

*LOUISIANA DEPARTMENT OF HEALTH*  
**PINK LETTER CAMPAIGN**

Communications Toolkit

# OVERVIEW

In March 2020, the Centers for Medicare & Medicaid Services (CMS) temporarily suspended certain Medicaid and Children's Health Insurance Program (CHIP) requirements and conditions in response to the federal COVID-19 Public Health Emergency (PHE).

The easing of these rules helped prevent people from losing their health coverage during the pandemic. However, states will soon be required to resume those previously suspended Medicaid and CHIP eligibility reviews. Many of these reviews will require members to respond to mail from the Louisiana Department of Health (LDH).

The Pink Letter Campaign is one of a number of outreach efforts LDH is conducting to prevent Medicaid members from losing their coverage for procedural reasons, like failure to respond to mail from LDH. This one-time, direct-to-member mail campaign, includes mailing a pink-colored letter to every Medicaid household - roughly 1.2 million to represent the nearly 2 million members - to remind members to keep their contact information updated. The letters will have a return address and corresponding contact information for either Louisiana Medicaid/the Louisiana Department of Health or one of the five health plans that serves the Medicaid population – Aetna Better Health, Amerihealth Caritas, Healthy Blue, Louisiana Healthcare Connections or UnitedHealthcare.

# HOW TO USE THIS TOOLKIT

If you work with or provide services to Medicaid members, you can help those Medicaid members prepare for the end of the COVID-19 PHE. This toolkit includes several communications materials that you can post or distribute. All of these materials, including original graphics, can be downloaded online at [healthy.la.gov](https://healthy.la.gov), under the “Resources” tab.

- **Key Messages** - the materials and templates in this toolkit incorporate the key messages that need to be shared with Medicaid members. If you prefer to create your own communications, the key messages will ensure the information you share is simple, direct and accurate.
- **Flyer** – a printable flyer, great for posting or using as a handout.
- **Social Media** – samples of graphic posts to be used on your own social media accounts. We would also encourage you to follow and share Louisiana Medicaid Facebook Messages (<https://www.facebook.com/louisianamedicaid>)
- **Web/Newsletter Message** – content that is suitable for use on web sites, in newsletters and bulletins.
- **Sample Letter** – LDH letters that were mailed to fee-for-service members. Versions shown in English, Spanish and Vietnamese.

# COMMUNICATION MATERIALS

## Key Messages

- If you are a Medicaid member and you did not get a pink letter from Louisiana Medicaid or your health plan by the end of May, your contact information with Medicaid is not up to date.
- Medicaid will soon begin sending important information about your health insurance coverage through the mail.
- If Medicaid does not have the right address for you, you could lose your coverage, even if you are still eligible.
- Make sure your information is up to date. You can update your information in the way that is easiest for you:
  - Log on to: [MyMedicaid.la.gov](https://MyMedicaid.la.gov)
  - Email: [MyMedicaid@la.gov](mailto:MyMedicaid@la.gov)
  - Call your health plan at:
    - Aetna Better Health: **1-855-242-0802**
    - Amerihealth Caritas: **1-888-756-0004**
    - Healthy Blue: **1-844-521-6941**
    - Louisiana Healthcare Connections: **1-866-595-8133**
    - UnitedHealthcare: **1-866-675-1607**
    - Or call Medicaid Customer service at **1-888-342-6207**, between the hours of 8:00 a.m. and 4:30 p.m.

## Flyer

*See the full-page flyer on the following page.*

# MEDICAID MEMBERS DON'T RISK LOSING YOUR HEALTH COVERAGE.

Keep your address and phone number up to date.

You can do this:



- Online at [mymedicaid.la.gov](https://mymedicaid.la.gov)
- By email at [mymedicaid@la.gov](mailto:mymedicaid@la.gov)
- Toll-free at 1-888-342-6207



Don't miss important updates about your health insurance. If you do get a letter in the mail, follow the instructions and respond to Medicaid.

# COMMUNICATION MATERIALS

## Social Media

### Copy

✉ Louisiana Medicaid is mailing member households a pink letter. If you received a letter, this means we have your correct contact information. If you have not received a letter by the end of May, you need to update your contact information. You can do this by visiting the self-service portal at [MyMedicaid.la.gov](https://www.mymedicaid.la.gov), by emailing [MyMedicaid@la.gov](mailto:MyMedicaid@la.gov) or by calling Medicaid at **1-888-342-6207**.

You can also send address updates to your health plan by calling the number on the back of your insurance card.

If your contact information is wrong, you may miss important letters from Louisiana Medicaid and risk losing your health care coverage.

### Graphic



# COMMUNICATION MATERIALS

## Social Media *(continued)*

### Copy

Don't miss out. Make sure you get your pink letter. ✉

Louisiana Medicaid mailed member households a pink letter to make sure we have your correct contact information.

If you don't have a letter by the end of May, we need to hear from you. Update your contact information by visiting the self-service portal at [MyMedicaid.la.gov](https://MyMedicaid.la.gov) or by emailing [MyMedicaid@la.gov](mailto:MyMedicaid@la.gov), or by calling Medicaid at **1-888-342-6207**.

You can also send address updates to your health plan by calling the number on the back of your insurance card.

If your contact information is wrong, you may miss important letters from Louisiana Medicaid and risk losing your health care coverage.

### Graphic



# COMMUNICATION MATERIALS

## Social Media *(continued)*

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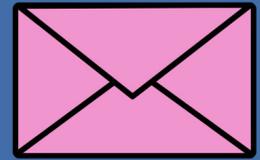
You can also send address updates to your health plan by calling the number on the back of your insurance card.

If your contact information is wrong, you may miss important letters from Louisiana Medicaid and risk losing your health care coverage.

### Graphic

#### Did you receive a pink letter?

If not, you need to update your contact information with Louisiana Medicaid.



# COMMUNICATION MATERIALS

## Web/Newsletter Message

*PINK LETTERS ARE IN THE MAIL!*

Medicaid is now mailing pink letters to members. If you get your letter, great news! Medicaid has your correct mailing address. If you do not have your letter by May 31, you need to update your contact information. Make updates by calling your health plan, logging on to [MyMedicaid.la.gov](http://MyMedicaid.la.gov), emailing Medicaid at [MyMedicaid@la.gov](mailto:MyMedicaid@la.gov) or calling Medicaid at **1-888-342-6207**.

Medicaid sends letters to members when it's time to renew or they need more information. If you get a letter in the mail, follow the instructions in the letter and respond immediately. If you chose to get Medicaid notices electronically, watch your email for a notification to check your online account. If Louisiana Medicaid does not have your current information, you could miss important letters about your health insurance coverage and risk losing your health coverage even if you are eligible.

# COMMUNICATION MATERIALS

## Web/Newsletter Message

### *DID YOU GET A PINK LETTER?!*

Pink letters were mailed to every Medicaid household in early May. If you don't get your pink letter by the end of May, Louisiana Medicaid has the incorrect mailing address for you. You need to update your contact information as soon as possible. You can update your information in the way that is easiest for you:

- Log on to: [MyMedicaid.la.gov](https://mymedicaid.la.gov)
- Email: [MyMedicaid@la.gov](mailto:MyMedicaid@la.gov)
- Call your health plan at:
  - Aetna Better Health: **1-855-242-0802**
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- Call Medicaid Customer service at **1-888-342-6207**, between the hours of 8:00 a.m. and 4:30 p.m.

If you got your pink letter, great news! Medicaid has your correct mailing address.

Medicaid sends letters to members when it is time to renew or they need more information. If you get a letter in the mail, follow the instructions in the letter and respond immediately. Members who elected to receive communications electronically should watch their email for a notification to check their online account. If Louisiana Medicaid does not have your current information, you could miss important letters about your health insurance coverage and risk losing your health coverage even if you are eligible.

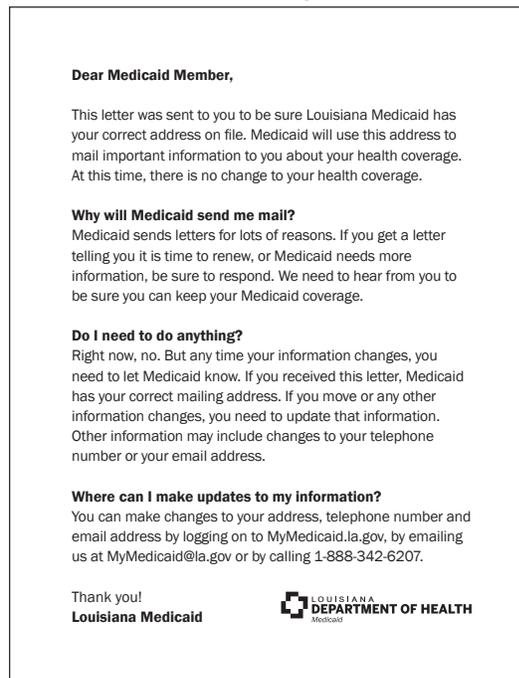
# COMMUNICATION MATERIALS

## Sample Letter

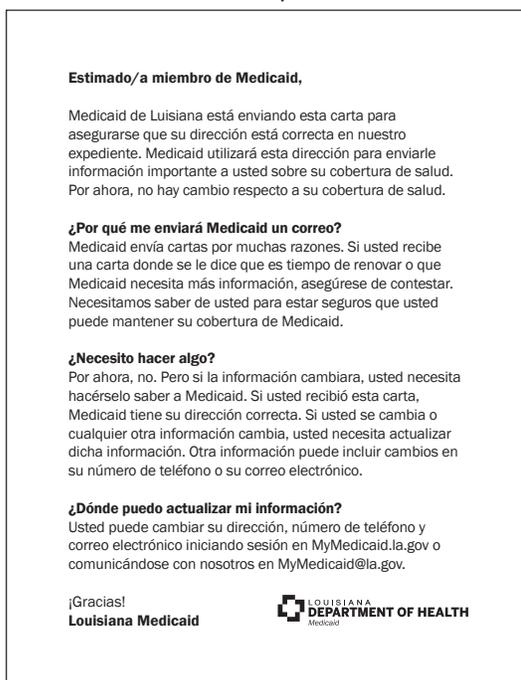
### Outside



### Inside (English)



### Inside (Spanish)



### Inside (Vietnamese)

