



PHE Unwinding Flexibilities Extension Agent/kynectors Fact Sheet

What is the PHE Unwinding Flexibilities Extension?

The PHE Unwinding Campaign – Alternative Coverage Awareness Audience Expansion aims to ensure that Heads of Household (HOHs) who have lost or are up for renewal for Medicaid Health Coverage are aware of other coverage options and are given next steps to enroll.

Eligibility Determination and Benefit Calculation

The requirement to apply for entitled benefits for Medicaid will be removed completely. Checks for entitled benefits for all MAGI (Modified Adjusted Gross Income), non-MAGI, and MSP (Medicare Service Provider) will be removed completely. Checks for entitled benefits will still apply to State Supplemental and Advance Premium Tax Credit.

Open Enrollment

The continuous open enrollment period for Medicaid has been extended until the end of 2025. The Self-Service Portal will announce the continuous open enrollment period with the following language: “There is no longer an Open Enrollment period for calendar year 2025 to submit Managed Care Organization (MCO) changes. MCO changes can be done at any time from now until 12/19/2025. Please note this change is not applicable for Supporting Kentucky Youth (SKY) members.”

Reactivation Functionality

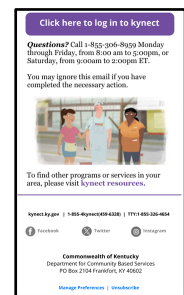
The Reactivation functionality to all individuals is extended to 6/30/2025 including both Public Health Emergency (PHE) and Non-PHE members.

Residents who have Lost Medicaid Health Coverage

Heads of Household (HOHs) who lose Medicaid health coverage receive a message of other coverage options and are given next steps to enroll. It is sent to residents who are opted into email and SMS digital communications. This campaign is set to end on 8/31/2025.

Residents with an Active Medicaid Renewal

This campaign sends a nudge to Medicaid HOHs when an active Medicaid (MA) renewal in their household is 60 days away. It sends weekly nudges to those MA HOHs who are opted into digital communications. The campaign was updated to provide residents going through Medicaid renewal with information about how to update their Medicaid Managed Care Organization (MCO) at any point until 12/19/2025.



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