

CCN Outreach, Education and Enrollment Broker Materials
Breakdown of creation, printing and distribution assignments

Legend:

O&E = Making Medicaid Better Outreach and Education Contractor

EB = Enrollment Broker Contractor

All total volumes are estimates based on enrollment. Final numbers are TBD.

ITEM NAME	WHO CREATES	WHO PRINTS	WHO DISTRIBUTES	HOW DISTRIBUTED	TOTAL VOLUME
Readiness Kit <i>Multi-page document</i>	O&E	O&E	O&E DHH	<ul style="list-style-type: none"> Direct mail, mailing list provided by DHH O&E to coordinate printing and mailing Postage paid by DHH 	Total volume based on potential CCN enrollment at the time of printing, considering the one-per-household requirement
Postcard #1 <i>Readiness/Enrollment</i>	O&E With EB Guidance	O&E	O&E DHH	<ul style="list-style-type: none"> Direct mail, mailing list provided by DHH O&E to coordinate printing and mailing Postage paid by DHH 	Total volume based on potential CCN enrollment at the time of printing, considering the one-per-household requirement
Postcard #2 <i>Readiness/Enrollment</i>	O&E With EB Guidance	O&E	O&E DHH	<ul style="list-style-type: none"> Direct mail, mailing list provided by DHH O&E to coordinate printing and mailing Postage paid by DHH 	Total volume based on potential CCN enrollment at the time of printing, considering the one-per-household requirement
CCN Overview Brochure	O&E With EB Guidance	O&E DHH post-transition	O&E DHH	<ul style="list-style-type: none"> Hand out during Enrollment Events during transition Distribute to community (TBD) 	TBD <i>(based on population in each GSA)</i>
Promo Items <i>TBD by Contractor and DHH</i>	O&E	O&E	O&E DHH	<ul style="list-style-type: none"> Shipped to DHH outreach offices or CBOs for outreach efforts Hand distributed by Outreach and Education contractor 	TBD <i>(based on population in each GSA)</i>
Tablecloth	O&E	O&E	O&E	<ul style="list-style-type: none"> Shipped to DHH outreach offices or CBOs for outreach efforts 	TBD <i>(based on population in each GSA)</i>
Promotional Posters	O&E	O&E	O&E DHH	<ul style="list-style-type: none"> TBD 	TBD
CCN Comparison Chart	EB	EB	EB	<ul style="list-style-type: none"> Direct mail to enrollees, included in the 	Total volume based on potential CCN enrollment at

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ITEM NAME	WHO CREATES	WHO PRINTS	WHO DISTRIBUTES	HOW DISTRIBUTED	TOTAL VOLUME
<i>Enrollment Broker Enrollment Packet</i>	With CCN/DHH Input Branding from O&E			enrollment packet <ul style="list-style-type: none"> • Mailing list provided by DHH • EB to coordinate printing and mailing • Distributed to all Medicaid regional outreach staff and any organization/contractor engaged by DHH for outreach and education • Postage paid by DHH 	the time of printing, considering the one-per-household requirement (implementation phase only) Additional enrollment packets TBD for ongoing Medicaid Enrollment post-implementation, projected monthly volume of 14,500 to 16,500 individuals per month (average of 2 members per case)
CCN Brochures <i>Enrollment Broker Enrollment Packet 8 ½ x 11 that can be a flyer bi-folded, or tri-folded</i>	Each CCN	Each CCN	CCN to EB EB to Enrollee	<ul style="list-style-type: none"> • Direct mail to enrollees, included in the enrollment packet • Provided to the EB by each CCN • Mailing list provided by DHH • EB to coordinate mailing • Postage paid by DHH 	TBD by each CCN dependent on the GSA they are awarded and the volume of enrollees in that GSA
Welcome Letter <i>Enrollment Broker Enrollment Packet</i>	EB Branding from O&E	EB	EB	<ul style="list-style-type: none"> • Direct mail to enrollees, included in the enrollment packet • Mailing list provided by DHH • EB to coordinate printing and mailing • Distributed to all Medicaid regional outreach staff and any organization/contractor engaged by DHH for outreach and education • Postage paid by DHH 	Total volume based on potential CCN enrollment at the time of printing, considering the one-per-household requirement (<i>implementation phase only</i>) Additional enrollment packets TBD for ongoing Medicaid Enrollment post-implementation , projected monthly volume of 14,500 to 16,500 individuals per month (average of 2 members per case)
CCN Enrollment Form	EB	EB	EB	<ul style="list-style-type: none"> • Direct mail to enrollees; included in the enrollment packet • Downloadable from web site • Medicaid Eligibility Offices • Business reply postage paid by DHH 	Total volume based on potential CCN enrollment at the time of printing, considering the one-per-household requirement (<i>implementation phase only</i>) Additional enrollment packets TBD for ongoing Medicaid Enrollment post-implementation , projected monthly volume of 14,500 to 16,500 individuals per month (average of 2 members per case)
Business Reply by Mail Envelope <i>Enrollment Broker Enrollment</i>	EB Branding from O&E	EB	EB	<ul style="list-style-type: none"> • Direct mail to enrollees, included in the enrollment packet 	Total volume based on potential CCN enrollment at the time of printing, considering the one-per-

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<i>Packet</i>				<ul style="list-style-type: none"> Mailing list provided by DHH EB to coordinate printing and mailing Distributed to all Medicaid regional outreach staff and any organization/contractor engaged by DHH for outreach and education Postage paid by DHH 	household requirement (<i>implementation phase only</i>) Additional enrollment packets TBD for ongoing Medicaid Enrollment post-implementation projected monthly volume of 14,500 to 16,500 individuals per month (average of 2 members per case)
Provider Directory <i>Enrollment Broker Enrollment Packet</i>	Each CCN	Each CCN	EB	<ul style="list-style-type: none"> Direct mail to enrollees, included in the enrollment packet Mailing list provided by DHH EB to coordinate mailing Postage paid by DHH 	TBD by each CCN dependent on the GSA they are awarded and the volume of enrollees in that GSA
Welcome Letter <i>GNOCHC Enrollment Packet</i>	EB With GNOCHC Staff	EB	EB	<ul style="list-style-type: none"> Direct mail to GNOCHC enrollees, included in the enrollment packet Mailing list provided by DHH EB to coordinate mailing Postage paid by DHH 	Based on GNOCHC Enrollment
Comparison Chart <i>GNOCHC Enrollment Packet</i>	EB With GNOCHC Staff	EB	EB	<ul style="list-style-type: none"> Direct mail to GNOCHC enrollees, included in the enrollment packet Mailing list provided by DHH EB to coordinate mailing Postage paid by DHH 	Based on GNOCHC Enrollment
GNOCHC Enrollment Form	EB	EB	EB	<ul style="list-style-type: none"> Direct mail to enrollees; included in the enrollment packet Downloadable from web site Medicaid Eligibility Offices in Region 1 Business reply postage paid by DHH 	Based on GNOCHC Enrollment
Business Reply by Mail Envelope <i>GNOCHC Enrollment Packet</i>	EB With GNOCHC Staff	EB	EB	<ul style="list-style-type: none"> Direct mail to GNOCHC enrollees, included in the enrollment packet Mailing list provided by DHH EB to coordinate mailing Postage paid by DHH 	Based on GNOCHC Enrollment

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