Outreach to Non-TMA Group
February 2018

• Outbound Calls: Starting Week of 2/12
  – Call center placing calls over next 2 weeks, with optional transfer to a Certified Broker for plan recommendation

• Email Reminders: 2/12/18 - 3/15/18
  – Email addresses for 50% of the non-TMA group (121)
  – Alert recipients of their Special Enrollment Period and support available to assist with their application
  – Provide links to resources for the Uninsured

• Webpages: Resources for Special Enrollment
  – Learn.AccessHealthCT.com/Special
  – Learn.AccessHealthCT.com/Especial
Outreach to TMA Group

October 2018 - February 2019

• Webpage & Educational Resources
  – Learn.AccessHealthCT.com/Husky-Move
  – Learn.AccessHealthCT.com/es/Cambio-Husky
  – Learn.AccessHealthCT.com/Choose
  – Tip Sheets in English and Spanish, including information on:
    • Coverage options
    • Accessing care before losing HUSKY
    • Enrolling in a QHP

• Community Partner Support
  – CACs, CHCs, FQHCs and other Community Partners will receive
    information via regular emails to raise awareness and provide resources
    for affected individuals
Outreach to TMA Group (cont’d)  
October 2018 - February 2019

• Social Media / PR
  – Periodic posts to Social Media platforms to raise community awareness and direct affected individuals to resources
  – Press releases in December 2018 - February 2019 to raise awareness across CT

• Emails to affected individuals / their households
  – 30, 15 and 5 days before termination
  – 7 days after termination...and continuing weekly

• Direct mail to complement DSS notices (timing from PPT) before and after termination date. Target Mail Dates:
  – November 26, 2018: Letter to affected households
  – January 20, 2019: Acquisition Postcard to affected households
  – Vanity number: established as 1-855-371-2428 for tracking purposes.