



WISCONSIN DEPARTMENT
of HEALTH SERVICES

Unwinding Toolkit Overview

April 17, 2023

Agenda



- Unwinding overview
- Available resources
- Using the toolkit
- Questions?

Unwinding Overview

“Unwinding” Defined

The process states will undertake to return to routine operations in Medicaid programs, as temporary policies related to the pandemic start to end.



Driving the Unwinding

- Consolidated Appropriations Act (CAA), 2023
 - Separated Medicaid's health care continuous coverage from the federal public health emergency
 - Set a timeline for states to begin renewals for all members
- Federal public health emergency (PHE)
 - Many program and policy flexibilities linked to or authorized under the PHE
 - Set to end May 11, 2023
 - Some policies end immediately; others have a phase out period

Unwinding Toolkit



Collaboration Goals

- Inform and educate members on upcoming changes
- Help members update their contact information
- Assist with renewals
- Help those who no longer qualify for Medicaid or BadgerCare Plus transition to the Federal Marketplace or other quality coverage

Partner Toolkit

- Communication resource developed with our partners, for our partners
- Updated with new materials as needed



Keeping members covered

Unwinding is the term used by our federal partners to describe the steps for state Medicaid agencies to replace temporary policies established during the COVID-19 emergency with regular eligibility, enrollment, and benefits management processes. **Wisconsin's Unwinding goals include:**

- Implementing a successful return to routine operations for our programs
- Keeping Wisconsinites covered, whether through a state program, insurance from an employer, or a plan from [HealthCare.gov](https://www.healthcare.gov)

This partner toolkit is designed to give you communication tools to help members navigate the Unwinding process successfully. We encourage you to download and customize the materials and share our social media posts to help spread key messages.

Member communication campaigns

We currently have three primary messaging themes:

- **Update your address.** Member messaging continues to focus on making sure the state has updated contact information for everyone enrolled in a benefits program.
- **Watch, Read, Act.** This social media campaign will encourage members to watch for mail coming their way with benefits information, read it carefully and note their next steps, and act by their due date.
- **Renewals are back.** Members will be referred to our updated [health care renewal webpage](#) for information. They can also download a renewal fact sheet in [English](#), [Hmong](#), and [Spanish](#).

Using the toolkit

- Explore our partner toolkit for resources available in either a DHS version, a customizable version, or both. If you have challenges with customization or have other questions about toolkit materials, email DHSDMSCcommunications@wi.gov.
- Follow DHS on social media and share our posts. Within each theme below, current social media posts are linked for your convenience.
- Sign up for our [Unwinding email list](#) to stay informed about updates to the toolkit.

www.dhs.wisconsin.gov/covid-19/unwindingtoolkit.htm

Watch, Read, Act

**STOP
READ
ACT**

It's renewal time!

You must complete a renew process each year to keep your benefits. Here's what to do:

1. Read the enclosed letter to find out your next steps.
2. Note the due date and respond on time.
3. Don't wait — follow the instructions right away.

**NRES
NYEEM
NQIS TES**

Nws Yog Lub Sij Hawm Rov Txuas Sij Hawm Dua Lawm!

Koj yuav tsum ua kom tiav cov txheej txheem txuas sij hawm tshiab txhua xyoo txhawm rau khaws koj cov txiaj ntsig cia.

Nov yog yam yuav ua:

1. Nyeem tsab ntawv uas muab los nrog los tshawb nrhiav koj cov kauj ruam tom ntej.
2. Sau tseg lub sij hawm tag thiab teb kom ncv sij hawm.
3. Tsis txhob tos — ua raws li cov lus qhia tam sim ntawd.

**PARE
LEA
PROCEDA**

¡Es época de renovación!

Debe completar cada año una solicitud de renovación para conservar sus beneficios.

Le indicamos qué debe hacer:

1. Lea la carta adjunta para conocer los pasos siguientes.
2. Tenga en cuenta la fecha de vencimiento y responda a tiempo.
3. No espere, siga las instrucciones de inmediato.



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dhs.wi.gov/forwardhealth/renewals.htm
P-03277 (02/2023)

Watch your mailbox.
Read letters from us.
Act by the deadline.

BadgerCare Plus and
Medicaid renewals are back!



Watch your mailbox.
Read letters from us.
Act by the deadline.

BadgerCare Plus and
Medicaid renewals are back!



Important information about renewals for BadgerCare Plus and Wisconsin Medicaid programs is **coming soon!**



Watch your mailbox
Read letters from the state
Act by your deadline

Watch your mailbox.
Read letters from us.
Act by the deadline.

BadgerCare Plus and
Medicaid renewals are back!



Stay Informed

- Attend our biweekly policy stakeholder calls, which feature policy updates and changes to programs like FoodShare and Medicaid: www.dhs.wisconsin.gov/forwardhealth/partners.htm
- Join our COVID-19 Unwinding Update listserv to get email updates with Unwinding news: public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_668.



Thank you
for attending!



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of HEALTH SERVICES

*Protecting and promoting the health
and safety of the people of Wisconsin.*