

AHCCCS – H.R.1 Communications Plan & Assets

September 1, 2026



Stakeholder
Recommendations

Member Findings

Plan of Action

An abstract graphic featuring the words 'AMPLIFYING CREATIVE' in large, bold, white and black letters. The text is layered over a background of black and green rectangular blocks. A small green square is visible in the bottom right corner.

**AMPLIFYING
CREATIVE**

	Stakeholders	Focus Groups
Date	7/13 + 7/14	7/20-7/23
Length	60 minutes	60 minutes
# Of Groups/ Participants	7 N = 29	5 N = 15
Recruitment criteria	<u>Policy/ Administrative</u> Governor's Office AHCCCS DES Staff <u>Frontline Intermediaries</u> Providers Community Partners/ Assistors MCOs CBOs Workforce Partners Activists Caregivers	All groups consisted of AHCCCS members, reflecting a mix of age, ethnicities, rural and urban members, education levels, including a variety of coverage plans and TANF recipients.*
Objective	To understand stakeholders' perspectives, preferences, needs and advice regarding the communication and implementation of the new H.R.1 requirements.	To understand members' awareness, perceptions, behaviors and communications preferences relative to the upcoming changes to their Medicaid coverage in an effort to make the communications and implementation as smooth as possible for all members. Further, learn how members access the HEAplus portal and experience challenges associated with it, identify potential barriers to understanding/compliance, and what reassurance/support would help members take action instead of giving up.

*Original segments could not be recruited within given timeframe and outreach limitations

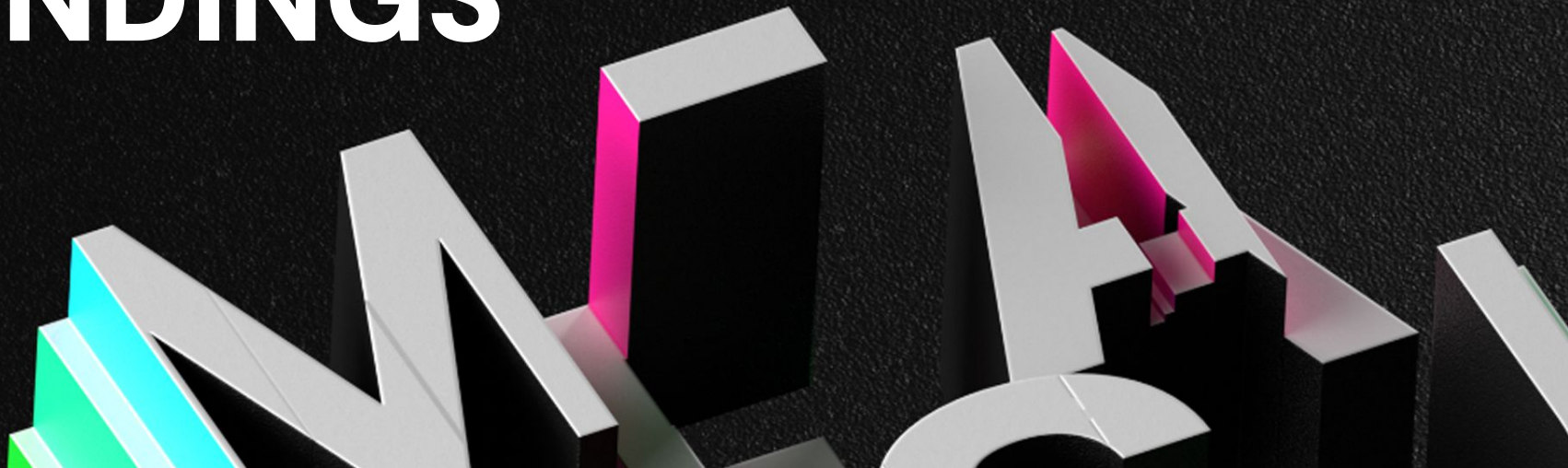
STAKEHOLDER RECOMMENDATIONS



Governor's Office, AHCCCS, DES Staff	Providers, Community Partner Assistors, MCOs,CBOs, Workforce Partners, Activists + Caregivers
All demonstrated concern that members would lose coverage and considered this a large communications and implementation challenge.	More focused on preventing members from assuming they had already lost coverage. Preferred language emphasized asking for help, confirming status, and taking a clear next step.
Focused on governance, consistent statewide messaging, integration with eligibility workflows, system capacity, legal contingencies, and advance review.	Emphasized member navigation, live assistance, targeted outreach, training, funding, practical tools, and rapid resolution when coverage problems occur.
Realized urgency but requested a holistic roadmap, adequate review time, and contingency messages for changing federal or legal conditions.	Want early awareness-building but warned that detailed training cannot be reliable until rules, forms, exemptions, and documentation standards are finalized.
Believe partner coordination as a way to maintain consistency, control message quality, and avoid misinformation or system overload.	View themselves as indispensable trusted messengers but cannot absorb uncompensated outreach, eligibility, mailing, and documentation work.

Governor’s Office, AHCCCS, DES Staff	Providers, Community Partner Assisters, MCOs,CBOs, Workforce Partners, Activists + Caregivers	Tribal Stakeholders
Favored concise, matter-of-fact, pragmatic, non-political language. DES similarly stressed plain language and careful handling of sensitive exemption questions.	Want simplicity with more relational, emotional and motivational language, such as telling members they are not alone, should not give up, and can receive help from a trusted organization.	Wanted communications to lead explicitly with the AI/AN exemption rather than requiring tribal members to interpret general-population materials.
Focused on avoiding technical and statutory jargon, acronyms, and stigmatizing language.		Emphasized literal translation does not work because Medicaid and Medicare do not always have direct equivalents in tribal languages. Seek culturally meaningful explanations delivered by local messengers.
All emphasized using texts, email, robocalls, uploads, assisters, and standard workflows.		Discussed that automated routing, identity proofing, unreliable mail, limited connectivity, are reasons existing systems fail. Requested a dedicated multilingual tribal hotline, regional contacts, home visits, and local eligibility capacity.
Emphasized coordination among AHCCCS, DES, plans, providers, and community organizations.		Involve tribal leadership, tribal health systems, patient benefit coordinators, community health workers, tribal newspapers, radio, chapter-level networks, and home-based outreach.
Want segmented materials for all exemptions/ high-risk populations, with clear documentation guidance and reassurance for people not subject to requirements.		Viewed explicit AI/AN exemption messaging as urgent because broad media coverage leads members to assume the requirements apply universally.

MEMBER FINDINGS



Reliable Human Assistance is a Core Unmet Need

"No one answers the phone."

"It would be much more effective if people could talk to someone who could tell them, okay, these are the things that you may qualify for as far as exemptions."

"You wait 45 minutes, and at the end of that 45 minutes, you just get rejected." (Navigator also had bad experiences, with the system apparently being entirely overloaded, even after people wait in line, they are then told that the system cannot service them at that point.)

Fear, anxiety, uncertainty and lack of knowledge create hopelessness

"I think a lot of people are gonna give up, I think a lot of people are gonna lose their coverage, even though they should qualify."

Hopelessness will need to be directed into the **local resources and connections**. Are they staffed to deal with it?

Members want concise, personalized and actionable information

"This is what you have to do: 1, 2, 3, 4, 5."

"Say it in plainer language, step by step"

"You know if this impacts me."

Digital tools are valued by some, but represent barriers for others

"It's a nightmare. I can't get into it anymore."

"Even me, who is computer savvy, like, trying to navigate through the Healthy Arizona website... it could use some work. It's just not user-friendly."

**Takeaway: simplify, personalize, and pair every message with a human option.
Optimizing the UX experience will be crucial.**



Members with distinct needs require tailored accessibility and navigation support

Deaf & Hard of Hearing

Need dependable in-person ASL Interpretation and interpreter-ready telehealth.
Several could not secure this despite requesting it.

"He needs to have the in-person interpreter. Because it makes it easier, and the appointment goes really smooth, compared to waiting for those video remote."

Limited Device/Connectivity

Need reliable non-digital pathways and hands-on help since portals and automated systems are not accessible to them.

Serious Mental Illness

Need proactive navigation and a trusted point of contact to avoid procedural coverage loss.

PLAN OF ACTION



- Members know whether H.R.1 applies to them
- Members know where to go for information
(KeepMyAHCCCS.com) vs. take action (HEAplus portal)
- Contact information updates and portal actions increase
- Partners are equipped with consistent scripts, toolkits and training
- Call-center/confusion themes are monitored and used to optimize messaging

A campaign system that moves people from uncertainty to next step.

Our messaging pillars are designed to answer the three questions members and partners need answered:

1. What is changing?

Simple awareness message that creates recognition without creating panic.

2. Does this apply to me?

Educational tools that help members self-identify, understand exemptions, and avoid unnecessary alarm.

3. What steps do I need to take?

Action-oriented instructions: update contact information, open AHCCCS notices, use the portal, or seek help.

The goal: Make required information feel official, calm and easy to act on — not punitive or overwhelming.



What we say, who hears it, where it appears and when it should shift.

With each phase, additional channels are added in addition to the existing ones.

AUDIENCE		SEPTEMBER Awareness + foundation	OCTOBER – MID-NOVEMBER Preparedness + toolkits	LATE NOVEMBER – ONWARD Action + optimization
MEMBERS	Message	Changes are coming.	Who is affected by this?	Here's what to do now.
	Channels	Landing page, member self-screener, SMS/email/voice reminders, organic social, paid digital/social, paid search, earned media	FAQs, instructional videos, How-to-Comply guides	HEAplus/portal CTA, member notices, print-ready flyers & posters
PARTNERS	Message	Prepare to support members.	Use approved guidance.	Help members complete next steps.
	Channels	Landing page, FAQs, paid search, shareable infographics	Robust partner + provider toolkits (sample social posts, infographics, etc.), training deck	Referral instructions, office posters/flyers
		<i>Timed to when members will begin receiving staggered notices.</i>	<i>Timed to help equip members with tools they need to prepare up until when they need to take action.</i>	<i>Timed to 6 weeks prior to when members need to submit for requirements + 6-month renewals.</i>



Paid media is designed to support our member communications by filling reach gaps, making information easier to find, recognize and act on. Targeted enough to avoid waste, broad enough to support awareness and structured to keep communications discoverable when members need it.

TARGET

Adults 19-64 who may be subject to work requirements and six-month renewals.

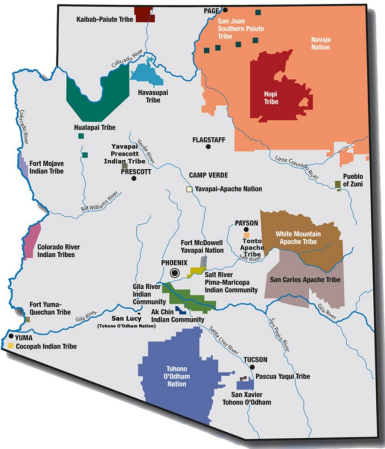
FLIGHTS

September - June 30, 2027



AI Mode

CHANNEL	ROLE IN THE JOURNEY
Paid Search	Capture members who are actively searching AHCCCS, eligibility, renewals or work-related answers statewide.
Meta	Build reach and frequency; encourage users to click on and visit landing page for information and resources.
YouTube	Use short video to simplify complex requirements and evolve from educational content to action-oriented reminders.
Doctor-office media	Reach patients and caregivers in a relevant healthcare environment through digital kiosks, waiting-room video and/or posters.
Tribal communications	Use newspaper and radio to deliver tailored AI/AN exemption messaging through relevant channels.





- ❖ Maintains AHCCCS brand colors and identity, but ties directly to H.R. 1 work requirements campaign and website vanity URL
- ❖ Also functions as campaign slogan with easy-to-understand CTA
- ❖ Models how other states are handling campaign identity

1 The overall goal is to make an intimidating subject feel **clear, approachable, and manageable.**

By combining the established brand equity with a more contemporary, social-first visual language, the **campaign turns complex information into a series of simple conversations.**

The result is a campaign that informs without overwhelming, reassures without minimizing the change, and guides people toward the information they need.

Starting
January 1, 2027

Most adults on AHCCCS will renew their coverage every 6-months, and there will be new work requirements for some adults on AHCCCS. These changes come from a new federal law.

MOST AHCCCS MEMBERS ARE NOT IMPACTED. YOU MAY NOT BE AFFECTED IF YOU ARE:

- ✓ Under age 19 or 65+
- ✓ Pregnant or pregnant in the last 12 months
- ✓ American Indian/Alaska Native
- ✓ Enrolled in the Arizona Long Term Care System (ALTCS)
- ✓ Eligible for AHCCCS due to disability

AHCCCS will let you know if changes apply to you.

WORK REQUIREMENTS

Some adults ages 19-64 will need to show they meet the requirement each month by:

- ✓ Earning at least \$580, or
- ✓ Completing 80 hours of qualifying activities (work, school, job training, volunteering), or
- ✓ A mix of these.

6-MONTH RENEWALS

Most individuals in the adults group will renew their AHCCCS coverage every 6 months. This replaces the yearly renewal.

Infographic

EXEMPTIONS

Some people do not have to meet the work requirements. This is called an exemption. You may be exempt from the work requirements if you are:

- An American Indian or Alaska Native
- A veteran with a 100% total disability rating
- A caregiver for a child age 13 and younger, or for a person with a disability
- Under age 26 and you were in foster care at age 18
- Someone with specific health conditions
- Getting treatment for drug or alcohol use
- Pregnant, or were pregnant in the last 12 months
- Already meeting work requirements for Nutrition Assistance or Cash Assistance (TANF)
- In jail or prison, or were released in the last 3 months

WHAT TO DO RIGHT NOW

 **Keep your address, phone, and email up-to-date with AHCCCS**

 **Check your mailbox and email at least once a week**

 **Open and read all messages from DES or AHCCCS**

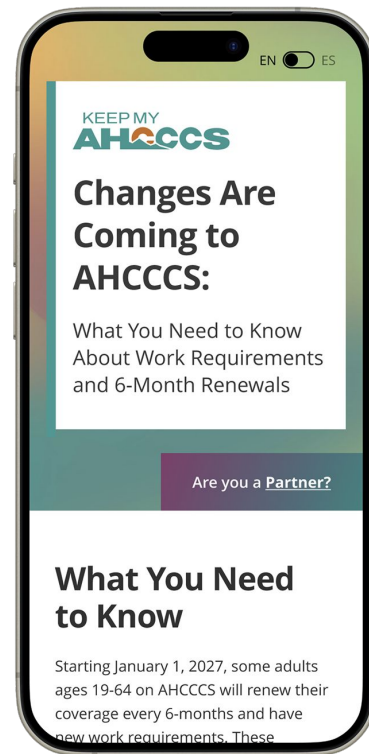
Learn more and find out if this applies to you
[KeepMyAHCCCS.com](https://www.KeepMyAHCCCS.com)

KEEP MY AHCCCS

Campaign Visual System

2 The AHCCCS palette is used in a more energetic way through color blocking and gradient-inspired transitions. This gives the campaign a **contemporary personality while remaining connected to the existing brand.**

All subsequent assets (social posts, one-pagers, infographics) feel like parts of one campaign.



Mobile Preview



3

The Member Landing Page will feature the following resources:

A **self-screener tool** that offers an easy and quick educational tool to make members, family supports, and partners aware of changes and **understand who is impacted.**

Links to job and volunteer opportunities to help members meet their eligibility requirements.

AHCCCS VOLUNTEER OPPORTUNITIES

Volunteer in the Community to Meet AHCCCS Work Requirements.

Starting January 1, 2027, new work requirements will apply to some adults ages 19 to 64 on AHCCCS. You need to do at least 80 hours of approved activities each month to meet the work requirements. Volunteering or doing community service is one way to meet the requirement. You can do one activity for all your hours, or you can mix different activities. Approved activities include working, going to school, doing job training, and volunteering.

What Volunteer Work Counts?
You must volunteer through a public or nonprofit organization. The work must directly benefit the community. The organization must:

- Oversee your volunteer work.
- Make sure the work does not support a partisan political purpose. For example, you can't volunteer for a political campaign. However, you can help register people to vote.
- Track what you did, and the dates and hours you volunteered.
- Provide a point of contact who can confirm your hours.

Make sure your volunteer work meets these requirements. This way it will count toward your work requirements, and you can keep your AHCCCS coverage.

Here are some examples of volunteer activities that meet work requirements:

- Volunteering at a food bank or pantry
- Tutoring or mentoring children through a school or nonprofit
- Helping with a meal delivery program run by a religious organization
- Doing court-ordered community service

What Volunteer Work Does Not Count?
There are some activities that do not count, including:

- Attending an event at your child's school
- Helping a family member move
- Doing yard work for a friend
- Picking up groceries for a neighbor

Find Volunteer Opportunities
The websites below can help you find opportunities. You can also check with your city, town, or school district, or local nonprofit organizations.

- > [JustServe.org](#)
- > [HandsOn Greater Phoenix](#)
- > [Valley of the Sun United Way](#)
- > [United Way of Tucson and Southern Arizona](#)
- > [Axe of Service \(NAU\)](#)
- > [Idealist.org](#)
- > [My AmeriCorps portal](#)
- > [Azjobconnection.gov](#)

For more information about AHCCCS work requirements, visit [KeepMyAHCCCS.com](#)

KEEP MY AHCCCS

Volunteer One-pager

Do you need to hire now? Visit our [Employer Login](#).

To reschedule or report a missed RESEA Orientation Appointment or if you need help with the meeting invite, please send an email to DERSESEA@azdhs.gov.

Existing accounts can reset passwords by email, text or reset code. Click on the link [Forgot Password or Username](#) in the [Login](#) section on this page and follow the prompts. For additional help you can call 602-542-2460 or email us at derahel@azdhs.gov include the last 4 of your SSN, Name, DOB, Address, Username (if known) and Phone Number. Be sure to check your Spam/Trash folder for the email.

Training providers and programs on the State ETP may not be available in each Local Workforce Development Area (LWDA). Please check with your local ARIZONA@WORK office for a list of providers and programs approved for that LWDA.

FIND THE BEST
Explore the jobs, resumes, or training programs in your area

Login
Username (required)
Username

Link to Job Opportunities

Member Self-Screener

Do the new work requirements apply to you?

Starting January 1, 2027, there are new work requirements for some adults on AHCCCS. They come from a new federal law. The requirements apply to some adults ages 19 to 64. Answer a few quick questions to see if they may apply to you.

IMPORTANT NOTE: The federal government made updates to this law on June 1, 2026. This means there may be changes to the information in this screener. We will update the screener when more information is available.

Do any of these describe you? (Check all that apply)

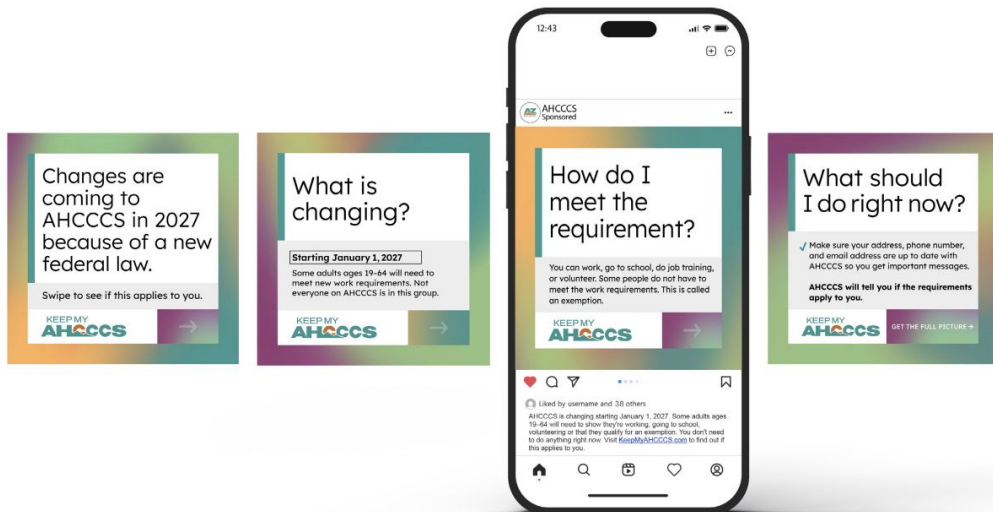
- ☐ I am 18 years old or younger
- ☐ I am 65 years old or older
- ☐ I qualify for or am enrolled in Medicare
- ☐ I am enrolled in the Arizona Long Term Care System (ALTCs)
- ☐ None of these apply to me

NEXT

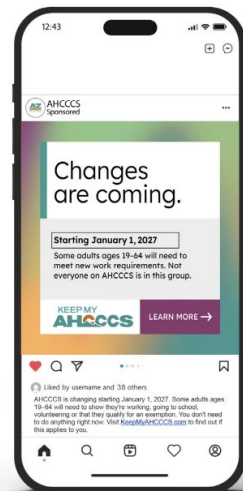
This is not an application, and it is not a decision about your AHCCCS coverage. It is for information only.

4 Social ⇒ Website ⇒ Tools ⇒ Partner support

Every asset reinforces the same plain-language path.



Social Media Carousel



Static Social Asset

PHASE 1 — AWARENESS

SEPTEMBER | What is changing?

MESSAGE OBJECTIVE

Create recognition without panic. Reinforce that members should not assume they have lost coverage and establish KeepMyAHCCCS.com as the trusted source.

PARTNER ASSETS

- Member landing page + FAQs
- Self-screener
- Shareable infographic
- Ready-to-use/co-brandable social posts
- Partner/provider resource page
- Job + volunteer resources

WHAT THIS ACCOMPLISHES

Creates awareness + establishes one trusted source

PHASE 2 — PREPAREDNESS

OCT–MID NOV | Does this apply to me?

MESSAGE OBJECTIVE

Help members understand who may be impacted or exempt, make the requirements easier to understand and prepare before action is required.

PARTNER ASSETS

- Print-ready flyers + posters
- Expanded social content library
- Topic-specific infographics
- Quick-reference guides
- Staff training PowerPoint

WHAT THIS ACCOMPLISHES

Builds understanding + partner readiness

PHASE 3 — ACTION

LATE NOV–JUNE 2027 | What steps do I need to take?

MESSAGE OBJECTIVE

Shift from education to clear instructions and reminders that help members complete the appropriate next step, maintain eligibility and know where to get help.

PARTNER ASSETS

- How-to-Comply guides
- Instructional videos
- Action-focused landing page updates
- Reminder-driven social posts
- Step-by-step graphics / infographics
- Refreshed flyers + posters
- Updated toolkit materials as needed

WHAT THIS ACCOMPLISHES

Drives the correct member action

CONSISTENT ACROSS ALL PHASES

English + Spanish

AHCCCS-approved messaging

Co-brandable where applicable

THANK YOU

APPENDIX



- All stakeholders supported the recruiting process sending out a large number of invitations to the focus groups
- 38 members agreed to participate in the groups and received the Zoom invitation
- Only 15 joined across 5 focus groups over three days

Demographic Snapshots

Gender:	7 Females, 7 males, 1 Transgender
Race/ethnicity:	6 Hispanics, 3 Blacks, 1 Native Americans, 5 Caucasians
Regionality:	3 urban, 12 rural
Income:	7 earning less than \$15K/year 1 earning \$15K–\$29K/year 4 earning \$30K–49K/year 2 earning \$50K–74K/per year Remainder preferred not to answer
Age range:	2 members were between 18–24 years of age 2 members were between 25–34 years of age 5 members were between 35–44 years of age 4 members were between 45–54 years of age 2 member was between 55–64 years of age