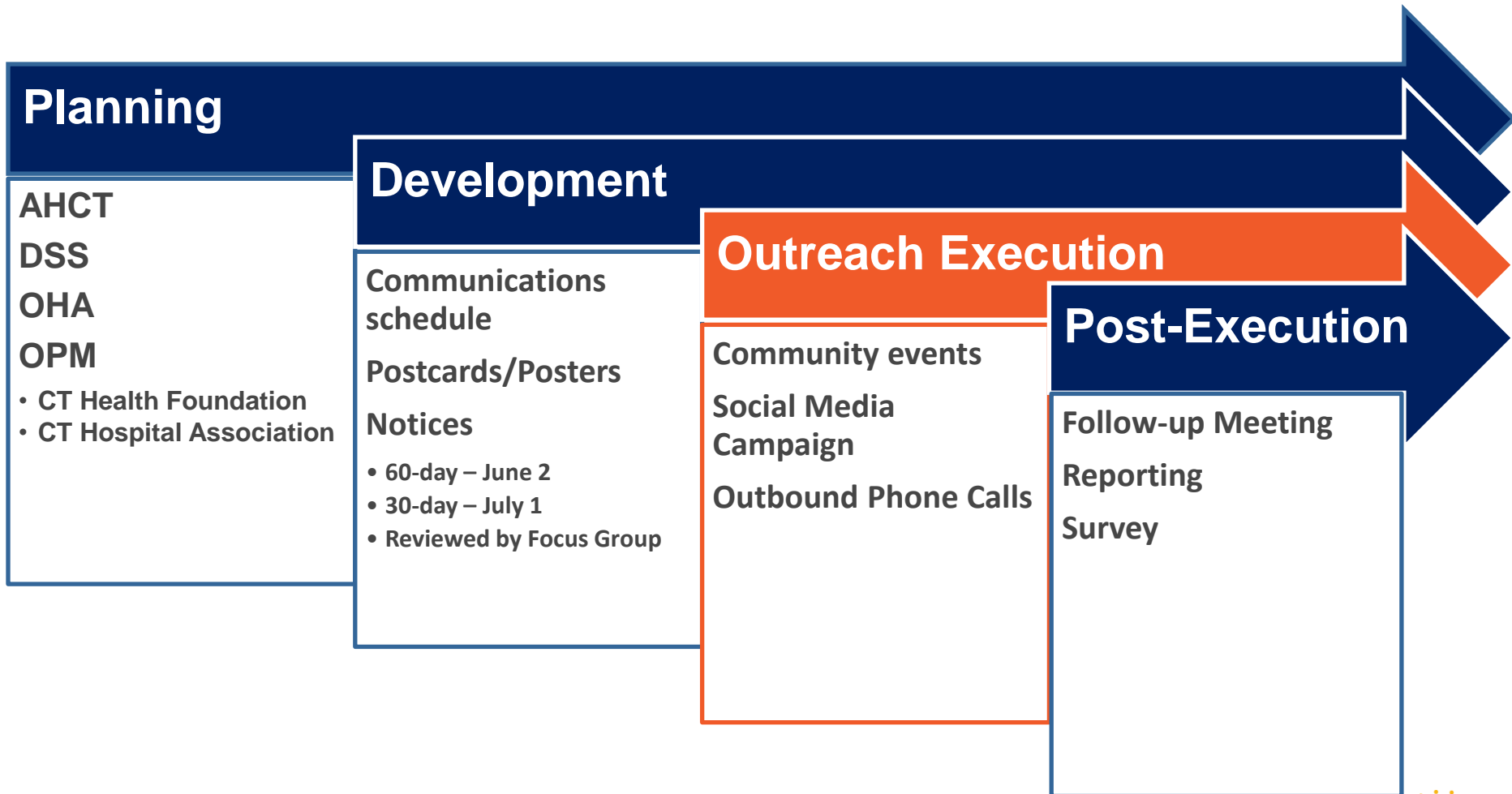
HUSKY A Transition Overview

Background

- Effective **August 1, 2015**.
- Reduces the HUSKY A Income Limit for Parents and Caretaker Relatives **from 201% of the Federal Poverty Level (FPL) to 155% FPL**.
- Income limit for children **remains at 201% 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



Communication Strategy

Posters

**If it's BLUE,
We Can
Help You!**

You must act by July 31, 2016 to keep health care coverage

If you have HUSKY A Transitional Medical Assistance your coverage may be ending. If you received a **blue envelope** from the Department of Social Services and Access Health CT, we **MUST** hear from you by July 31, 2016.

"Look for in-person help near you!"

Go online at AccessHealthCT.com

Call us at 1-855-371-2428

Come to an event near you for **free** help

Go to Learn.AccessHealthCT.com/husky-move for a full list of events and event information.

access health CT
HUSKY HEALTH

Notices

- 60-day Redetermination
- 30-day Reminder
 - English & Spanish

Direct Mail Postcards

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BLUE
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Help You!**

This concerns you and your family's health coverage!

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Outreach Plan

Electronic Notifications

Including Social Media Campaigns, Email Blasts, and New Website Page.

Outbound Call Campaign

Live Outbound Calls with Targeted Scripting.



Outreach Plan – Enrollment Fairs

Date	Location	Hours
6/22/2016	Danbury Women's Center 8 West Street Danbury, CT 06810	1-5pm
6/23/2016	Waterbury Industrialization Center 77-79 Bishop Street Waterbury, CT 06704	1-5pm
6/29/2016	Optimus Health Center 805 Atlantic Street Stamford, CT 06902	1-5pm
6/30/2016	United Community & Family Services 47 Town Street Norwich, CT 06360	1-5pm
7/07/2016	Hartford Public Library 500 Main Street Hartford, CT 06103	1-5pm
7/13/2016	Access Health CT New Haven Enrollment Center 55 Church Street New Haven, CT 06510	1-5pm
7/14/2016	Bridgeport Public Library 925 Broad Street Bridgeport, CT 06604	11am-3pm

Questions

