Message guide to clearly communicate with Missourians about Medicaid

Published November 1, 2024

# About this guide

Missouri Foundation for Health created this guide to help enrollment assisters, health care professionals, community organizations, and advocates communicate about Missouri Medicaid, also called MO HealthNet. This guide gives a framework to build written, spoken, and digital communications.

# *Transitioning from Medicaid Expansion to Medicaid Education*

Many of the core messages that explain Medicaid, address cost concerns, and connect Missourians to free enrollment help will look familiar to language published when Missouri Medicaid first expanded in 2021. The language has been updated to:

* Move away from language that refers to “new rules.” Expansion is no longer new, and that language could lead someone to believe there have been additional rule changes.
* Avoid suggesting that someone who has not qualified before may now be eligible. It is possible that someone applied post-expansion and was determined ineligible. Instead, encourage them to connect with an assister for help.
* Incorporate more descriptors of the diverse types of people that could be eligible. This can help overcome misconceptions based on previous eligibility limitations.

# Messages

# *If you only have 1 minute to explain Medicaid…*

Missouri Medicaid is here for you. Kids and adults, workers and students, caregivers and those in need of care, can get free or low-cost health insurance through Missouri Medicaid, also known as MO HealthNet. From annual check-ups and prescription medications to mental health care and emergency services, Missouri Medicaid covers more than you might think. Even dental care!

See if you qualify today. Go to [mydss.mo.gov](http://mydss.mo.gov/) to apply.

Get free help. Go to [CoverMissouri.org](http://covermissouri.org/) to find an assister near you.

# *If you need more information to explain Medicaid and motivate people to apply…*

**Eligibility**

* Missouri’s Medicaid program, MO HealthNet, covers Missourians from all walks of life, including people like your family, friends, and neighbors. You may be able to get free or low-cost health insurance too. Go to mydss.mo.gov to see if you qualify.
* As your life changes, Missouri Medicaid is there for you.
	+ From being a kid to having a kid of your own, Missouri Medicaid is there for you.
	+ From pregnancy through post-partum care, and even caring for your baby, Missouri Medicaid is there for you.
	+ From preparing for your first job to taking over the family business, Missouri Medicaid is there for you.
	+ From walking into the first day of class to crossing the graduation stage, Missouri Medicaid is there for you.
* More Missourians qualify for Missouri Medicaid than you may think. For example, a single adult making up to $[XX,XXX] a year, or a family of 4 making up to $[XX,XXX] a year, may qualify for free or low-cost health insurance.

*If you want to include income limits in your messaging, you can use the Missouri Department of Social Services* [*federal poverty level*](https://dssmanuals.mo.gov/wp-content/uploads/2019/03/MAGIappendix-a.pdf) *chart. Use the monthly income number in the “133% of Poverty AEG” row. The columns represent household size. Multiply the number by 12 to get a yearly income amount.*

**Benefits**

* With health insurance through Missouri Medicaid, you can get many preventive care services at no cost to you. This includes yearly checkups, cancer screenings, medical exams, and routine shots.
* With health insurance through Missouri Medicaid, you can get the care you need when you need it. MO HealthNet covers doctor visits, yearly checkups, prescription medicines, and more.
* Health insurance through Missouri Medicaid gives you access to important health care to help you get and stay healthy, from mental health services to dental care, and more.
* Are you worried about your health? Has it been a long time since you’ve seen a doctor? When you have health insurance, you can take care of yourself and your family.
* Are you worried about your teeth? Has it been a long time since you’ve seen a dentist? Missouri Medicaid covers dental services, including routine and emergency care.

**Cost**

* When you are living paycheck to paycheck, you shouldn’t have to worry about the cost of health care. Free or low-cost health insurance through Missouri Medicaid protects you and your loved ones.
* When you are sick or injured, you should be focused on getting better, not how you are going to pay for health care. When you have health insurance through Missouri Medicaid, you can get the care you need without worrying about going into debt.
* Broken bones and accidents can mean costly trips to the emergency room and follow-up care. With health insurance through Missouri Medicaid, you can be prepared for the unexpected.
* Accidents happen. With health insurance through Missouri Medicaid, you can have peace of mind knowing you won’t go into debt from big medical bills.
* Free or low-cost health insurance through Missouri Medicaid puts health care within reach. When you are covered, you don’t have to choose between your health and taking care of your family.

**Help**

* You can get free help to understand your health insurance options, including Medicaid through MO HealthNet. Call 1-800-466-3213 or visit CoverMissouri.org to find an assister near you.
* Want to see if you can get Medicaid through MO HealthNet? You don’t have to do it alone. To find free help from an assister, call 1-800-466-3213 or go to CoverMissouri.org
* Have you applied for Medicaid before? If you had trouble with your application, an assister can help you understand your health insurance options. You might be able to get free or low-cost health insurance through Missouri Medicaid.
* Are you still waiting to hear about your Missouri Medicaid application? An assister can help you look into your application status. Call 1-800-466-3213 or visit CoverMissouri.org to find an assister near you.
* Did you lose your Medicaid coverage? If you think you might be eligible, an assister can help you figure it all out.