



## Eligibility Operations Memo 24-04

**DATE:** March 2024

**TO:** MassHealth Eligibility Operations Staff

**FROM:** Heather Rossi, Deputy Chief Operating Officer, Eligibility Policy and Implementation 

**RE:** **Electronic Communication Preference for Modified Adjusted Gross Income (MAGI) Members**

### Introduction

Beginning April 2, 2024, MyServices will provide an option for MAGI members to receive MassHealth eligibility notices and voter registration notices from the Health Insurance Exchange (HIX) electronically. When a new notice is generated, members who opt in to electronic delivery will be notified through their chosen delivery preference (either email or text message) to review their notice in the MyServices member communication portal.

Currently, the HIX eligibility system sends all member notices using the contact information of the head of household. This update to MyServices will allow each member 19 years of age or older to choose their own method of notice delivery. The HIX will store a member's notice delivery preference and their email or phone number. This updated functionality will also allow the MassHealth Enrollment Center (MEC) and customer service staff to view and update members' notice delivery preferences, at the request of the member.

### Notice Delivery Options

Beginning April 2, 2024, members can choose to receive notices in one of the following ways:

- **Paper Delivery:** Paper is the default setting. Members will receive paper copies of all notices, unless they opt in to receiving either email or text message notifications instead.
- **Text Delivery:** Members can opt in to receiving a text message notifying them that a new notice is available to review in MyServices.
- **Email Delivery:** Members can opt in to receiving an email notifying them that a new notice is available to review in MyServices.

Please note the following:

- At this time, only HIX notices can be sent by e-delivery. Other notices will continue to be sent via paper including MA21 notices, Managed Care notices, Enrollment notices, and Opt In/Opt Out notices.

- Member changes to their delivery notification preference will become effective the next business day.

## **How to Opt In to Electronic Delivery (E-Delivery)**

MyServices has a new field in the My Info tab titled *MassHealth Notice Delivery type* where a member can edit their notice delivery preference.

If the member selects email or text message for notice delivery, they will be asked to enter an email address or a phone number for a device that accepts text messages.

A confirmation message will appear informing the member that

- they are agreeing to receive emails or text delivery;
- data rates may apply;
- paper notices will no longer be sent; and
- they may change their notice delivery preference at any time.

When the member agrees to the above and selects “SAVE,” the preference will be sent to the HIX to update the members’ notice delivery preference to electronic delivery (e-delivery).

A *paper notice* will be sent to the member to confirm they have opted in to e-delivery of their MassHealth eligibility notices and voter registration notices.

All subsequent notifications will be sent via e-delivery within one business day of a notice being generated. It is important to note the e-delivery notification is not the eligibility or voter registration notice, but an alert to a member that they have a notice and must log in to MyServices to review it. Members may request that a paper copy of a notice posted on MyServices be mailed to them at any time.

Authorized Representative (ARD) and Permission to Share (PSI) notices will continue to be sent via paper regardless of a member’s notice delivery preference. Members are encouraged to open all paper notices they receive, as they may have important information about their health benefits.

Eligibility and customer service staff can view and modify a member’s notice delivery preference and associated email or mobile number in the HIX, as requested by a member.

## **Text or Email is Undeliverable**

If text or email notification is unsuccessful, the member’s notice delivery preference will be changed back to paper and the HIX will send a paper opt-out notice within three business days of the unsuccessful notification. The notice will inform the individual that e-delivery failed and they will receive future notices by paper. If the member would like to opt back in to e-delivery, they may do so at any time. Opting back in to e-delivery will require the member to update their phone number or email.

## How to Opt Out of E-Delivery

If a member wants to opt out of e-delivery and return to receiving paper notices, they may do so at any time. A member can also update their preference from email to text or vice versa at any time.

To opt out of e-delivery of notices, a member can do any of the following:

- log in to their MyServices account and change their notice delivery preference back to paper;
- call customer service to request paper notices;
- click the unsubscribe link in an email message that alerts the member to a notice; or
- reply STOP or OPT OUT to a text message that alerts the member to a notice.

If a member opts out of e-delivery, the notification preference will be updated in MyServices and the HIX.

The HIX will update the member's notice delivery preference to paper and send the opt-out notice. The HIX will also identify any other member who uses the same phone number or email address for e-delivery and update the preference for those members to paper notices.

After a member chooses to opt out and updates their preference to paper, an opt-out paper notice is sent to the member informing them that all future notices will be mailed to them.

## Questions

If you have questions about this memo, please have your MEC designee contact the Policy Hotline.

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