BAYOUHEALTH
Your Health | Your Choice
A program of the Louisiana
Department of Health and Hospitals

Process and Timeline for Medicaid and LaCHIP Recipients to Choose a BAYOU HEALTH Plan

Key Steps in the BAYOU HEALTH Plan Selection Process

Timeline

GSA A	GSA B	GSA C
November 23rd	January 15th	March 15th

Readiness Brochure Mailed to Recipients
The Readiness Brochure is a 16-page brochure designed to alert Medicaid and LaCHIP recipients of the transition to Health Plans and the opportunity to select the Health Plan that best meets their needs.

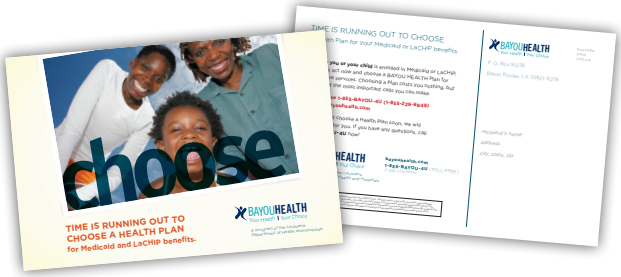
Postcard #1 Mailed to Recipients
This postcard encourages recipients to attend a meeting in their local area to learn more about the Health Plan choice process and to receive Health Plan choice guidance. The postcard lists local meeting dates, times, and locations.

December 1st	February 1st	April 1st

Media Campaign Begins (TV and Print Ads)
The media campaign delivers a second alert to Medicaid and LaCHIP recipients, presenting a message of positive change for Medicaid/LaCHIP recipients and directs them to be on the lookout for a postcard that will provide more information

Timeline

	GSA A	GSA B	GSA C
Media Campaign Begins (TV and Print Ads)	December 1st	February 1st	April 5th
Health Plan Enrollment Packets (Including Choice Letters) The Enrollment Packet, which includes the choice letter urges enrollees to make a Health Plan choice now. The Enrollment Packet is a mailed package that includes comparative information on all five Health Plans. The packet also includes a description of all methods enrollees can use to choose a Health Plan, including by regular mail, telephone, internet, or local outreach meetings.	December 15th	February 15th	April 16th
Local Outreach Meetings Across the GSA Begin Over 120 local outreach meetings will be conducted across the state to offer enrollees guidance that can help them select a Plan.	December 15th	February 15th	April 16th



Postcard #2 Mailed to Recipients This postcard reminds Medicaid/LaCHIP recipients who have not yet selected a Health Plan that their time is running out, and informs them that a Health Plan will be chosen for them if they do not select a Health Plan.	December 29th	February 29th	April 29th
Auto Enrollment Process Begins Medicaid and LaCHIP recipients that have not selected a Health Plan by this date will be assigned to a Health Plan by the Department of Health and Hospitals (DHH). Existing physician relationships will be considered in the Plan assignment process.	January 15th	March 15th	May 15th
"Go Live" Date for Health Plans Delivery of health care services through the Health Plans begins for Medicaid and LaCHIP recipients.	February 1st	April 1st	June 1st