



Messaging: What to tell ineligible beneficiaries who were disenrolled and still need coverage

The message below can be adapted to help direct beneficiaries who no longer qualify for Medicaid to the federal Health Insurance Marketplace:

Based on the information we have; you are no longer eligible for Medicaid coverage. Your last day of coverage was [insert date], but there are other options to get health care coverage. You can visit healthcare.gov or call the Federal Call Center at 1-800-318-2596 to see if you are eligible for free or low-cost coverage.