Communicating federal changes and their impact on Medical Assistance enrollees

DEPARTMENT OF HUMAN SERVICES

mn.gov/dhs

A new law brings major changes to some Medicaid enrollees.

- A **new federal law** causes major changes to Minnesota's Medicaid program, called Medical Assistance.
- **Nothing has changed yet.** The first changes happen in October 2026, and the majority won't happen until January 2027.

Key message #1

Rely on DHS to keep you informed.

- **DHS will serve as your trusted guide to prepare.**
  - The law passed recently, so DHS does not have all the answers yet. However, the State of Minnesota has committed to helping you understand the added challenges and what you need to do to maintain health care coverage.
- **Use DHS resources to stay informed.**
  - Visit mn.gov/dhs/federalchanges for the latest info.
  - Update your contact info at mn.gov/dhs/mycontactinfo.
  - Get details about your coverage at mnrenewallookup.com.
  - Watch the website, text messages, and U.S. mail for info.

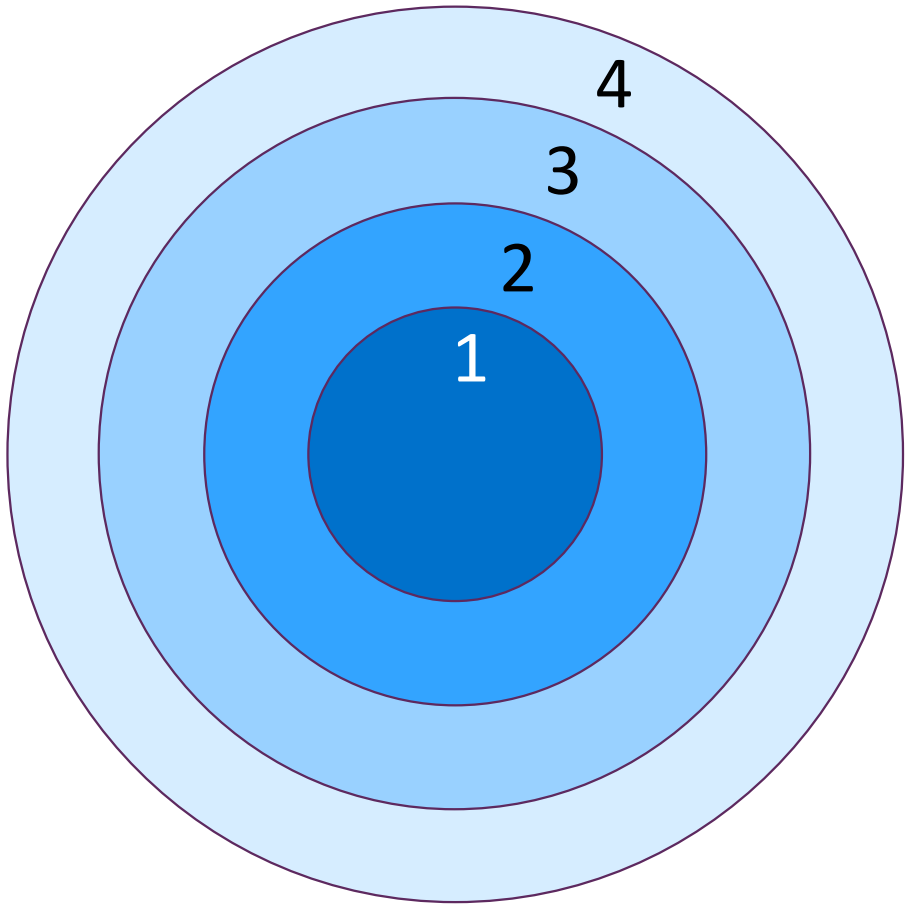
Key message #2

Medicaid matters.

- Visit mn.gov/dhs/medicaid-matters to learn more about the essential role Medicaid plays in the health and wellbeing of 1 in 5 Minnesotans.
- Share your story. Visit mn.gov/dhs/medicaid-matters/faces-of-medicaid to explain why Medicaid matters to you, and read the stories shared by other Minnesotans.

Key message #3

Our communications “solar system”



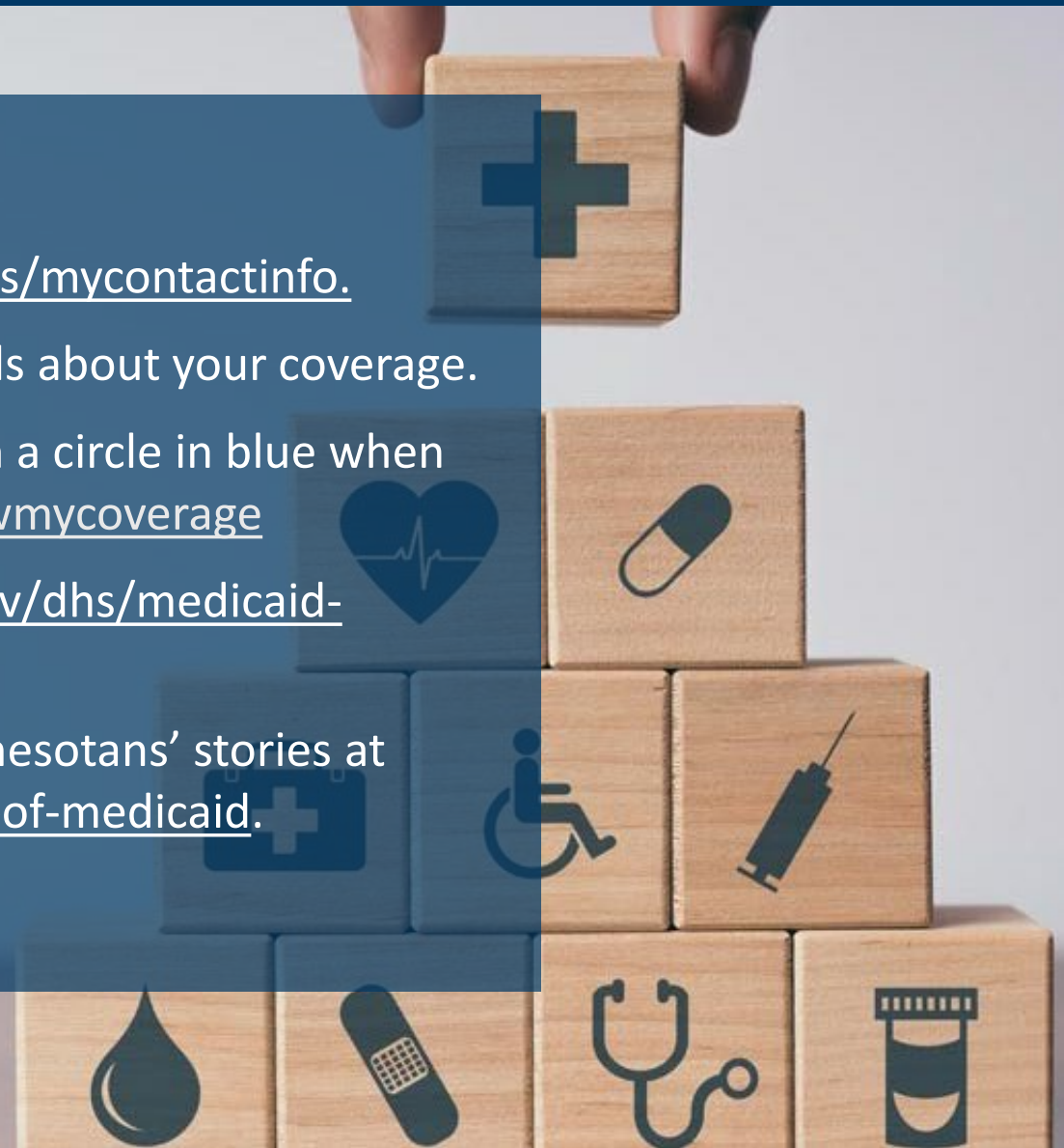
1. ~1.3 million Medical Assistance and MinnesotaCare enrollees
2. Eligibility workers at DHS, Tribes, counties
3. Managed care health plans
4. Navigators, providers, community groups, advocacy organizations

Communications strategies

- Drive enrollees to a new webpage: **mn.gov/dhs/federalchanges**
- Give as much advance notice as possible
- Write in plain language, 7th-grade reading level
- Translate into Hmong, Somali, Spanish
- Bridge terminology gap, e.g., Medicaid = Medical Assistance
- Use a broad approach with multiple tactics
- Follow lessons from the unwinding
- Seek partner, community input
- Amplify messages using partner toolkit materials
- Use culturally relevant imagery

Calls to action

- Share your contact info at mn.gov/dhs/mycontactinfo.
- Visit mnrenewallookup.com for details about your coverage.
- Watch your mail for an envelope with a circle in blue when it's time to renew. mn.gov/dhs/renewmycoverage
- Learn more about Medicaid at mn.gov/dhs/medicaid-matters.
- Share your story and read other Minnesotans' stories at mn.gov/dhs/medicaid-matters/faces-of-medicaid.



New web content

mn.gov/dhs/federalchanges

At launch

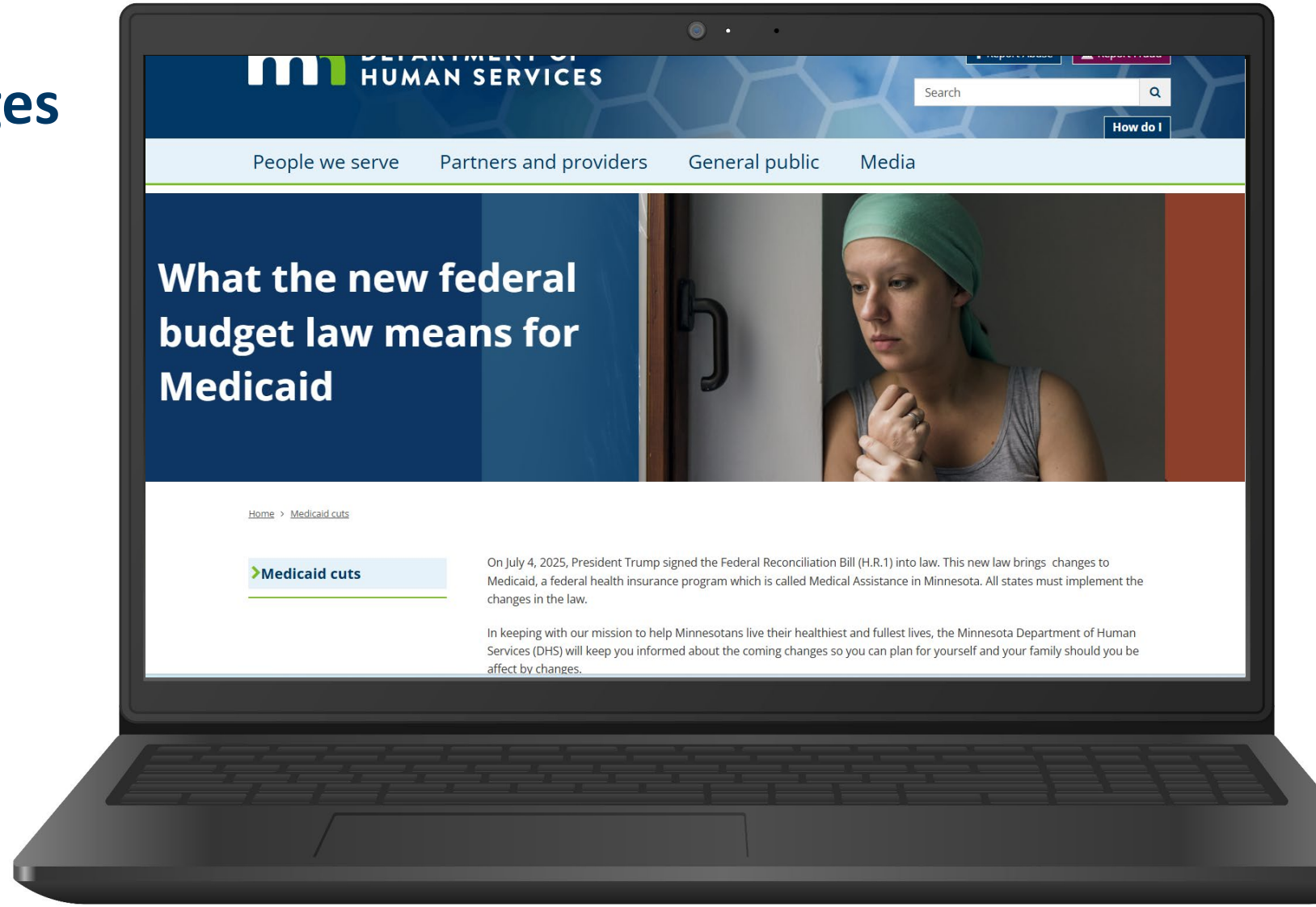
- Overview
- What, who and when

Coming soon

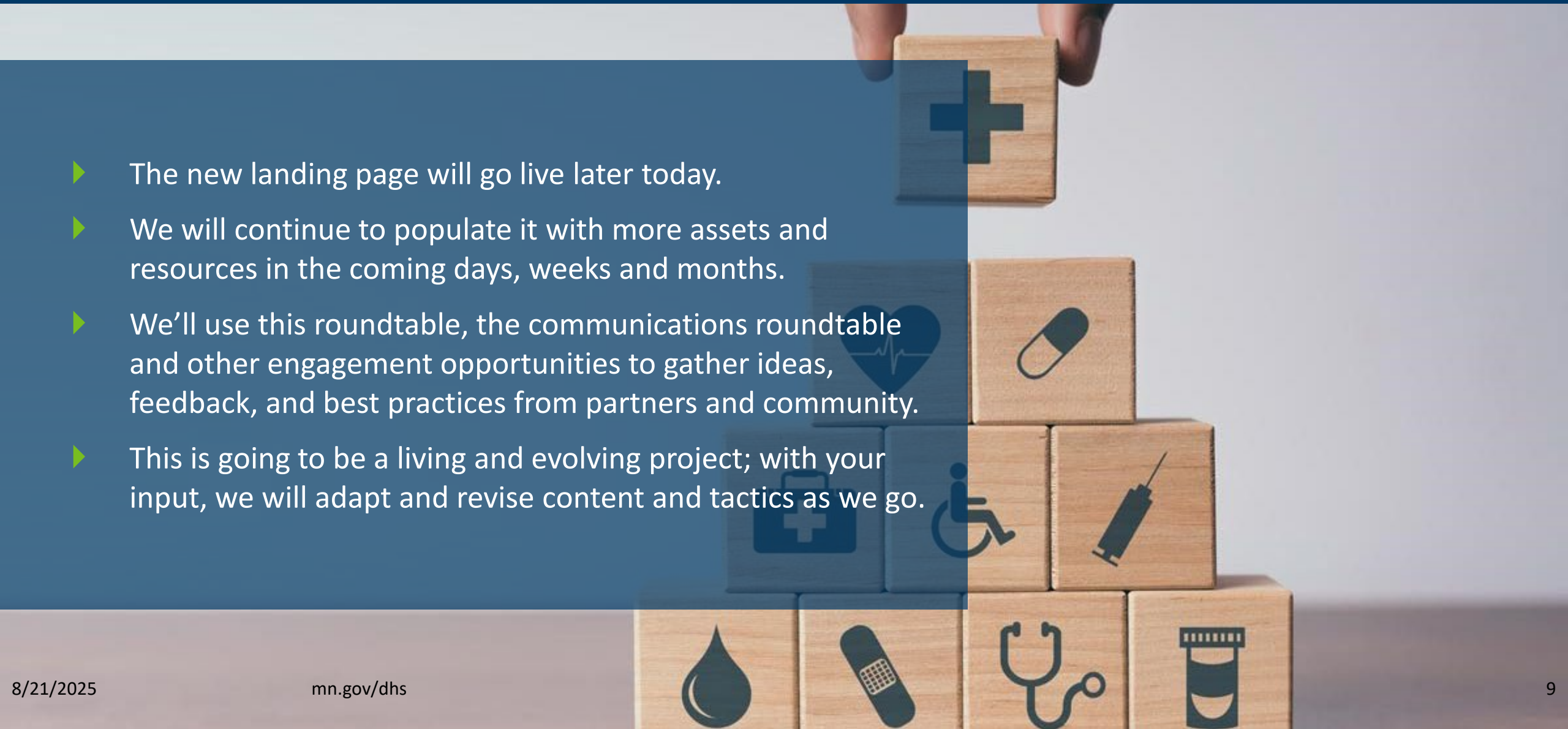
- FAQs
- Fact sheet

Later

- Partner toolkit materials



Next steps



- The new landing page will go live later today.
- We will continue to populate it with more assets and resources in the coming days, weeks and months.
- We'll use this roundtable, the communications roundtable and other engagement opportunities to gather ideas, feedback, and best practices from partners and community.
- This is going to be a living and evolving project; with your input, we will adapt and revise content and tactics as we go.

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Questions?