

Pathways Stakeholder Toolkit

What is Georgia Pathways to Coverage™?

Georgia's Department of Community Health (DCH) is launching Georgia Pathways to Coverage™, a new Medicaid eligibility category to increase access to affordable, quality healthcare coverage for people who would not otherwise be eligible for traditional Medicaid.

To be eligible for Pathways, an applicant should:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level
- Prove that you are doing at least 80 hours of qualifying activities per month
- Not qualify for any other type of Medicaid
- Not be incarcerated

How Does Pathways Benefit Your Organization?

As a trusted healthcare provider in Georgia, your organization is often the first point of contact for uninsured and underinsured individuals who may be eligible for the Pathways program. Pathways introduces a new category of Medicaid coverage for many of the Georgians you treat. We hope that by promoting this program together, we can support your organization's mission, promote financial stability for hospitals, healthcare systems, and the state by enrolling more Georgians in healthcare coverage, and further DCH's goal to increase access to affordable healthcare across the State.

What is the Pathways Stakeholder Toolkit?

The Pathways Stakeholder Toolkit is designed to equip your organization with tools to spread awareness about Pathways in your communities. Tools include informational one-pagers, infographics, prepared Pathways language for your own communication channels, and Pathways FAQs that are ready to share.

How Can You Use the Pathways Stakeholder Toolkit?

Please use these resources to help reach the people in your community - hospitals and medical facilities, providers, patients, community partners and more. We encourage you to refer people to Pathways who come to you for care and are uninsured. We also encourage you to share these resources with your network via email, as fliers at events, by posting Pathways infographics in your physical locations, and by using the prepared Pathways language on your website, newsletter, and social media posts. These resources are designed for you but can also be adapted based on your organization's unique needs.

What's Included?

For more information, please reach out to DCH Communications Director, David Graves at dch.communications@dch.ga.gov.

[DCH LinkedIn](#) | [DCH Facebook](#) | [DCH Twitter](#)



The informational one-pagers, infographics, and FAQs are included in the supporting zip file. This document contains Pathways language for your own communications channels.

- Informational One-Pagers
 - a. Pathways Program Overview
 - b. How to Apply for Pathways
 - c. How to Stay Covered
- Infographics
 - a. Pathways Eligibility Criteria
 - b. Pathways Qualifying Activities
 - c. How to Stay Covered, Year in the Life
- Pathways Language
 - a. Social Media Posts
 - b. Website Blurb
 - c. Newsletter Content
 - d. Drafted Media Response
- FAQs for members and providers

Pathways Language

a. Social Media Posts

Recommended Action: Post the suggested social media posts on your social media channels, including, but not limited to, Instagram, Facebook, LinkedIn, and Twitter. In addition, consider tagging the Department of Community Health (DCH) in your posts and reposting Pathways content shared by Department of Community Health (DCH) social channels, linked below. Social media is an effective way to reach individuals you serve, regardless of where they are physically.

Post 1

Instagram, Facebook, LinkedIn, Twitter

Georgia Pathways to Coverage™ is a new pathway to Medicaid coverage for Georgians who aren't otherwise eligible for traditional Medicaid. Spread the word in communities and help more Georgians gain access to healthcare coverage! Learn more at dch.georgia.gov/georgiapathways.

**Choose one graphic included in the toolkit to accompany the post text*

Character Count: 255

Post 2

Instagram, Facebook, LinkedIn, Twitter

Apply today for Georgia Pathways to Coverage™, a new pathway to Medicaid coverage and healthier communities! See if you're eligible at dch.georgia.gov/georgiapathways or apply online at gateway.ga.gov.

**Use the graphics included in the toolkit to accompany the post text*

Character Count: 199

Post 3

Instagram, Facebook, LinkedIn

<<Organization Name>> is committed to <<priority>>. That is why we are excited to promote Georgia Pathways to Coverage™, a new pathway to Medicaid coverage and healthier communities! The program seeks to increase access to affordable healthcare coverage to Georgians who aren't otherwise eligible.

We encourage you to learn more at dch.georgia.gov/georgiapathways and apply online at gateway.ga.gov.

**Choose one graphic included in the toolkit to accompany the post text*

Character Count: 401

Twitter

<<Organization Name>> is committed to <<priority>>. That is why we are excited to promote Georgia Pathways to Coverage™, a new pathway to Medicaid coverage and healthier communities!

We encourage you to learn more at dch.georgia.gov/georgiapathways.

**Choose one graphic included in the toolkit to accompany the post text*

Character Count: 251

b. Website Blurb

Recommended Action: Upload the relevant one-pagers, infographics, and FAQs, along with suggested website copy below. Adding language directly to your website will allow people who interact with your organization to find information quickly.

Georgia Pathways to Coverage™ is a new pathway to Medicaid coverage and healthier communities! Pathways introduces a new Medicaid eligibility category in Georgia, increasing access to affordable, quality healthcare coverage for those in the state who don't have it today.

To be eligible for Pathways, you should:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level
- Prove that you are doing at least 80 hours of qualifying activities per month
- Not qualify for any other type of Medicaid
- Not be incarcerated

To learn more about the program, and to see if you or someone you know may qualify, visit **dch.georgia.gov/georgiapathways**.

Georgia residents can apply through the Gateway Customer Portal online at gateway.ga.gov.

You can also apply:

- In-person at your local Division of Family & Children Services (DFCS) office. To find the location and business hours for a DFCS office, visit: dfcs.ga.gov/locations.
- By mail to your local DFCS office.
- By phone at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

c. Newsletter Content

Recommended Action: Include the suggested newsletter copy below along with relevant one-pagers, infographics, and FAQs. Newsletters are an important tool for communications as they reach individuals directly.

Pathways Program Overview Newsletter Copy:

Subject: Georgia Pathways to Coverage™, New Medicaid Eligibility Category in Georgia

Georgia Pathways to Coverage™ is a new pathway to Medicaid coverage and healthier communities! Pathways introduces a new Medicaid eligibility category in Georgia, increasing access to affordable, quality healthcare coverage for those in the state who don't have it today.

To be eligible for Pathways, you should:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level
- Prove that you are doing at least 80 hours of qualifying activities per month
- Not qualify for any other type of Medicaid
- Not be incarcerated

To learn more about the program, and to see if you or one of your patients may qualify, visit **dch.georgia.gov/georgiapathways**.

Georgia residents can apply through the Gateway Customer Portal online at gateway.ga.gov.

You can also apply:

- In-person at your local Division of Family & Children Services (DFCS) office. To find the location and business hours for a DFCS office, visit: dfcs.ga.gov/locations.
- By mail to your local DFCS office.
- By phone at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

Additional Newsletter Copy:

Georgia Pathways to Coverage™ is a new pathway to Medicaid coverage and healthier communities! Pathways introduces a new Medicaid eligibility category in Georgia, increasing access to affordable, quality healthcare coverage for those in the state who don't have it today.

Did You Know?

There are many ways to meet qualifying activity requirements for Pathways including full-time or part-time employment, on-the-job training, job readiness assistance programs, community service, vocational educational training, enrollment in the Vocational Rehabilitation program of the Georgia Vocational Rehabilitation Agency (GVRA), and higher education.

For more information, please reach out to DCH Communications Director, David Graves at dch.communications@dch.ga.gov.

[DCH LinkedIn](#) | [DCH Facebook](#) | [DCH Twitter](#)

- Pathways offers multiple ways to apply and report qualifying hours, including online, in-person at any DFCS office, by mail, or by phone.

To learn more about the program, and to see if you qualify, visit **dch.georgia.gov/georgiapathways**.

Georgia residents can apply through the Gateway Customer Portal online at gateway.ga.gov.

d. Drafted Media Response

Recommended Action: *Be prepared to respond to media inquiries about Pathways relative to your organization only. Please do not provide personal views or commentary about program; instead, refer the reporter to the Georgia Department of Community Health Communications team (see contact below). Your organization may leverage the suggested responses below and can reach out to your assigned POC with any questions. Having a drafted media response will help ensure that communications about Pathways are consistent and correct.*

General Statement:

Georgia Pathways to Coverage™, or Pathways, is an innovative program that establishes a new category of Medicaid eligibility for Georgians who otherwise would not qualify. This program seeks to increase access to affordable healthcare coverage, lower the uninsured rate across Georgia, support members on their journeys to financial independence, and promote members' transitions from the Medicaid program into private coverage. The Pathways program will directly impact <<Organization Name>> patients and help our providers care for more people across Georgia.

Responses to Anticipated Questions:

How will this program impact your organization?

<<Organization Name>> treats <<number>> of underinsured and uninsured patients each year. Pathways may directly impact these people, improving their access to preventative health care, and will be an additional resource to help us to create a healthy Georgia for the people we serve.

What are you doing to inform the public about this program?

<<Organization Name>> is promoting Pathways to its medical providers, patients, and other key stakeholders on its website, via social media, with newsletter outreach, and in its day-to-day operations. The effort will be focused on educating potential members about the program, how to apply, and how to stay in control of their healthcare coverage.

Please direct media inquiries to Fiona Roberts, fiona.roberts@dch.ga.gov at the Department of Community Health (DCH) for all general Pathways questions.