Campaign to update enrollee addresses

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Health Care Administration
Out-of-date enrollee contact information

Low-income people move more

Economic impact of COVID-19

Younger Minnesotans are highly mobile
Goals of campaign to update addresses

• Maintain coverage for eligible enrollees by ensuring they receive their renewal paperwork
• Decrease gaps in coverage caused by churn
• Decrease reapplications for coverage caused by churn
• Ease workload pressures on eligibility workers
• Don’t risk a gap in your health insurance

• Keep your address and phone number updated to avoid losing your health insurance with Minnesota’s Medical Assistance or MinnesotaCare programs.

• Visit mn.gov/dhs/mycontactinfo to learn how to keep your insurance up to date.
Timeline and tactics

October

- Reminder to share address updates across DHS
- Webpage: mn.gov/dhs/mycontactinfo
- Postcard and flyer: English, Hmong, Spanish, Somali, Vietnamese and Russian
- Social media posts

November

- Annual legislative notice to all enrollees
- Info on health plan selection website
- County and tribal toolkit: - IVR, phone, text scripts
- Social media posts - Flyer with cobranding space
- Multicultural media ads
- Leverage health plans and navigators with toolkits of resources

December

- Begin texting enrollees by monthly cohort
- Leverage providers, Disability Hub and Senior Linkage Line
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