

## Phase II: Preparing for Renewals A Communications Toolkit

Congress has set a date of **April 1, 2023** for the end of the continuous enrollment requirement and the beginning of Medicaid and Childrens Health Insurance Program, or CHIP, renewals. As a result, TennCare will be required by state and federal law to check the eligibility status of every TennCare and CoverKids member. This a yearly process but has not occurred in three years due to the COVID-19 public health emergency (PHE).

Beginning in April, TennCare will review every member's eligibility over a twelve-month period. For each monthly cohort TennCare will use existing data sources to attempt to auto-renew members who continue to meet tennCare eligibility requirements. Members will be selected for review when their renewal dates naturally fall. For example, if a member (or household) was due to renew in June 2020, their renewal date will now occur on June 2023. If TennCare cannot auto-renew a person's coverage using existing data sources, the member will receive a renewal packet by mail or an email notification to renew on the TennCare Connect portal depending on their selected preference.

TennCare's priority is to prevent gaps in every eligible member's health care coverage. Partner with us today to help Tennesseans by sharing these resources and messages through your various channels.

### Key Messages During Phase II:

1. TennCare renewals are starting soon! Verify your address with TennCare by visiting [TennCareConnect.tn.gov](https://TennCareConnect.tn.gov) or by calling 855-259-0701.
2. Don't risk a gap in health care coverage! Here are three steps you can do to prepare for TennCare renewals:
  1. Sign up for TennCare Connect. TennCare Connect is TennCare's free, online portal ([TennCareConnect.TN.gov](https://TennCareConnect.TN.gov)) and select your communication preferences (text, email, mail, etc.)
  2. Verify your contact information with TennCare by visiting [TennCareConnect.tn.gov](https://TennCareConnect.tn.gov) or calling 855-259-0701.
  3. Open and respond to all mail from TennCare.

### Template Messages

Have a newsletter, call center, or social media account? Use these messages to help us inform TennCare members. Repetition is key! For best results, please send messages at least three to seven times per month.



## **Newsletter:**

Are you a TennCare or CoverKids member? Renewals are starting soon. Don't risk a gap in your health insurance. Verify your contact information today! Online is faster using [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov), but you can also call 855-259-0701 or use the TennCare Connect app on the Apple Store or Google Play.

## **On Hold Messaging:**

TennCare renewals are starting soon. Don't risk a gap in your health insurance. You can take these three steps today. One- Verify your contact information with TennCare either online at [TennCare Connect](https://TennCareConnect.TN.gov) or by calling 855-259-0701. Two- Sign up for [TennCare Connect](https://TennCareConnect.TN.gov), TennCare's free, online portal at [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov). Three- Update your communication preferences in [TennCare Connect](https://TennCareConnect.TN.gov) to your preferred method like text or email and others. Remember to also open all mail from TennCare.

## **SMS/Text:**

TennCare or CoverKids member, don't risk a gap in your health insurance. Update your information free @ [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov) or 8552590701. Reply STOP to stop

## **Website language:**

Attention TennCare and CoverKids members: Renewals are starting soon. Don't risk a gap in your health insurance! Verify your contact information with TennCare. You can do this online ([TennCareConnect.TN.gov](https://TennCareConnect.TN.gov)) or by phone 855-259-0701.

## **Email language:**

Dear TennCare member,

TennCare renewals are starting soon. Don't risk a gap in your health care benefits. Verify your contact information with TennCare today!

TennCare will need to send you paperwork when it is your month to renew. You can choose to receive notifications from TennCare by mail, email, and/or text by setting up a free [TennCare Connect](https://TennCareConnect.tn.gov) account. On [TennCare Connect](https://TennCareConnect.tn.gov), you can renew your coverage online and manage your benefits. Visit [TennCareConnect.tn.gov](https://TennCareConnect.tn.gov) today!

TennCare pays for doctor's visits, medication, and other health care needs. TennCare will need your correct address to send you important information about your coverage.

To make sure that TennCare has your correct contact information, visit [TennCare Connect](https://TennCareConnect.TN.gov) ([TennCareConnect.TN.gov](https://TennCareConnect.TN.gov)) or call 855-259-0701.



## Outbound Call Script:

Hello, this is YOUR NAME from ORGANIZATION. Is CUSTOMER NAME here? [WAIT]

Hi CUSTOMER NAME, I'm calling from ORGANIZATION to help you keep your TennCare health insurance. TennCare will be beginning the renewal process soon and may need your address to send you paperwork about keeping your health insurance. Do you have a minute to update your address? I can walk you through it. [CUSTOMER RESPONSE]

Ok let's get started! You can update your address online or by calling TennCare's Call Center. Which do you want to do?

IF ONLINE: OK, can you get to a web browser? Visit [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov). Do you have an existing account?

IF YES: Go ahead and log into your account. Tell me when you are in. [WAIT]. Are you on a phone or computer browser?

- If on a computer: scroll down and click the report a change link under the My coverage section in the left menu.
- If on a mobile device: When visiting TennCare Connect on the phone, you will need to expand the Quick Access Menu above the Coverage Overview section to find a report change link.
- On the next screen, click on the 'Report a Change' button under the Action column
- In order to make changes to the address, select on the tile titled 'Contact Information' and click 'Next'
- On the 'Summary of Household Information' screen, click the 'Edit' button for the Head of Household to navigate to the Household Information screen. Here, a member is able to review existing information on their case pertaining to the head of household name, physical address, mailing address, contact information (phone numbers) and make any changes.
- After completing changes on the Household Information screen, click 'Next'. There would also be an address validation pop-up to confirm if you wish to proceed with the address entered or with the suggested address. Click 'Submit' after selecting the appropriate address and navigate to the 'Summary of Household Information' screen again to confirm the address change under the 'What Changed?' column. Once confirmed, click 'Next' to navigate to the final Change Summary screen to review all your information prior to change submission.
- Review and respond to questions regarding Voter Registration, preferences to renew eligibility and click 'Next'
- Review information regarding rights and responsibilities, right to privacy and non-discrimination policy and provide an e-signature to submit your change request.
- The next screen will provide you with a confirmation that your change has been successfully submitted, with a tracking number!

IF NO: You can set up a TennCare Connect account today. Go to [TennCareConnect.tn.gov](https://TennCareConnect.tn.gov) and get a free profile.

IF PHONE: OK, to keep your information safe the state requires that you give them your address directly. Can you write down this number to call them? Call 855-259-0701,

If they need reassurance that this isn't a scam, direct them to the state website with the ONLINE script.

## PSA:

Do you get health insurance through TennCare or CoverKids?

Renewals are starting soon! Don't risk a gap in your health benefits! TennCare will need to send you paperwork to make sure your contact information is correct.

You can do this online by setting up a free, online account through [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov) or by calling 855-259-0701. That's 855-259-0701. 855-259-0701.

## Prescription label or dental gift bag notice:

Have TennCare or CoverKids, renewals are beginning soon. Don't risk a gap in your coverage. Verify your contact information with TennCare today! Set up a free TennCare Connect account through [tennCareConnect.tn.gov](http://tennCareConnect.tn.gov) for an easier way to manage your healthcare benefits or call TennCare at 855-259-0701. Or you can download our [For Members: Small Handout](#)

## Flyer (click to download):

**TennCare & CoverKids Alert**

Renewals are starting soon.

Don't risk a gap in your health coverage! Steps you can take to prepare for renewals:

- ✓ Create a free TennCare Connect online account to manage your contact information, see renewal updates, and view benefits.
- ✓ Verify your contact information with TennCare by logging into TennCare Connect at [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov) or calling 855-259-0701.
- ✓ Open and respond to all mail from TennCare. If TennCare cannot auto-renew your coverage using existing data, you will receive an renewal packet in the mail or electronically, depending on the communication's preference you have selected.

Create your TennCare Connect account today by scanning the QR code and linking your TennCare account!

**TN** Division of **TennCare** | **TennCare Connect** | Verify TennCare contact information: [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov) or 855-259-0701

**Flyer for members:** A 8 1/2 X 11 in flyer or poster to display.

**TennCare & CoverKids members**

Don't risk a gap in your health coverage!

- ✓ Verify your contact information with TennCare by logging into TennCare Connect account at [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov) or calling 855-259-0701.
- ✓ Open and respond to all mail from TennCare.

**TN** Division of **TennCare** | **TennCare Connect** | Verify your contact information: [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov) or 855-259-0701

**Flyer for members:** A small handout 9 per page.

**TennCare & CoverKids Alert**

Inform your patients that TennCare renewals are starting soon.

Don't risk a gap in your patients TennCare or CoverKids coverage. Help them take action!

How can your patients prepare for renewals?

- ➕ Create a free, online TennCare Connect account to manage contact info, renewals, and benefits.
- 👤 Members should verify their contact information with TennCare.
- ✉️ Open and respond to all mail from TennCare.

Learn more about renewals and how providers can assist TennCare members by scanning the QR code.

**TN** Division of **TennCare** | **TennCare Connect** | [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov) or 855-259-0701

**Flyer for providers:** A reminder flyer for front desk staff.

## Social Media:

### Message 1:

TennCare renewals are starting soon. Don't risk a gap in your health insurance. Verify your contact information today. You can connect with TennCare by (computer emoji) or (phone emoji).

Visit [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov)

Call 1-855-259-0701

**TennCare and CoverKids Members**

Have you Moved?

Update your account with your new contact information.

**TN** Division of **TennCare** | [TennCareConnect.TN.gov](http://TennCareConnect.TN.gov) | 1-855-259-0701

## Social Media (continued):

### Message 2:

You've Got Mail. With renewals starting soon, always be sure to open mail from TennCare.

Not sure if your account has the correct address listed? Verify your contact information with TennCare at:  
(computer emoji) [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov)  
(phone emoji) Call 1-855-259-0701



### Message 3:

TennCare renewals are starting soon. Don't risk a gap in your health insurance. Verify your contact information today.

For more information on TennCare renewal process visit [TN.gov/TennCare/renewals](https://TN.gov/TennCare/renewals) (This URL is currently under construction)  
(computer emoji) Visit [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov)  
(phone emoji) Call 1-855-259-0701



### Message 4:

Don't risk a gap in health care coverage! Here are three steps you can do to prepare for TennCare renewals:

Sign up for TennCare Connect. TennCare Connect is TennCare's free, online portal. Please visit [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov) and select your communication preferences (text, email, mail, etc.)

Verify your contact information with TennCare by visiting [TennCareConnect.TN.gov](https://TennCareConnect.TN.gov), or by calling 855-259-0701. You can also download the app on the Apple Store and Google Play.

Open and respond to all mail from TennCare