# Center for Medicaid and CHIP Services



Medicaid Enrollment Fact Sheet
Customization Guide

### **Table of Contents**

- Introduction
- Materials Selection
- Customization Options
- How to Request Customized Materials
- Example Email to the CMS DDS
- Medicaid Expansion Fact Sheet Options
- Non-Expansion Fact Sheet Options

### Introduction

These fact sheets can be used in outreach and enrollment assistance efforts to help families and individuals understand basic information about Medicaid and the Children's Health Insurance Program (CHIP). They describe who may be eligible for Medicaid and CHIP, the valuable health coverage benefits the programs provide and how to apply.

You can customize the materials for use in your community. You may insert the names used for these programs in your state, your website address and/or phone number, and up to two logos. You will receive your customized, high resolution PDF via email within two weeks.

Please see page 6 for detailed information on how to submit your request for customized materials to the CMS Division of Design Services (DDS).

### **Materials Selection**

The following is a list of customizable Medicaid enrollment fact sheets with corresponding product numbers. These materials can be produced as double sided-documents, with English on one side and Spanish on the other. Please note that versions that have a green background include language specific for states expanding Medicaid; versions with a blue background are for non-expansion states.

NAME	DESCRIPTION	VERSION	PRODUCT NUMBERS	
			ENGLISH	SPANISH
Medicaid Expansion Fact Sheet	8 ½ x 11 Fact Sheet (Full Color)	Male with Beard	11811	11811-S
		Female with White Tank Top	11826	11826-S
		Female with Turquoise Outfit	11828	11828-S
		Female with White Shirt/	11830	11830-S
		Red Flowers		
		Family of 4	11809	11809-S
		Family of 2, Dad and Daughter	11824	11824-S
Non-		Family of 4	11801	11801-S
Expansion Fact Sheet		Family of 2, Dad and Daughter	11823	11823-S

# **Customization Options**

You may choose to insert your program name(s), your website address and/or phone number, and up to two logos. *Please Note:* You may request these changes on all customizable materials.

Your program name(s)

Your website and/or phone number

Up to two logos



# **How to Request Customized Materials**

- 1. Send an email to the CMS Division of Design Services (DDS) at <a href="DesignServices@cms.hhs.gov">DesignServices@cms.hhs.gov</a> with the subject line "Center for Medicaid and CHIP Services: Medicaid Fact Sheet Customization Request."
- 2. In the body of the email, include the following:
  - Identify the product number(s) and name(s) of the material(s) you are customizing. Include the type of material (e.g., fact sheet).
  - Identify your program name(s)
  - Identify your website address and/or phone number
  - Attach up to two logo(s) as either a JPEG or EPS file
  - Indicate if you would like to have a double sided version with the back side in Spanish.
- 3. DDS will respond within 24 hours of your request and contact you via email with any questions.
- 4. You will receive your customized, high-resolution PDF via email within two weeks.

If you have any questions, please contact DDS at <a href="DesignServices@cms.hhs.gov">DesignServices@cms.hhs.gov</a> with the subject line "Center for Medicaid and CHIP Services: Medicaid Fact Sheet Customization Request for [Your Name]."

### **Example Email to the CMS DDS**

To: DesignServices@cms.hhs.gov

From: [Your Email Address]

Subject: Center for Medicaid and CHIP Services: Medicaid Fact Sheet Customization Request

#### Dear Designer:

My name is [Insert Your Name] and I am with the [Insert Your Organization]. Can you please provide me with a customized version of the following Center for Medicaid and CHIP Services Medicaid fact sheet(s)?

- 1. #11811. Medicaid Expansion. Male with Beard. Fact Sheet.
- 2. Program name: Medicaid and CHIP
- 3. My website and phone number: <u>www.KidsPlus.com</u>, 1-877-555-5555
- 4. Two logos are attached to this email with the following titles: <u>kidsplus.eps</u> and <u>localprogram.jpg</u>.
- 5. Please provide a <u>double sided fact sheet</u> with <u>English on the front and Spanish on the back</u>.
- 1. #11826. Medicaid Expansion. Female with Turquoise Outfit. Fact Sheet.
- 2. Please make the same changes to the Fact Sheet as requested above.

### 11811 – Male with Beard - English

### 11811-S – Male with Beard - Spanish





### 11826 – Female with White Tank Top - English

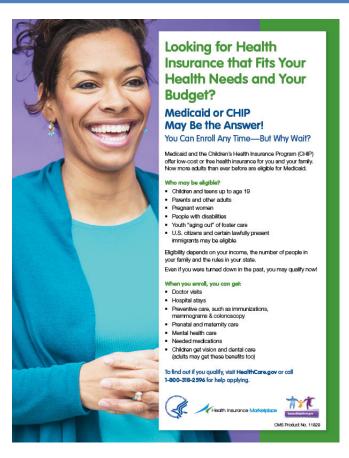
#### **Looking for Health** Insurance that Fits Your Health Needs and Your **Budget? Medicaid or CHIP** May Be the Answer! You Can Enroll Any Time-But Why Wait? Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. Now more adults than ever before are eligible for Medicaid. Who may be eligible? . Children and teens up to age 19 · Parents and other adults · Pregnant women · People with disabilities · Youth "aging out" of foster care . U.S. citizens and certain lawfully present immigrants may be eligible Eligibility depends on your income, the number of people in your family and the rules in your state. Even if you were turned down in the past, you may qualify now! When you enroll, you can get: Doctor visits Hospital stays · Preventive care, such as immunizations, mammograms & colonoscopy · Prenatal and maternity care · Mental health care Needed medications · Children get vision and dental care (adults may get these benefits too) To find out if you qualify, visit HealthCare.gov or call 1-800-318-2596 for help applying.

### 11826-S – Female with White Tank Top - Spanish



### 11828 – Female with Turquoise Outfit - English

### 11828-S – Female with Turquoise Outfit - Spanish





# 11830 – Female with White Shirt/Red Flowers - English

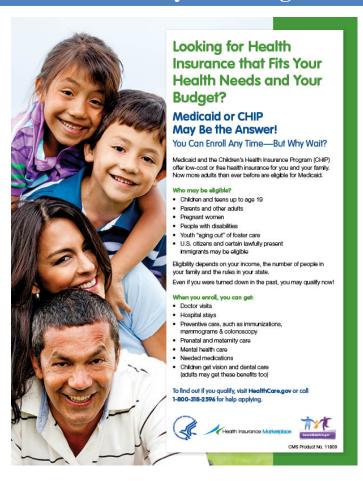
#### **Looking for Health** Insurance that Fits Your Health Needs and Your **Budget?** Medicaid or CHIP May Be the Answer! You Can Enroll Any Time—But Why Wait? Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. Now more adults than ever before are eligible for Medicaid. Who may be eliaible? · Children and teens up to age 19 · Parents and other adults Pregnant women People with disabilities · Youth "aging out" of foster care · U.S. citizens and certain lawfully present immigrants may be eligible Eligibility depends on your income, the number of people in your family and the rules in your state. Even if you were turned down in the past, you may qualify now! When you enroll, you can get: Doctor visits Hospital stays · Preventive care, such as immunizations, mammograms & colonoscopy Prenatal and maternity care Mental health care Needed medications Children get vision and dental care (adults may get these benefits too) To find out if you qualify, visit HealthCare.gov or call 1-800-318-2596 for help applying.

# 11830-S – Female with White Shirt/Red Flowers - Spanish



### **11809** – **Family of 4** - **English**

### **11809-S** – **Family of 4 - Spanish**





### 11824 – Dad and Daughter -English

#### Looking for Health Insurance that Fits Your Health Needs and Your **Budget?** Medicaid or CHIP May Be the Answer! You Can Enroll Any Time—But Why Wait? Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. Now more adults than ever before are eligible for Medicaid. Who may be eligible? . Children and teens up to age 19 · Parents and other adults Pregnant women · People with disabilities · Youth "aging out" of foster care · U.S. citizens and certain lawfully present immigrants may be eligible Eligibility depends on your income, the number of people in your family and the rules in your state. Even if you were turned down in the past, you may qualify now! When you enroll, you can get: Doctor visits Hospital stays · Preventive care, such as immunizations, mammograms & colonoscopy Prenatal and maternity care Mental health care Needed medications · Children get vision and dental care (adults may get these benefits too) To find out if you qualify, visit HealthCare.gov or call 1-800-318-2596 for help applying.

# 11824-S – Dad and Daughter - Spanish



# **Non-Expansion Fact Sheet Options**

# **Non-Expansion Fact Sheet Options**

### **11801** – **Family of 4** - **English**

### **11801-S** – **Family of 4 - Spanish**





# **Non-Expansion Fact Sheet Options**

# 11823 – Dad and Daughter - English



# 11823-S – Dad and Daughter - Spanish



# Thank You!

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