

Apple Health Expansion Communications Toolkit



Expanding immigrant health coverage in
Washington, because your health matters



Communications toolkit: Apple Health Expansion

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Overview

Background

Beginning July 1, 2024, Washington residents could begin receiving health coverage under Apple Health Expansion. Eligibility for Apple Health coverage was expanded to people age 19 or older with certain immigration statuses who are ineligible for other federal assistance. This new program is called Apple Health Expansion.

How to use this toolkit

Use this toolkit when communicating with clients about Apple Health Expansion. You can reuse content shared in this or use it to guide your content. This communications toolkit is designed for community-based organizations, navigators, and other partners who assist uninsured populations to help spread the word about how to access and understand their services covered under Apple Health Expansion.

Audiences

These communications are designed for people age 19 or older who live in Washington and meet the eligibility requirements for Apple Health Expansion. These individuals would not qualify for other Apple Health (Medicaid) programs based on **immigration status**, Immigrant Health Coverage qualified health plans (QHP) with advance premium tax credits (APTC), or federally funded medical assistance programs. View full eligibility requirements at hca.wa.gov/apple-health-expansion.

This toolkit divides messaging based on the following client scenarios:

- **Clients eligible for Apple Health Expansion:** Meets all eligibility requirements and will apply for and enroll in coverage.
- **Clients transitioning from another coverage type:** Transitioning from a QHP or Alien Emergency Medical (AEM) coverage.
- **People not eligible for Apple Health Expansion:** Does not meet all eligibility requirements to enroll in Apple Health Expansion but may be eligible for other health care options.

Note: This toolkit will be updated regularly as we get closer to July 2024.

Communications

All audiences

Key messages

View the categories below to find key messages that best resonate with your community and clients.

Enrollment cap

Apple Health Expansion has the budget to enroll up to 13,000 clients. This enrollment cap is managed to ensure all clients enrolled receive the highest value care possible. Read the [announcement to learn more](#).

Application date

Individuals may start applying for Apple Health Expansion beginning at 8 a.m. on June 20, 2024. This program has limited capacity and is expected to fill quickly!

Privacy

HCA does not share client information with any immigration agency, including Immigration and Customs Enforcement (ICE) or other federal agencies. Eligibility for Apple Health Expansion is exempt from the public charge test. View [the announcement](#) to learn more ([Español](#)). If you have questions or concerns about how an application for Apple Health Expansion may impact your immigration status or chances of becoming a permanent resident or citizen, contact an immigration attorney. View [HCA's notice of privacy practices](#) to learn more ([available in 15 languages](#)).

Clients eligible for Apple Health Expansion

Key messages

Eligibility

- Washington residents age 19 or older with certain immigration statuses may be eligible to receive health coverage through Apple Health Expansion. Learn more about the program: hca.wa.gov/apple-health-expansion.
- Apple Health Expansion is here – work with your clients to see if they meet eligibility and income requirements at hca.wa.gov/apple-health-expansion.

How to use your coverage

- After enrolling in Apple Health Expansion, you will receive your ProviderOne services card and health plan ID card in about two weeks. You need to bring these cards to your appointment. Learn more about [making your first appointment!](#)
- Navigate your Apple Health Expansion coverage anywhere you go. Print or view [Part one & Part two](#) of our First-timers' Guide to Washington Apple Health (Medicaid) online to learn how to use your coverage.
- New to Apple Health Expansion? Be sure to choose a primary care provider before making your first appointment! [Learn how to find a provider near you](#) that accepts your coverage.
- Use the [Apple Health Expansion service area map](#) to find which health plans are available by county.

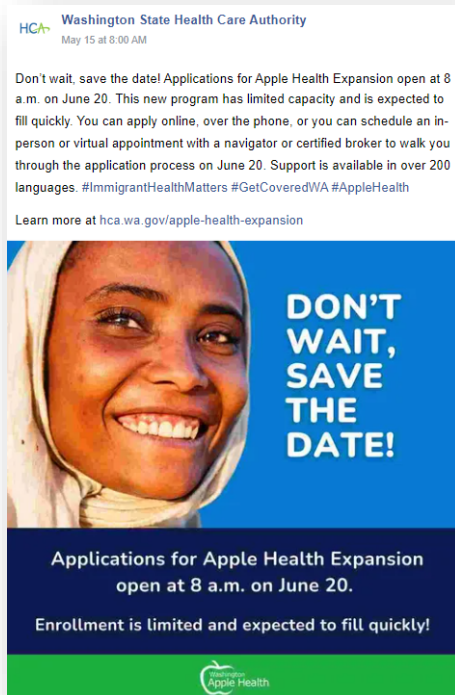
Transportation and interpreter services

- If you don't drive or have access to public transportation, you may be eligible to receive help traveling to your health care appointment. For information on how to request nonemergency medical transportation, visit hca.wa.gov/transportation-help.
- Individuals who have Apple Health Expansion coverage also have access to interpreter services available from their health plan. Clients can always request an interpreter to help communicate during health care appointments when they schedule their appointments.

Communications

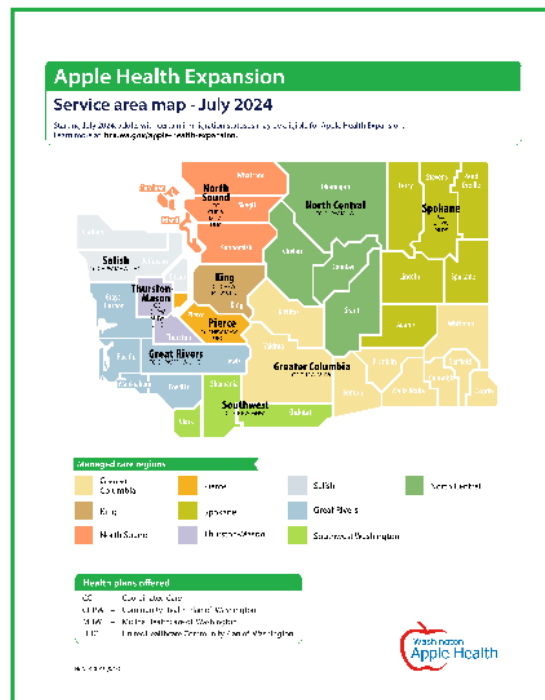
Social media posts and imagery

View the [Apple Health Expansion social media toolkit](#).



Service area map

Clients can use this resource to find a health plan available in their county. View the [map online](#).



Client scenario examples

View [client scenarios](#) to see examples of different Apple Health Expansion application pathways. These scenarios are intended to help individuals determine if they might be eligible for Apple Health Expansion or any other Apple Health program and how they would apply depending on their age.

Who is eligible?




- Jovani is 52
- He does not have an immigration status that qualifies him for a federally funded Apple Health program
- He makes \$1500 a month
- He meets eligibility criteria for Apple Health Expansion*
- Next Step:** Complete an application at wahealthplanfinder.org

Washington State Health Care Authority

*IMPORTANT: Eligibility subject to change without notice

Who is eligible?




- Gloria is 72
- She does not have an immigration status
- There are 2 people in her household
- She makes \$1500 a month
- She meets eligibility criteria for Apple Health Expansion*
- Next Step:** Complete an application at washingtonconnection.org

Washington State Health Care Authority

*IMPORTANT: Eligibility subject to change without notice

Who is eligible?



- Natalia is 55 years old
- Her income is \$2,200 each month
- She lives in Bellingham
- She is over income for Apple Health Expansion
 - All clients can purchase a Qualified Health Plan
 - Clients under 55% FPL are eligible for Cascade Care Savings. They enroll in a Cascade Care plan
- Next step:** Complete an application at wahealthplanfinder.org

Washington State Health Care Authority

Client eligibility and services overview flyer

This flyer is intended for people to learn about Apple Health Expansion eligibility and services. [View the flyer online.](#)



Apple Health Expansion
Expanding immigrant health coverage in Washington, because your health matters

Washington Apple Health coverage is expanding to adults age 19 and older with certain immigration statuses. This new program is called Apple Health Expansion.

Covered services

<p>Medical</p> <ul style="list-style-type: none"> Provider visits Hospital services Nursing facility for rehabilitative and skilled care <p>Dental</p> <ul style="list-style-type: none"> Preventive services, exams, & diagnostic procedures Restorative (fillings, periodontal (gum disease), endodontic (root canal), and dentures) Oral surgery <p>Behavioral Health</p> <ul style="list-style-type: none"> Substance use disorder treatment services Mental health treatment 	<p>Pharmacy</p> <ul style="list-style-type: none"> Over the counter and prescription drugs on the Apple Health preferred drug list <p>Services specific to young adults 19 through 20</p> <ul style="list-style-type: none"> Wellness exams Chiropractic care Vision hardware Orthodontics <p>Services not available</p> <p>Not covered services include, but are not limited to:</p> <ul style="list-style-type: none"> Early periodic screening, diagnosis, and treatment (EPSDT) Supportive supervision Private duty nursing Long-term nursing facility care Health home program Intermediate care facility
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Washington Apple Health Washington State Health Care Authority

HL 6.19.0113 (4/24)

Clients transitioning from another coverage type

Key messages

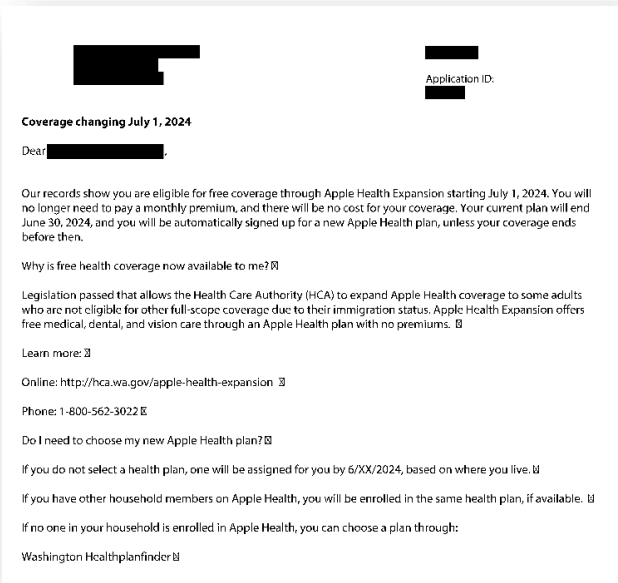
Refer to key messages for clients eligible for Apple Health Expansion for resources.

Communications

Clients transitioning from an Immigrant Health Coverage qualified health plan (QHP) or Alien Emergency Medical (AEM) coverage will receive a letter notifying them of their transition to Apple Health Expansion.

QHP transition to Apple Health Expansion letter

Letter sent to QHP clients notifying them of their transition to Apple Health Expansion. This letter gives clients the opportunity to make sure their providers accept Apple Health before the transition.



AEM transition to Apple Health Expansion letter

In development.

People not eligible for Apple Health Expansion

Key messages

Apple Health for Kids

- Kids up to age 19 are eligible for Apple Health for Kids, regardless of immigration status. Learn more about this free coverage option at hca.wa.gov/apple-health-children

Apple Health for Pregnant individuals and After-Pregnancy Coverage

- Pregnant individuals regardless of citizenship or immigration status may be eligible for **After-Pregnancy Coverage (APC)**. This provides coverage after an individual’s pregnancy ends in the last 12 months when they apply.
- You may apply for Apple Health for pregnant individuals year around. Learn if you qualify at hca.wa.gov/apc.

Immigrant Health Coverage qualified health plan

Qualified health plans (QHP) and Cascade Care Savings options for immigrants are available to all Washingtonians, regardless of immigration status. Immigrants now have the opportunity to shop for and purchase qualified health and dental plans for 2024. Learn more about immigrant health care and other **cost saving options**.

Navigator/broker

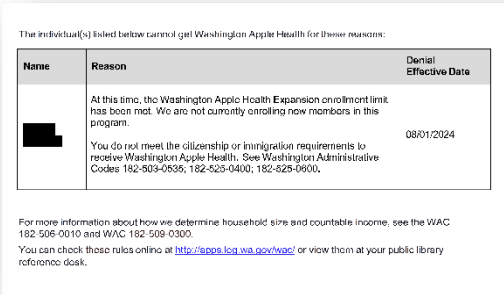
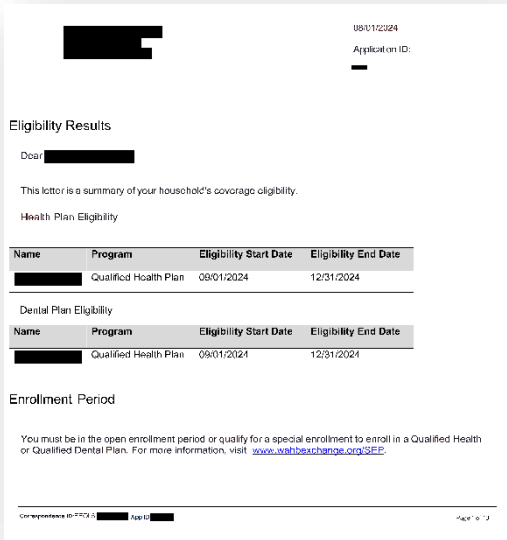
- [View details on Immigrant Health Coverage QHPs](#)

Communications

Denial letter (EE015) – Modified Adjusted Gross Income (MAGI)

The following letter is sent to people who applied for coverage through *Washington Healthplanfinder* and either:

- Do not meet Apple Health Expansion eligibility requirements, or
- Meet eligibility requirements for Apple Health Expansion but the enrollment cap is met.



Denial letter – Classic

The following letter is sent to people who applied for coverage through *Washington Connection* and either:

- Do not meet Apple Health Expansion eligibility requirements, or
- Meet eligibility requirements for Apple Health Expansion but the enrollment cap is met.

03/31/25 JANE DOE Page: 03 of 04

HEALTH CARE AUTH
ACLES TEST REGION
OLYMPIA WA 98504-5893

Washington State
Department of Social
& Health Services

Phone # 360-725-1788
TTY/TDD # 800-204-6430
Toll Free # 800-562-3022 ext.16136
Client ID # 999999999

03/31/25
JANE DOE
[REDACTED]

Dear JANE DOE

The following benefits are denied for the months listed:

Apple Health Expansion

JANE DOE
05/2025

The reasons for this decision are:

For Medical:

You don't meet the citizenship or immigration requirements to receive Washington Apple Health.

Apple Health Expansion Classic isn't enrolling new members at this time due to limited funding. See WAC rule (Washington Administrative Code): 182-503-0505, 182-503-0535, 182-505-0115, 182-505-0210, 182-505-0240, 182-505-0250, 182-508-0001, 182-525-0400, 388-400-0070, 388-424-0010, 388-424-0015, 388-424-0020

You can check these rules online at <http://apps.leg.wa.gov/wac/>.

You may be eligible for medical assistance if you:

- Become pregnant;
- Have a medical emergency;
- Have a change in your immigration status; or
- Become a member of the U.S. Armed Forces.

You can:

- * Apply for benefits, submit a review, or report changes at www.washingtonconnection.org.

Write your client ID on all copies you send us. Your client ID is 999999999.

If you disagree with any of our decisions, you may ask to have the case reviewed. You can also ask for an administrative hearing. Administrative hearing rights are included in this letter.

0004-03 Medical/LTC Denial for AU Client ID# [REDACTED]

Branding and language guidance

When referencing Apple Health Expansion in through writing or speaking, use “Apple Health Expansion.” To best align with HCA materials and maintain familiarity of the program across locations, avoid using the abbreviations “AHE” or “AH Expansion.”

Slogan

You may include the following Apple Health Expansion slogan in your communication and outreach materials.

Expanding immigrant health coverage in Washington, because your health matters

Usage of color

We recommend incorporating the following colors to align with HCA branded Apple Health Expansion material.

Dark green: #23AE48

Light green: #E6FAEB

Apple Health Logo

Use the existing Apple Health logo and variations to best align with HCA materials and maintain familiarity of the program across locations. Do not use or create logos that differ from the existing Apple Health logo provided when communicating Apple Health Expansion.

Contact ahcommunications@hca.wa.gov to request a copy of the Apple Health logo in your materials.



Standard Apple Health logo



For use on darker backgrounds



Black and white printing

Resources

Webpages

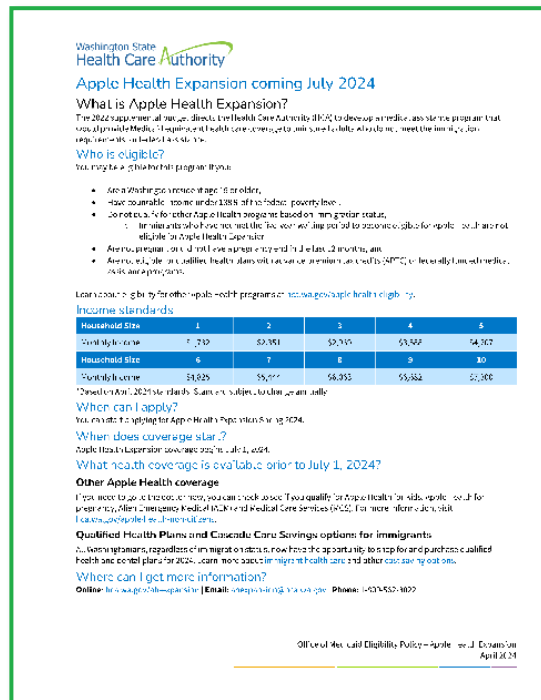
View the [Apple Health Expansion client webpage](#).

- To save space, use the short URL hca.wa.gov/apple-health-expansion.

View the [Apple Health Expansion stakeholder webpage](#).

Partners and stakeholders

- View the [Apple Health Expansion eligibility flyer](#) for more information. This flyer is **available in 15 languages**.



Immigrant Health Coverage

- [Visit Washington Health Benefit Exchange's website for details on Immigrant Health Coverage QHPs](#)
- [View the Immigrant Health Coverage media toolkit](#)

Guides

Clients can use these First Timers' guides to Apple Health to better understand how to get the most out of their Apple Health coverage. Share these guides to assist clients' next steps after enrolling. These guides help clients learn how to make the first appointment, understand common health care terms, and more.

- [Part one: After you enroll in Apple Health](#)
- [Part two: Making your first health care appointment](#)

Contact

Partners and stakeholders

- Email ahexpansion@hca.wa.gov

Apple Health Expansion clients age 19 to 64:

- Email askmedicaid@hca.wa.gov
- Call: 1-800-562-3022

Apple Health Expansion clients age 65 and older:

- Call: 1-877-501-2233

