**Medi-Cal Eligibility Division
& Office of Communications**

Redesign Objectives

The Affordable Care Act (ACA), and other Medi-Cal program and eligibility changes over the years, prompted an update to the Pub 68.

DHCS embarked upon a redesign of the publication and identified three objectives to guide the work.

» **Objective 1**- Update content to incorporate changes made by the implementation of the ACA and other state and federal legislation.

» **Objective 2-** Improve usability and flow to make the publication easier for beneficiaries to use and understand.

» **Objective 3**- Distribute myMedi-Cal in all threshold languages and ensure accessibility requirements are met.

OBJECTIVE 1: UPDATE CONTENT

DHCS focused significant effort on updating and improving the content included in the myMedi-Cal publication. To achieve this, DHCS:

» **Engaged stakeholders** for ideas and feedback throughout the process.

» **Collaborated effectively** with other state departments and divisions.

» **Researched program content areas** that required updates and identified additional subject matter to add to the publication.

» **Provided project status updates** to internal and external partners and answered questions about content and design decisions.

OBJECTIVE 2: IMPROVE USABILITY AND FLOW

» DHCS strived to develop a **meaningful publication that uses innovative strategies** to engage and inform readers about the Medi-Cal program.

» DHCS identified key components for improving the usability and overall flow of myMedi-Cal which included:

  » Increasing readability of the content and enhancing the layout

  » Incorporating graphics

  » Developing a branding plan.

Simplified Language

» Pub 68 Language:

Your local county social services office manages most Medi-Cal eligibility determinations. You can locate the nearest county social services office in the government section of your local telephone directory or visit the Department of Health Care Services website at www.dhcs.ca.gov

» myMedi-Cal Revised Language:

Your local county office manages most Medi-Cal cases for DHCS. You can reach your local county office online at www.benefitscal.com. You can also call your local county office.

To get the phone number for your local county office, go to:
http://dhcs.ca.gov/mymedi-cal

or call 1-800-541-5555
(TTY 1-800-430-7077)

Content Layout Improvement Examples

Medi-Cal Program Comparison

The Modified Adjusted Gross Income (MAGI) Medi-Cal method uses Federal tax rules to see if you qualify based on how you file your taxes and on your countable income.

Non-MAGI Medi-Cal includes many special programs. Persons who do not qualify for MAGI Medi-Cal may qualify for Non-MAGI Medi-Cal.

MAGI   vs.   Non-MAGI

The MAGI Medi-Cal method uses Federal tax rules to decide if you qualify based on how you file your taxes and on your countable income.

Non-MAGI Medi-Cal includes many special programs. Persons who do not qualify for MAGI Medi-Cal may qualify for Non-MAGI Medi-Cal.

Who is eligible:

- Children under 19 years old
- Parents and caretakers of minor children
- Adults 19 through 64 years old
- Pregnant individuals

- Adults aged 65 years or older
- Children under 21
- Pregnant individuals
- Parent/Caretaker Relative of an age-eligible child

- Adult or child in a long-term care facility
- Person who gets Medicare
- Blind or have a disability

Property rules:

No property limits.

- Must report and give proof of property such as vehicles, bank accounts, or rental homes
- Limits to the amount of property in the household

Content Layout Improvement Examples

How Does Medi-Cal Work if I also Have Medicare?

Many people who are 65 or older or who have disabilities qualify for both Medi-Cal and Medicare. If you qualify for both programs, you will get most of your medical services and prescription drugs through Medicare. Medi-Cal provides long-term services and supports such as nursing home care and home and community-based services.

> " Medi-Cal covers some benefits that Medicare does not cover. "

Medi-Cal may also pay your Medicare premiums.

What Is the Medicare Premium Payment Buy-In Program?

The Medicare Premium Payment Program, also called Medicare Buy-In, allows Medi-Cal to pay Medicare

Content Layout Improvement Examples

The Rebrand

Reading a title is one of the first interactions a reader has with a publication. DHCS wanted to develop an attention-grabbing title that is:

» **Well-defined**

» **More personal**
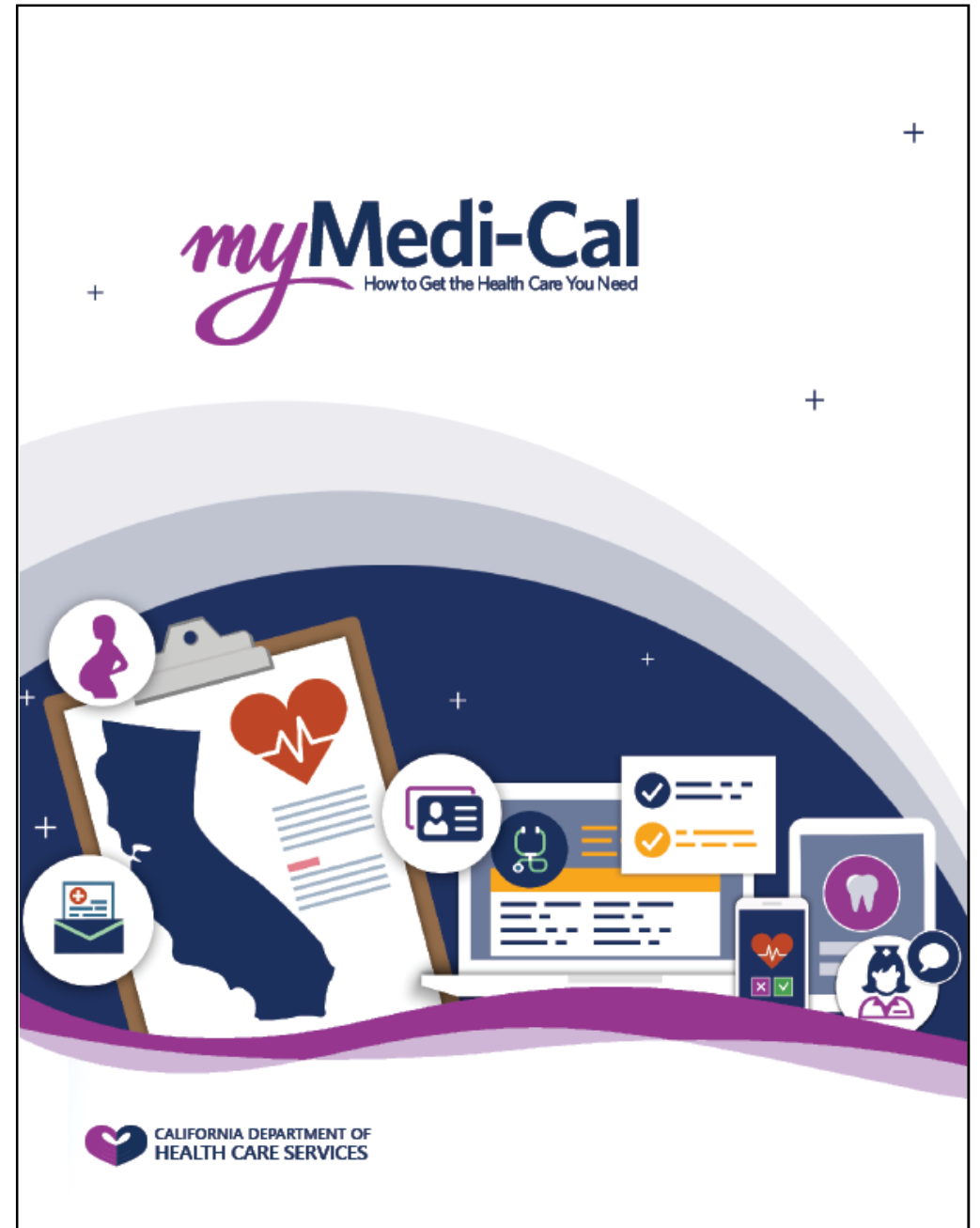
» **More marketable**

Well-Defined

Original Title:

Medi-Cal: What it Means to You

New Title:

More Personal

» Positive tone

» Conveys a sense of control over their health care

» Inviting

More Marketable

#MediCalWhatitMeanstoYou

vs

#myMediCal

More Marketable

OBJECTIVE 3: DISTRIBUTION AND ACCESSIBILITY

The final version of myMedi-Cal will be available in the following ways:

» **Printed versions** at no cost to counties and other state entities
    » Counties that pre-ordered began receiving shipments on September 17, 2018

» **On the DHCS website**
    » Document complies with the Americans with Disabilities Act
    » Large-print document
    » Translations in all 19 threshold languages

» Translated printed versions are also available upon request

Thank you.