

Robocalls: DoHS to Members



STATE OF WEST VIRGINIA
DEPARTMENT OF HUMAN SERVICES
BUREAU FOR MEDICAL SERVICES

Carl Ayers, MSW
Cabinet Secretary

Christy D. Donohue, CMC
Commissioner

Robocall Scripts

Deployed July 16, 2026

Robocall 1 — Initial Awareness

Goal: *Changes are coming*

"Hello,
Starting January 1, 2027, some Medicaid members may need to meet new community engagement rules to keep their coverage.

These rules may include working, going to school, job training, or volunteering for 80 hours each month.

Some people will not have to meet these rules. This includes people who are pregnant, have certain health conditions, or care for young children.

You do not need to do anything today. You may get a postcard or letter in the mail with more information. Please read it carefully.

In the future, if the Department of Human Services needs more information from you, they will contact you by mail or through your online account.

Make sure your contact information is up to date and check your mail regularly. For more information, call 1-877-716-1212 or visit www.WVMedicaidHelp.org

Thank you."

Deployed July 24, 2026

Robocall 2 — Follow Up

Goal: *Add specifics (timing, verification, reporting changes)*

"Hello. This is an important follow-up message about your West Virginia Medicaid coverage.

Starting January 1, 2027, some Medicaid members may need to meet new community engagement rules to keep their coverage. To meet the rules, you may need to work, attend school, do job training, or volunteer for 80 hours per month, or earn at least \$580 each month.

Some people do not have to meet these rules, including those with certain health conditions, caregivers, and others.

For more information and to see if you may be affected by these new rules, call 1-877-716-1212 or visit www.WVMedicaidHelp.org. That's www.WVMedicaidHelp.org.

Thank you."