



# Medi-Cal Transition Tool Kit

## Overview

Covered California is the marketplace where Californians can choose from a variety of health insurance plans under the Patient Protection and Affordable Care Act. Covered California is the only place consumers can receive financial help in the form of an Advanced Premium Tax Credit (APTC) to reduce the cost of coverage. Four out of five Covered California members receive APTC to help pay for monthly premiums.

Before Covered California opened its doors in 2013, Medi-Cal was the primary source for free to low-cost health coverage available to qualifying families and individuals. The Affordable Care Act enables Covered California to expand existing Medi-Cal efforts to ensure more Californians have access to quality healthcare by offering a marketplace of private health plans.

If a consumer is no longer qualifies for Medi-Cal due to an income increase or change in household size, they may be eligible for coverage through Covered California. The majority of consumers transitioning from Medi-Cal to Covered California may qualify for financial help based on income. Medi-Cal and Covered California continue to work together to ease the consumers' transition from one health coverage program to another.

Action is need as consumers only have 60 days from the date of losing Medi-Cal eligibility to enroll in Covered California during the special enrollment period. This 60 day window allows you to enroll in a plan outside of open enrollment, which occurs at the end of each year.

Here is more information about the special enrollment period (SEP): [SEP Tool Kit Link](#)

This tool kit provides resources and information to help raise awareness about the Medi-Cal to Covered California transitions.

## Tool Kit Contents

- Talking points for Medi-Cal and county employees to consumers [\[Click here\]](#)
- Email copy for Medi-Cal and county employees to send to consumers [\[Click here\]](#)
- Newsletter or notice copy for Medi-Cal and county employees to send to consumers [\[Click here\]](#)
- Website copy for DHCS and all county websites [\[Click here\]](#)

- Social media tool kit. Assets to share on Facebook, Twitter, and Instagram [\[Toolkit\]](#)  
[\[Graphics\]](#)

## Resources

- Brand style guide for Covered California logo variations, colors, fonts, and imagery [\[Click here\]](#)
- List of Covered California local help, certified enrollers, and agents by county [\[Click here\]](#)