



MassHealth Redetermination Campaign

The **Massachusetts Redetermination Campaign** is a unique collaboration between Health Care For All, MassHealth, the Massachusetts Health Connector, and community- and faith-based organizations to help Massachusetts residents maintain their health coverage as MassHealth resumes its annual eligibility process (“redetermination”) on April 1, 2023 after a three-year pause.

Background

In March 2020, the federal government declared the COVID-19 pandemic a national public health emergency and enacted “continuous coverage protections,” which meant MassHealth members were protected from losing their health coverage. However, those coverage protections ended April 1, 2023. As a result, all current MassHealth members – approximately 2.4 million people – need to be “redetermined” for MassHealth eligibility or another coverage program such as the Massachusetts Health Connector. These coverage redeterminations are taking place on a rolling basis over 12 months.

The COVID-19 pandemic has profoundly impacted families who rely on MassHealth – many have relocated, moved in with other family members, experienced homelessness, and contended with unemployment and lost income. These disruptive outcomes directly affect eligibility for MassHealth and other health programs.

Campaign Focus and Strategies

HCFA is leading a multilingual, multicultural public information campaign, which launched in March 2023, in the 15 municipalities with the highest number of MassHealth members (1.3 million). Campaign strategies include:

- 1) Collaboration and engagement with 42 community- (CBOs) and faith-based organizations (FBOs)** in the 15 priority communities. These organizations organize events and activities aimed at reaching key populations and distribute outreach materials created in nine different languages.
- 2) Expanded support for MassHealth renewals** through a consumer application counselor (CAC) training program that builds in-house capacity within a cadre of the CBO/FBOs to help people through the redetermination process and with enrollment in health coverage.
- 3) Canvassing: one-on-one outreach** through door knocking in the 15 priority municipalities.
- 4) A communications campaign** that includes advertising (print, TV, radio and digital) in multilingual, multicultural and community news outlets, as well as earned and social media outreach.

Campaign Municipalities

- Boston
- 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.