



MassHealth Redetermination Campaign

Massachusetts is a leader on health care coverage and expansion – setting an example for other states and the nation as a model for the Affordable Care Act. Now as the state emerges from the COVID-19 pandemic and the resulting economic fall-out, new and far-reaching challenges related to insurance eligibility and health care access are on the horizon.

The ***Massachusetts Medicaid Redetermination Campaign*** is a unique collaboration between Health Care For All, MassHealth, the Massachusetts Health Connector, community- and faith-based groups, advocates, and health providers to ensure that hundreds of thousands of Massachusetts residents retain their health coverage.

Background

MassHealth members have been protected from losing their health coverage since March of 2020, when the U.S. federal government declared the COVID-19 pandemic a national public health emergency. However, those coverage protections end in April 2023. As a result, all current MassHealth members – approximately 2 million people – will need to determine whether they are still eligible for MassHealth coverage or if they qualify for coverage through another program such as the Massachusetts Health Connector. These coverage 'redeterminations' will take place over 12 months.

The COVID-19 pandemic has had a profound impact on thousands of families that rely on MassHealth – many have relocated, moved in with other family members, experienced homelessness, become unemployed, lost income and other disruptive outcomes that directly affect eligibility for MassHealth and other health programs.

Campaign Focus and Strategies

The public information campaign will launch in March 2023, focusing on the following strategies in 15 municipalities MassHealth has identified as having the highest number of members:

- 1) Collaboration and engagement with community-based organizations (CBOs) and faith-based organizations (FBOs)** in the 15 priority communities that will organize and lead events and activities aimed at key populations. They will distribute outreach materials created in nine different languages and adapted to ensure accessibility.
- 2) A large-scale communications campaign** that includes advertising, digital and social media outreach, as well as targeted outreach to multilingual, multicultural community-oriented news outlets.
- 3) One to one outreach** through door knocking in the 15 priority municipalities.

Campaign Communities

- Boston (focus on Dorchester, East Boston, Jamaica Plain, Mattapan and Roxbury)
- Brockton
- Chelsea
- Everett
- Fall River
- Framingham
- Lawrence
- Lowell
- Lynn
- Malden
- New Bedford
- Quincy
- Revere
- Springfield
- Worcester

Contact

For more information or to learn how your organization can help, please contact Kathy Melley at kmelley@hcfama.org.