

NC MEDICAID 2019 COUNTY PLAYBOOK: Instructional Guide



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Health Benefits

Outreach Materials

Medicaid Transformation is changing the way most people receive Medicaid services. Most people will participate in NC Medicaid Managed Care. They will have to choose a health plan and primary care provider. A small number of people will continue to get Medicaid services through Medicaid Direct. An Enrollment Broker will help beneficiaries choose which health plan is best for them.

These outreach materials were developed by the Enrollment Broker for county agencies and organizations. Materials include a small poster, fact sheet, half-page flyer, palm card and Q&A. All materials are available in English and Spanish and can be downloaded at medicaid.ncdhhs.gov/county-playbook-medicaid-managed-care. They are designed to be easily printed at low-cost.

POSTER



This poster alerts beneficiaries that change is happening and they need to act. It highlights what beneficiaries need to do and who they should call with questions.

Format:

- Standard ledger/tabloid size (11" x 17")
- Printed in color
- Available online in color and black and white

How to use:

- Hang in local offices



**THERE IS A
NEW WAY TO
GET MEDICAID
HEALTH CARE**

Most people will get the same Medicaid services in a new way – through health plans. You will be able to choose the health plan that is best for you. You will also choose a primary care provider (PCP).

WHAT YOU NEED TO DO

- 1 Choose a primary care provider (PCP):**
To keep your doctor, clinic or other health care provider as your PCP, find out which health plans they work with. You can also choose a new PCP.
- 2 Choose a health plan in NC Medicaid Managed Care:**
A health plan is a group of doctors, hospitals and other providers. They work together to give you the health care you need. Learn more: ncmedicaidplans.gov/choose/compareplans
- 3 Enroll in one of these ways:**
 - Go to ncmedicaidplans.gov
 - Use the NC Medicaid Managed Care mobile app
 - Call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588)
 - When you receive an enrollment form, fill it out and mail or fax it back

IF YOU HAVE MORE QUESTIONS

- **About your eligibility:** Contact your local Department of Social Services (DSS) office. Find contact information here: ncdhhs.gov/localdss
- **About choosing or enrolling in a health plan:** Go to ncmedicaidplans.gov (chat features available), use the NC Medicaid Managed Care mobile app or call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588)
- **About your health plan or benefits:** Call your health plan.

| | | |
|---------------------------------------|----------------|------------------------------|
| WellCare | 1-866-799-5318 | (TTY: 711) |
| UnitedHealthcare Community Plan | 1-800-349-1855 | (TTY: 711) |
| HealthyBlue | 1-844-594-5070 | (TTY: 711) |
| AmeriHealth Caritas | 1-855-375-8811 | (TTY: 1-866-209-6421) |
| Carolina Complete Health* | 1-833-552-3876 | (TTY: 711 or 1-800-735-2962) |

*Only offered to people who live in these counties: Alexander, Anson, Bladen, Brunswick, Cabarrus, Catawba, Cleveland, Columbus, Cumberland, Gaston, Harnett, Hoke, Iredell, Lee, Lincoln, Mecklenburg, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Rowan, Sampson, Scotland, Stanly, Union

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FACT SHEET

The fact sheet provides more detailed information including how to choose a health plan and primary care provider (PCP). In addition to outlining what beneficiaries need to do, it lists important dates and contact information.

Format:

- Standard letter size (8.5" x 11")
- Two pages (front and back)
- Printed in color
- Available online in color and black and white

How to use:

- Share with beneficiaries who must enroll or may choose to enroll in a health plan through NC Medicaid Managed Care

THERE IS A NEW WAY TO GET MEDICAID HEALTH CARE

Most people will get the same Medicaid services in a new way – through health plans. You will be able to choose the health plan that is best for you. A health plan is a group of doctors, hospitals and other providers. They work together to give you the health care you need. Everything – physical health, mental health and medicine – will come from the same health plan.

You will also choose a primary care provider (PCP). A PCP could be your family doctor, clinic or other health care provider. They will help you with your health care needs.

Most people receiving Medicaid must choose a health plan. A small number of people will not need to choose a health plan because of the type of health services they need. They will stay enrolled in NC Medicaid Direct.

WHAT YOU NEED TO DO

- 1 Choose a primary care provider (PCP)**

Health plans work with different PCPs. To keep your doctor, clinic or other health care provider as your PCP, find out which health plan they work with. You can also choose a new PCP. For a list of doctors for each health plan, go to ncmedicaidplans.gov, use the NC Medicaid Managed Care mobile app or call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588). If you do not choose a PCP, your health plan will choose one for you.
- 2 Choose a health plan in NC Medicaid Managed Care**

Compare the health plans and choose the best one for you. These are the health plans available in NC Medicaid Managed Care:

 - WellCare
 - AmeriHealth Caritas
 - UnitedHealthcare Community Plan
 - Carolina Complete Health*
 - HealthyBlue

*Only offered to people who live in these counties: Alexander, Anson, Bladen, Brunswick, Cabarrus, Catawba, Cleveland, Columbus, Cumberland, Gaston, Harnett, Hoke, Iredell, Lee, Lincoln, Mecklenburg, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Rowan, Sampson, Scotland, Stanly, Union

To learn more about the health plans, visit ncmedicaidplans.gov. If you do not choose a health plan, one will be chosen for you.
- 3 Enroll in one of these ways:**

 - Go to ncmedicaidplans.gov
 - Use the NC Medicaid Managed Care mobile app
 - Call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588)
 - When you receive an enrollment form, fill it out and mail or fax it back

After you enroll, your health plan will mail you a welcome packet and Medicaid card. You will use your Medicaid card to get health services.

IMPORTANT DATES

If you live in one of these counties:

Enroll by September 13, 2019. Your health plan coverage will start November 1, 2019.

| | | | | | | |
|-----------|----------|-----------|----------|------------|---------|--------|
| Alamance | Chatham | Forsyth | Johnston | Randolph | Vance | Wilkes |
| Alleghany | Davidson | Franklin | Nash | Rockingham | Wake | Wilson |
| Ashe | Davie | Granville | Orange | Stokes | Warren | Yadkin |
| Caswell | Durham | Guilford | Person | Surry | Watauga | |

If you live in one of these counties:

Enroll by December 13, 2019. Your health plan coverage will start February 1, 2020.

| | | | | | | |
|-----------|------------|-----------|----------|-------------|------------|--------------|
| Alexander | Camden | Dare | Hertford | Madison | Pender | Swain |
| Anson | Carteret | Duplin | Hoke | Martin | Perquimans | Transylvania |
| Avery | Catawba | Edgecombe | Hyde | Mecklenburg | Pitt | Tyrrell |
| Beaufort | Cherokee | Gaston | Iredell | Mitchell | Polk | Union |
| Bertie | Chowan | Gates | Jackson | Montgomery | Richmond | Washington |
| Bladen | Clay | Graham | Jones | Moore | Robeson | Wayne |
| Brunswick | Cleveland | Greene | Lee | New Hanover | Rowan | Yancey |
| Buncombe | Columbus | Halifax | Lenoir | Northampton | Rutherford | |
| Burke | Craven | Harnett | Lincoln | Onslow | Sampson | |
| Cabarrus | Cumberland | Haywood | McDowell | Pamlico | Scotland | |
| Caldwell | Currituck | Henderson | Macon | Pasquotank | Stanly | |

IF YOU HAVE MORE QUESTIONS

- **About your eligibility:** Contact your local Department of Social Services (DSS) office. Find contact information here: ncdhs.gov/localdss.
- **About choosing or enrolling in a health plan:** Go to ncmedicaidplans.gov or call us at 1-833-870-5500 (TTY: 1-833-870-5588). The call is free. The website also has a chat feature where you can get answers to your questions.
- **About your health plan or benefits:** Call your health plan.

| | | |
|---------------------------------------|----------------|------------------------------|
| WellCare | 1-866-799-5318 | (TTY: 711) |
| UnitedHealthcare Community Plan | 1-800-349-1855 | (TTY: 711) |
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You can view more information for the health plans at ncmedicaidplans.gov/choose/compareplans.

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FLYER

The flyer outlines what beneficiaries need to do and tells them how to get more information.

Format:

- Half of standard letter size
- Printed in color two-sided with English on one side and Spanish on the reverse
- Available online in color and black and white as two-per standard letter size page (8.5" x 11")

How to use:

- Make available in office lobbies and at worker desks

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WHAT YOU NEED TO DO

1 Choose a primary care provider (PCP):

To keep your doctor, clinic or other health care provider as your PCP, find out which health plan they work with. You can also choose a new PCP. For a list of doctors for each health plan, visit the website, use the mobile app or call us toll free.

2 Choose a health plan in NC Medicaid Managed Care:

A health plan is a group of doctors, hospitals and other providers. They work together to give you the health care you need. There are several health plans to choose from. Learn more:
ncmedicaidplans.gov/choose/compareplans

3 Enroll in one of these ways:

- Go to ncmedicaidplans.gov
- Use the NC Medicaid Managed Care mobile app
- Call us toll free at **1-833-870-5500** (TTY: 1-833-870-5588)
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- **About choosing or enrolling in a health plan:** Go to ncmedicaidplans.gov (chat feature available), use the NC Medicaid Managed Care mobile app or call us toll free at **1-833-870-5500** (TTY: 1-833-870-5588)
- **About your health plan or benefits:** Call your health plan. Find contact information here: ncmedicaidplans.gov/choose/compareplans

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PALM CARD

The palm card serves as an easy reminder for beneficiaries of what they need to do and how to get answers to their questions.


Format:

- Business card size (3.5" x 2")
- Printed in color
- Available online in color and black and white
- Can be reprinted on a standard Avery business card template layout

How to use:

- Give to beneficiaries as a reminder to take action

NC MEDICAID IS CHANGING



NC DEPARTMENT OF HEALTH AND HUMAN SERVICES
Division of Health Benefits

You have a choice of health plans

WHAT YOU NEED TO DO

- 1 Choose a primary care provider (PCP)
- 2 Choose a health plan
- 3 Enroll:
 - Go to ncmedicaidplans.gov
 - Use the NC Medicaid Managed Care mobile app
 - Call toll free: **1-833-870-5500** (TTY: 1-833-870-5588)
 - Fill out and mail or fax in your enrollment form

THIS IS NOT YOUR MEDICAID CARD

QUESTIONS?

- **About eligibility:** Contact your local Department of Social Services (DSS) office: ncdhhs.gov/localdss
- **About choosing or enrolling in a health plan:** Go to ncmedicaidplans.gov or call **1-833-870-5500** (TTY: 1-833-870-5588). The call is free.
- **About your benefits:** Call your health plan.
ncmedicaidplans.gov/choose/compareplans

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| Carolina Complete Health*..... | 1-833-552-3876 |

*Not offered in all counties

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Q&A

The Q&A features answers to frequently asked questions and offers resources for additional information. This is an electronically available, printable version of the Q&A website content at ncmedicaidplans.gov.

Format:

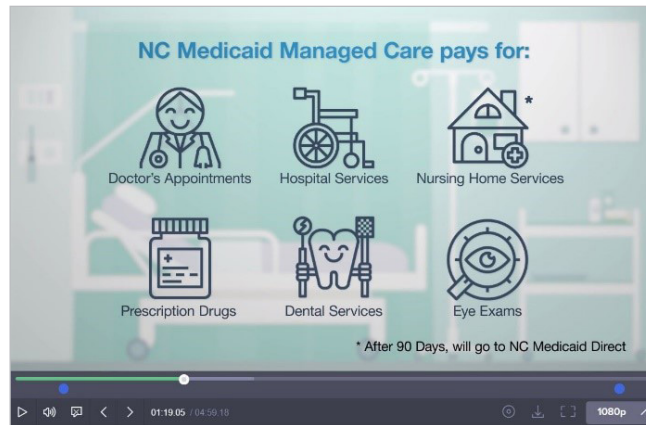
- Standard letter size (8.5" x 11")
- Six (6) pages
- Only available online, in color and black and white

How to use:

- Print a copy to have on-hand to answer questions from beneficiaries



Introductory Video



The NC Medicaid Managed Care introductory video educates beneficiaries about the new Medicaid program, including health plan options and what they need to do. This 4-minute video addresses:

- What is a primary care provider (PCP)
- What is a health plan
- The health plans available and the services they provide
- What beneficiaries need to do
- What happens after beneficiaries enroll
- The phases for enrollment and key dates
- How to get answers to additional questions

Format:

- Online video
- English only
- Can be played with or without sound
- 4-minute run time
- Coming Soon: Short vignettes focused on individual pieces of information

How to use:

- Play on a loop on your DSS office closed circuit television; share on social media; link to it in email communication from your DSS office to beneficiaries

The video will be made available starting in mid-June, 2019.