



# MEDIA RELEASE

STATE OF TENNESSEE  
BUREAU OF TENNCARE

FOR IMMEDIATE RELEASE  
FRIDAY JUNE 10, 2005

CONTACT: MARILYN ELAM  
615.532.8675 (OFFICE)  
615.969.2619 (CELL)

## TENNCARE LAUNCHES PSA CAMPAIGN

NASHVILLE — The Bureau of TennCare today announced a statewide public-service campaign to provide enrollees with details on the disenrollment process and encourage them to submit any additional information that could help them keep coverage.

The campaign includes radio and TV public-service announcements (PSAs) that will air for two-and-a-half weeks beginning next week, as well as a 10-minute video that will run on cable-access TV channels. Additionally, informational brochures will be distributed in healthcare outlets across the state.

The message to enrollees who may lose coverage is simple: “If you’ve received a TennCare notice containing brown forms, you need to fill out the forms and mail, fax or take them to your local Department of Human Services (DHS) office. DHS must receive the forms *within 30 days of the date of the notice.*” Information collected on the forms will be used to determine if an enrollee might be eligible to stay on TennCare following changes in the program.

“We’re making every effort to reach out to enrollees and encourage them to submit any information that could help them keep their coverage,” said J.D. Hickey, director of the TennCare Bureau. “Filling out the brown forms and returning them to DHS is vital.”

DHS, which handles the TennCare disenrollment process, is charged with reviewing the brown forms to confirm an enrollee’s personal circumstances — such as family size or income — and make a final determination as to whether he might qualify to remain on TennCare in a different enrollee category.

“We’ll review enrollee information as quickly as possible,” said Gina Lodge, commissioner of the Department of Human Services. “DHS is committed to accuracy and professionalism.”

In addition to providing details on disenrollment, the public-service materials inform enrollees of their right to appeal if they believe TennCare or DHS has made a factual mistake in their case.

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STATE CAPITOL, 1ST FLOOR  
NASHVILLE, TN 37243  
615.741.2401

Last week, the TennCare Bureau mailed notices to approximately 200,000 TennCare enrollees who may lose coverage under changes designed to stabilize the financially troubled program. TennCare is an expanded version of Medicaid, the state and federal program for individuals and families with low incomes.

Currently, TennCare provides healthcare coverage for 1.3 million enrollees, or 23% of the State's population — a greater percentage than any other state in the country. After enrollment reductions are complete later this year, Tennessee still will be among the top 10 states in the country in terms of the percentage of population covered by a taxpayer-funded health plan.

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#### EDITOR'S NOTE

To view the TennCare public-service campaign, go to [www.tn.gov/tenncare/](http://www.tn.gov/tenncare/).

For television news outlets, a satellite feed is available today (Friday, June 10) from 3:00 to 3:30 p.m. Eastern Time (2:00 to 2:30 p. m. Central Time). The feed will include 15-, 30- and 60-second TV PSAs as well as the 10-minute cable-access video.

COORDINATES: Atlanta Dish – Dish 1 C-Band  
Transponder-Galaxy 3C-06 C-band  
BAND : C  
Orbital Position: 95 Degrees West  
Downlink Frequency: 3820 MHz (V)

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#### Sample PSA Script (30 seconds)

“Are you an adult on TennCare? If so, this message is for you.

“TennCare is changing, and some adults may lose their coverage. If you've received a white TennCare envelope with brown forms inside, fill out the forms immediately and mail, fax or take them to your local Tennessee Department of Human Services office.

“If you don't get your forms to the Department of Human Services within 30 days of the date of your notice, you could lose your TennCare.

“For more information, call 1-866-311-4287.”