

NC Get Covered Coalition Meeting

June 10, 2022

Purpose of Meeting:

- To convene and educate organizations interested in connecting North Carolinians to health coverage
- Collaborative learning
- Understand what is working well
- Find solutions to challenges

This Meeting Will Be Recorded



NC Get Covered



Today's Meeting

- NC Medicaid Expansion Bill
- Social Media 101
- Medicaid Monitoring & Advocacy Project - Makayla Pullum, Legal Aid
- Medicaid Unwinding Updates
- Partner Updates
- Social Media Google Doc

Photo by [Georg Eiermann](#) on [Unsplash](#)



NC Get Covered



NC HB 149

Medicaid Expansion

- Would cover adults with income of up to 138% of federal poverty guidelines, likely covering at least 600,000 people
- Federal Government would pay 90% of Expansion Costs
- The state's 10% share of expansion expenses would be paid through a new assessment on hospitals
- Would include a work requirement for expansion recipients*

Other Measures

- Streamline and narrow “certificate of need” laws that require health regulators to sign off on expansion plans by hospitals and other medical providers before moving forward
- Permit nurse practitioners, certified nurse midwives and nurses with other advanced specialties to practice without a physician's formal supervision.
- Require health insurers in the state to cover telehealth services
- In-network health facilities would have to alert consumers when out-of-network providers are scheduled to provide care

- Unlikely an agreement will be reached on Medicaid Expansion this Senate work session (which ends around July1)
- Likely will have to wait until at least the fall before work begins

Photo by [Georg Eiermann](#) on [Unsplash](#)

Social Media 101: Platforms & Audiences

- **Facebook**

- 36% of US Citizens say they regularly use the platform as a source of news
- Audience typically skews older
- Content can be written, video and image based

- **Instagram**

- Popular app for people under 30
- Content is image/video based

- **Twitter**

- Good way to reach journalists and elected officials

- **TikTok**

- Good platform to reach teens and Gen Z
- Content is video based

Photo by [Georg Eiermann](#) on [Unsplash](#)



NC Get Covered



Creating Content

- Make sure you know what audience you want to reach
- Video content is most viewed on majority of platforms
- Photo/video of staff members is typically popular
- [canva.com](https://www.canva.com) is a great resource to create free graphic & video content for all social media platforms

Photo by [Georg Eiermann](#) on [Unsplash](#)

Boosting Engagement

- Follow and interact with other accounts related to your organizations goals
- The more a post is liked, shared, and commented on by other users, the more SM algorithms will share it with others
- Use #hashtags to help your post be seen
- Post during peak hours - will be unique to your organization!
- SM paid advertisement can be very effective & inexpensive

Photo by [Georg Eiermann](#) on [Unsplash](#)

Medicaid Unwinding Update

PHE Extended Until Mid July

Will receive 60 day notice before PHE ends, so likely to be extended

Messaging to Beneficiaries

- Update your address with DSS
- Keep an eye on the mail

Medicaid Unwinding Website

[medicaid.gov/unwinding](https://www.medicaid.gov/unwinding)

Photo by [Georg Eiermann](#) on [Unsplash](#)



NC Get Covered



Resources

NC Medicaid Expansion Bill

HOUSE BILL 149: Expanding Access to Healthcare Summary:

[https://dashboard.ncleg.gov/api/Services/BillSummary/2021/H149-SMBC-224\(AMRxfry-32\)-v-4](https://dashboard.ncleg.gov/api/Services/BillSummary/2021/H149-SMBC-224(AMRxfry-32)-v-4)

Articles: <https://bit.ly/3OarjnZ>

CMS Medicaid Unwinding Website

<https://www.medicaid.gov/unwinding>

Partners Social Media Google Doc

<https://bit.ly/3wjYs99>

Photo by [Georg Eiermann](#) on [Unsplash](#)

Thank You!

Erin Storie

Director of Communications

Care Share Health Alliance

estorie@caresharehealth.org | (919) 861-8356

Next Meeting - July 8, 2022



NC Get Covered

