

Medicaid Redetermination

What Is Medicaid Redetermination?

-  Medicaid redetermination, also called renewal or recertification, is a process where Medicaid members must demonstrate continued eligibility for Medicaid access, or they will lose access to Medicaid.
-  Medicaid redeterminations have been paused during the COVID-19 Public Health Emergency (PHE).
 - States received enhanced funding to keep members enrolled
-  Due to passage of recent legislation, starting April 1, 2023, states can resume Medicaid redetermination.
 - Separate from PHE ending
-  Unwinding plans vary by state
 - Duration of unwinding could be 9-14 months over 2023/2024
-  Retain members or transition Medicaid ineligible beneficiaries to other coverage
 - UnitedHealthcare Individual & Family ACA Marketplace coverage (or employer)

The Opportunity

89M
People enrolled in Medicaid

79M
Individuals still eligible for Medicaid

10M
People expected to lose Medicaid at the end of the PHE

After the PHE, nearly 10 million people will lose eligibility and will be eligible for other types of coverage (i.e. plans through the Exchanges or employer-sponsored coverage.)

Unwinding Member Timeline Scenario* Will vary by state

State initiated unwinding: SEP begins

Unwinding SEP ends

60 Days Prior to Term Date

Term Date

Through November 30, 2024

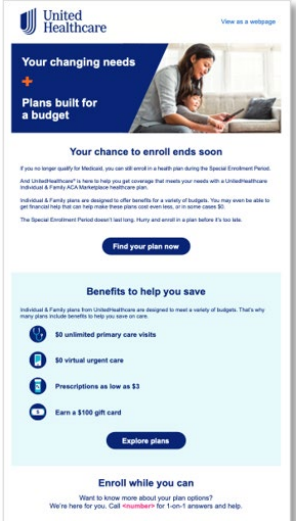
Member loses Medicaid coverage

*Last updated 04/22/2024

UnitedHealthcare National Go-To-Market Strategy

Focused on driving action to stay covered after losing Medicaid and highlighting benefits of Individual & Family ACA Marketplace Plans from UnitedHealthcare

- Direct Response
- Email
- Affiliate
- Digital Media



Video Samples**

Email Sample*



Medicaid Redetermination

UnitedHealthcare Agent Toolkit Marketing Materials Through Jarvis

Customize flyers and other marketing materials with your information

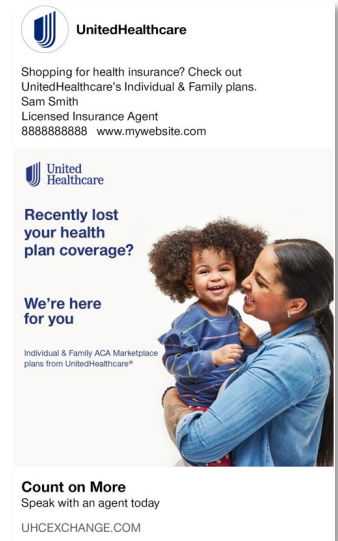
- Agent Flyer
- Facebook Ad
- Poster
- Consumer Education Checklist

Plus:

- Additional headline options
- Opportunity to co-brand with UnitedHealthcare
- **Spanish** translated materials available



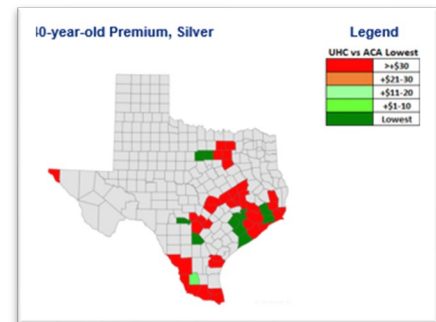
Agent Flyer



Facebook Ad

Geographic Medicaid Opportunity by State

- Showcase where UnitedHealthcare Individual & Family Plans is competitive at the state and county level
- County level Medicaid state membership by county
- Medicaid Premium position by FPL



Included in the Playbook/Overview

Jarvis Redetermination Page

To access, go to Jarvis > **Knowledge Center** > **Redetermination**

- One-pager for Brokers (Redetermination Checklist for Member Facing) on UnitedHealthcare Agent Toolkit
- Redetermination Overview for Brokers (Non-Member Facing)
- Geographic Medicaid Opportunity by State
- State Timing Information*

