



Ambassador Toolkit: End of Continuous Medicaid Coverage

Visit YourTexasBenefits.com

Social Media Toolkit

This social media toolkit is available to help inform members, providers, health plans, and advocates about the end of continuous Medicaid coverage and what comes next. Use these messages and resources to help spread the word online about the end of continuous Medicaid coverage and next steps.

Stakeholder Social Media Messages

Hashtags: #YourTexasBenefits #Medicaid

Message 1

Don't wait, renew or update. Complete your Medicaid renewal or update your information by visiting YourTexasBenefits.com.



Message 2

You've got mail! Be on the lookout for a yellow envelope, call, text or email about your Medicaid renewal from HHSC. Complete or submit your renewal through YourTexasBenefits.com.



Message 3

It's time to renew! Did you receive a yellow envelope, call, text or email from HHSC? Visit YourTexasBenefits.com to complete your Medicaid renewal.



Message 4

Medicaid recipients: Renewal packets are on the way! Check your mail for a yellow envelope from HHSC or your online account for information about renewing your benefits. Visit YourTexasBenefits.com.



Message 5

Did you receive a phone call or yellow envelope from HHSC? It's time to renew. Visit YourTexasBenefits.com for next steps about renewing your Medicaid coverage.



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Message 6

Don't wait, renew or update. Complete your Medicaid renewal or update your information by visiting YourTexasBenefits.com.



Message 7

Don't wait. Check the date. Your Medicaid renewal deadline is approaching. Complete your Medicaid renewal by visiting YourTexasBenefits.com.



Message 8

You've got mail! Returning your renewal on time will help prevent a gap in Medicaid coverage. Visit YourTexasBenefits.com to complete your renewal.



Resources:

HHSC End of Continuous Medicaid Coverage Page

<https://bit.ly/3Y9WRil>

End of Continuous Medicaid Coverage Ambassador Toolkit

<https://bit.ly/3GXNMDB>

Your Texas Benefits

<https://www.yourtexasbenefits.com/Learn/Home>

HHSC News Release

<https://bit.ly/40ZsPjc>