

MINUTES

BHP Advisory Council Meeting #12

Monday, August 25, 2025

Summary:

Uri Bilek shared the updated summary of coverage for the Healthy DC Plan, which incorporates feedback from the advisory council. Linda Wharton Boyd provided a status update of various communications materials, such as the rack card and banner bug. “Stay Covered. Stay Healthy.” is the official logo for the Healthy DC Plan and is being incorporated into all consumer-facing materials. Luis Vasquez presented a timeline for email/text communications. The content will be shared with the council via email for feedback. The advisory council will not be meeting next Monday, September 1, which is Labor Day. Registration for the September 16 community meeting will close at the end of the week.

Advisory Council Members and Attendance:

Name	Organization	Attended
Linda Elam, Chair	Elam Strategies	Yes
Claire McAndrew, Vice Chair	DC HBX Standing Advisory Board Member	
Rev. Karen Curry	Pennsylvania Avenue Baptist Church; Co-Convener of the Ward 7 Faith Leaders; Member of the Mayor’s Interfaith Council and the MPD Faith Advisory Council; Health Navigator	
Rev. Patricia Fears	Senior Pastor, Fellowship Bible Church; Wednesday Clergy Fellowship; Leadership Council for Healthy Communities	Yes
Maria Gomez	DC Health Link Hispanic Advisory Council	Yes
Stan Jackson	Anacostia Economic Development Corporation	Yes
Ambrose Lane	Chair, Health Alliance Network	
Mark LeVota	DC Behavioral Health Association	Yes
Jerson Hill Lockridge	Chair, Ward 8 Health and Wellness Council	
Wanda Lockridge	William O. Lockridge Community Foundation	
Erin Loubier	Whitman Walker Health	Yes
Allison Mangiaracino/ Katherine Wait/Christopher West/Allison Taylor	Kaiser Permanente	
Tazra Mitchell	DC Fiscal Policy Institute	Yes
Kim Perry	DC Action	
Dionne Reeder	Far SE Family Strengthening Collaborative	
Patricia (Tricia) Quinn	DC Primary Care Association	
Rev. Dr. Anika Wilson-Brown	Lead Pastor, Union Temple Baptist Church; Mental Health Expert/Counselor	
Dr. Dock Winston, M.D.	Medical Society of the District of Columbia	

Regina Woods	MedStar Family Choice	
Andrew Patterson	Legal Aid Society of DC	Yes
Justin Palmer	DC Hospital Association	Yes

Technical Assistance

Name	Organization	Attended
Dr. Chimene Liburd, M.D.	DHCF, Chief Medical Officer	
Howard Liebers	DISB, Supervisory Insurance Examiner	Yes

Welcome & Call to Order

- Linda Elam welcomed the group.

Implementation Updates

- Uri Bilek shared the updated summary of coverage (SOC) for the Healthy DC Plan.
 - The SOC now matches the color scheme for the plan.
 - The information at the top includes details on the differences between the benefits for Medicaid and the BHP, and information on Medicaid eligibility for those who are pregnant.
 - Carriers will fill in BHP-specific information in the SOC, such as prior authorization requirements.
- Healthy DC Plan Contact Information:
 - New website: HealthyDCPlan.com
 - Phone Number: 833-432-7526 (HDC PLAN)/ TTY: 771
 - Email: HealthyDCPlan@dc.gov
- Linda Wharton-Boyd presented the updated rack card.
 - “Stay Covered. Stay Healthy.” is the official logo for the Healthy DC Plan.
- Sarah Candler shared that Linda/HBX did a great job incorporating all the feedback on both the insurance grid and the rack card! And said that these materials look great.
- Linda presented the banner bug.
- Linda presented an overview of completed, scheduled, and to be scheduled awareness meetings for the Healthy DC Plan.
- The toolkit is about 45% done. HBX is currently working to complete the slide presentation and talking points.
- Maria Gomez suggested that materials include the “Stay Covered. Stay Healthy.” slogan along with the Healthy DC Plan logo.
 - Melissa Quick confirmed the consumer-facing materials will include the logo. Melissa shared the example on the banner bug.

Consumer Communications Timeline & Content

- Luis Vasquez shared that HBX is leveraging best practices about communications that it has learned over the years, and is interested in any feedback from the advisory council and their networks.
- Luis presented the email/text communications timeline. These will be in addition to the formal notices to enrollees about eligibility determinations and enrollment confirmation.
 - HBX will segment the population into two categories: 1) those currently in Medicaid who will be eligible for Healthy DC Plan and 2) those currently in Medicaid who will be eligible for a qualified health plan.
 - DHCF will send a notice in mid-September letting recipients know about changes to Medicaid eligibility, which will include a reference to future communications from HBX. October 1, a welcome message and introduction will be sent by HBX. Beyond the general welcome, HBX will leverage data from DHCF to give people a concrete idea of which program they will be eligible for (either the Healthy DC Plan or a qualified health plan).
 - After the formal eligibility process is complete, on October 20 HBX will remind people who received an envelope in the mail that HBX has completed their eligibility determination, and if they have questions to visit the online resources.
 - Effectively communicating with enrollees will include emails, text messages, post cards, robo-calls, deploying assisters, and other outreach mechanisms. The messages will be relevant, to the point, and action oriented.
 - Spanish translations will be leveraged, as this strategy worked well for the HealthCare4ChildCare initiative.
 - Some enrollees will need to provide additional information to verify their eligibility. HBX will have proactive outreach to connect with this population, along with messaging through various channels to this population to adjudicate their eligibility.
 - November 1 is the start of open enrollment. A general notice will be sent notifying enrollees of their enrollment in the Healthy DC Plan, as well as a customized email that includes the carrier that the enrollee is auto-enrolled into and that carrier's contact information.
 - Weekly enrollment reminders will be sent to those eligible for a qualified health plan, and on December 11 an upcoming deadline reminder will be sent prior to the close of open enrollment on December 15.
 - The Medicaid to qualified health plan population will experience a lot of communications, because they will need to shop for coverage to avoid an interruption in coverage. Those moving from Medicaid to the Healthy DC Plan will be automatically enrolled into their plan.

Questions & Discussion

- Stan Jackson asked if there is any possibility that those who are QHP-eligible may switch to Healthy DC Plan during open enrollment.
 - Luis clarified if a person is eligible for one, they are not eligible for the other, therefore they will enroll in the appropriate program.

- Andrew Patterson asked what population of individuals/under what scenarios will enrollees need to take additional steps to confirm their eligibility for the Healthy DC Plan, while the overwhelming majority of people will not need to take action?
 - Bonnie confirmed that the vast majority of enrollees will not need to submit information. During the Medicaid unwinding, DHCF recently re-verified all of their data so it should be accurate, but there is a small portion of enrollees who enrolled in Medicaid after that process who have outstanding verifications.
 - Andrew asked at what point in the process will it be determined that the individual needs to submit additional information?
 - When HBX goes through the process of determining eligibility for Healthy DC Plan, they will determine if there are outstanding data needs. Only if for some reason there is not up to date verification from Medicaid then it will be necessary.
- Maria Gomez asked if this information is going to be available on the Healthy DC Plan website to direct people to the timeline?
 - Linda confirmed it will be available after CMS has approved the Healthy DC Plan.
- Linda Elam asked if HBX is receiving any questions from the community so far.
 - Linda Wharton-Boyd confirmed that questions are coming up during community awareness meetings.
- Bonnie highlighted that HBX intends to share draft communications content to the advisory council for feedback.
- Melissa shared that the updated logo and tagline is being integrated into consumer-facing materials. HBX is also coming up with tablecloths and other materials that will be used during community events to create a specific and recognizable brand for Healthy DC Plan.

Closing & Next Steps

- The advisory council will not be meeting next Monday, September 1, which is Labor Day.
- Registration for the September 16 community meeting will close at the end of the week.
 - Tazra Mitchell asked will the meeting be a recap of what this council has discussed, or will it include new information.
 - Linda clarified there will be new clarifying details from DHCF.
 - Maria Gomez said that some community members are concerned about attending the meeting and will not be present due to the increased federal presence around the District. Maria asked if the meeting will have a virtual option.
 - Linda said there will not be a virtual opportunity on September 16, but future meetings will take place virtually.