



# OKLAHOMA

## Health Care Authority

### SoonerSelect Stakeholder Toolkit

#### **Table of Contents**

<i>Letter from Ellen Buettner.....</i>	<i>3</i>
<i>SoonerSelect Overview.....</i>	<i>4</i>
<i>OHCA's Role .....</i>	<i>5</i>

<i>How You Can Help</i> .....	6
Outreach Objectives.....	6
Action Steps.....	6
<i>Terminology Guidelines</i> .....	7
<i>Messaging Samples</i> .....	8
Member E-newsletter Blurb.....	8
Email Text.....	9
Website Text .....	10
Social Media Posts .....	11
<i>Creative Materials</i> .....	13
Social Media Cover Photo.....	13
Website Banner.....	13
Flyer for Members (English).....	13
Flyer for Members (Spanish) .....	13
Flyer for Providers .....	13
<i>Additional Resources</i> .....	13
Member Resources .....	14
Provider Resources.....	14
Legislative Resources.....	14

**Letter from Ellen Buettner  
CEO of OHCA**



**To: Community Partners, Stakeholders, and Advocates**

**Subject: Implementation of SoonerSelect**

The purpose of this toolkit is to provide community partners, stakeholders, state and local agencies, and advocates with messaging and resources as Oklahoma prepares for a new health care delivery system, SoonerSelect. The goal of the outreach messaging and templates is to encourage members to actively select a dental and health plan during the enrollment periods.

SoonerSelect, OHCA's new comprehensive health care Medicaid delivery system, will improve the quality of care and access to services to enhance the health and lives of Oklahomans. As a partner to our mission, you play a critical role in supporting our vision "for Oklahomans to be healthy and to have access to quality health care services regardless of their ability to pay."

This toolkit is a resource for our community partners, stakeholders and advocates with information about how SoonerSelect will support Oklahomans' health and how the SoonerSelect health plans and dental plans will serve Oklahoma Medicaid members.

The agency will update this resource and add materials as new guidance and additional insights are available. The toolkit includes implementation timelines, FAQs, forms and documents, member information and helpful links. We have worked with many of our partners to ensure these materials contain the messaging and education resources needed for Medicaid members to thrive in SoonerSelect.

Please use the items in this toolkit and integrate them into your outreach and social media campaigns. Partners may modify the outreach language to meet specific business needs, but should keep SoonerSelect program information the same to ensure consistency in the information provided. If you have any questions or need additional information regarding SoonerSelect services, please visit [MySoonerCare.org](https://MySoonerCare.org).

Thank you,

A handwritten signature in black ink that reads "Ellen Buettner". The signature is written in a cursive, flowing style.

# SoonerSelect Overview

Most SoonerCare members will get their health care services covered in a new way beginning in 2024 – through health and dental plans. A health or dental plan is an organization that provides health care services through a network (group) of doctors, dentists, pharmacists, mental health professionals and other providers. Some plans provide extra services like programs to quit smoking and get healthier.

The Oklahoma Care Authority (OHCA) is moving to this model to:

- Improve health outcomes for Medicaid members and the State as a whole
- Ensure access to quality care and address social drivers impacting population health
- Enhance member satisfaction with services received
- Promote a sustainable delivery system that is a provider-led effort and that is operated and managed by providers to the maximum extent possible
- Ensure efficient and cost-effective administrative systems and structures

## **SoonerSelect Dental Program**

SoonerSelect members will enroll in a dental plan. Dental plans will cover medically necessary preventive and restorative dental care. Additionally, medically necessary orthodontic services will be available for children under 21. The selected dental plans are DentaQuest and Liberty Dental.

## **SoonerSelect Health Program**

SoonerSelect members will enroll in a health plan. You will have a chance to choose a health plan. If you do not choose one, a plan will be assigned. Health plans will cover medically necessary prescriptions, health services and behavioral health services, except dental services. The selected health plans are Aetna Better Health of Oklahoma, Humana Healthy Horizons of Oklahoma and Oklahoma Complete Health.

## **Children's Specialty Program**

The SoonerSelect Children's Specialty Program (CSP) will serve members involved in the juvenile justice system and those served by Oklahoma Human Services. This includes children in foster care and children receiving adoption assistance. The CSP provides medically necessary prescriptions, health care services and behavioral health services that focus on the unique health needs of the children it serves. It places special emphasis on early identification of needs and interventions. Oklahoma Complete Health will serve these members.

## **Who Will Be Impacted**

The following SoonerCare groups will be enrolled in SoonerSelect:

- Children, including foster children
- Low-income parents
- Pregnant women
- Non-disabled adults ages 19-64

American Indian/Alaska Native members can choose to opt-in to a SoonerSelect plan but will not be required to.

### OHCA's Role

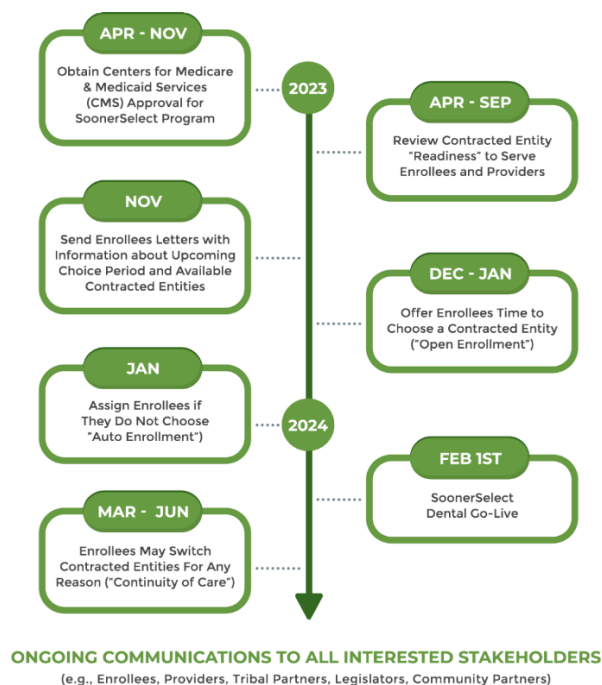
OHCA assess the ability and capacity of each plan to ensure they can meet the needs of Oklahoma SoonerCare members and meet the requirements outlined in the contract and federal regulations.

CMS requires states to assess if plans are “ready” to provide services to SoonerSelect enrollees before implementation. The process ensures accountability and strengthens program integrity safeguards.

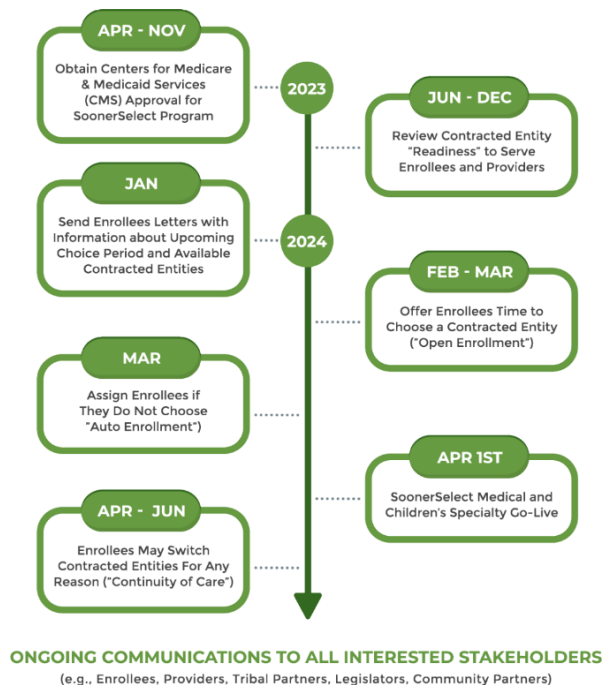
OHCA will conduct this review by evaluating materials and information submitted by each plan and during OHCA staff site visits to each plan’s office. The readiness review process is integral to supporting delivery system reform while effectively managing costs and practicing fiscal responsibility.

This months-long process ensures plans are ready to serve SoonerSelect enrollees.

### Dental Key Implementation Steps



### Medical and Children's Specialty Key Implementation Steps



# How You Can Help

## Outreach Objectives

OHCA outreach and communications goals:

- Educate – Raise awareness of SoonerSelect and educate members about the open enrollment process.
- Engage – Engage stakeholders, partners and providers to align messaging and increase active plan selection.
- Establish – Establish a feedback loop with stakeholders, partners and providers to share input for planning, and to identify and address issues as implementation takes place.

OHCA's outreach and communications will focus on three specific areas:

- Updating case and contact information
- SoonerSelect education and awareness
- Active plan selection during open enrollment

## Action Steps

Stakeholders and advocates can assist OHCA during SoonerSelect implementation in a variety of ways:

- Get as much information as possible on SoonerSelect
- Sign up for partner training
- Identify eligible members and partners in your existing system, coalitions or networks.
- Encourage members to access OHCA's resources, including choice counseling, and actively choose a dental and health plan when open enrollment begins.

You can also assist OHCA by coordinating communications efforts and serving as a trusted messenger to eligible members:

- Engage your Medicaid members and your partner networks to read and share messages and resources from the Oklahoma Health Care Authority about SoonerSelect open enrollment.
- Plan your member and partner messaging to coordinate with Oklahoma's outreach and communication plan.
- Plan member communications to coincide with coordinated calls to action to:
  - Update case and contact information (mailing addresses, email addresses and phone numbers).
  - Choose a plan during dental and health open enrollment windows.
- Help our members take steps now to get ready. Members can make updates to their information:
  - Online at [MySoonerCare.org](https://MySoonerCare.org)
  - By calling the SoonerCare helpline at 800-987-7767

**Note:** Please encourage members to use the online option to keep the SoonerCare helpline available for members impacted by the return of eligibility renewals. Additionally, OHCA will be providing choice counseling to eligible members. Due to federal regulations, partners and advocates will not be allowed to actively assist members in choosing or enrolling in a plan. This is to ensure integrity and transparency during the enrollment process and to prevent any potential conflicts of interest between members, CEs and stakeholders. For assistance with choice counseling, please refer members to the SoonerCare helpline.

## Terminology Guidelines

To ensure consistent messaging, OHCA has developed terminology guidelines to streamline member outreach. Please reference the following guidelines as you assist with SoonerSelect implementation.

When communicating with a member:

- Refer to contracted entities as dental or health plans
- Refer to enrollees or patients as members
- Refer to Medicaid as SoonerCare
- Refer to value-added benefits as added benefits
- Refer to a plan's full name on first reference
- Refer to the Centers for Medicaid & Medicare Services as the federal government

# Messaging Samples

*Partners may modify the outreach language to meet specific business needs but should keep SoonerSelect program information the same to ensure consistency in messaging. Partners may not modify creative assets. Please note that choice counseling will be available starting Nov. 20, 2023.*

## Member E-newsletter Blurb

Most SoonerCare members will get their health care services covered in a new way in 2024 – through health and dental plans.

If you're an eligible SoonerCare member moving to SoonerSelect, you will be asked to pick one dental plan and one health plan during open enrollment. If you do not pick a plan, the Oklahoma Health Care Authority will pick one for you.

The enrollment periods are:

- Dental Plan Open Enrollment: December 1, 2023 to January 10, 2024
- Health Plan Open Enrollment: February 1 to March 10, 2024

Visit [MySoonerCare.org](https://MySoonerCare.org) to view the plans, compare benefits and search providers. Then, pick a plan that fits! You'll get the same health care services offered by SoonerCare, but some plans may offer extra benefits to help you improve your health.

If you have questions or need help picking a plan, visit [MySoonerCare.org](https://MySoonerCare.org) or call the SoonerCare Helpline at 800-987-7767.

## Spanish Copy

La mayoría de los miembros de SoonerCare obtendrán sus servicios de atención médica cubiertos de una nueva manera 2024 – a través de planes de salud y dentales.

Si usted es un miembro elegible de SoonerCare, Se le pedirá que elija un plan dental y un plan de salud durante la inscripción abierta. Si no elige un plan, Oklahoma Health Care Authority elegirá uno por usted.

Los periodos de inscripción son los siguientes:

- Inscripción Abierta del Plan Dental: 1 de diciembre de 2023 a 10 de enero de 2024
- Inscripción Abierta del Plan de Salud: 1 de febrero de 2024 al 10 de marzo de 2024

Visite [MySoonerCare.org](https://MySoonerCare.org) para ver los planes y comparar los beneficios y buscar proveedores. Luego, encuentre un plan que se ajuste! Usted recibirá los mismos servicios de atención médica que ofrece SoonerCare, pero algunos planes pueden ofrecer beneficios adicionales para ayudar a mejorar su salud.



Si tiene preguntas o necesita ayuda para elegir su plan, visite [MySoonerCare.org](https://MySoonerCare.org) llame a la Línea de Ayuda de SoonerCare al 800-987-7767.

### Email Text

#### **Re: Are you ready for SoonerSelect?**

Most SoonerCare members will get their health care services covered in a new way in 2024 – through health and dental plans.

If you're an eligible SoonerCare member moving to SoonerSelect, you will be asked to pick one dental plan and one health plan during open enrollment. If you do not pick a plan, the Oklahoma Health Care Authority will pick one for you.

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### Spanish Copy

#### **Re: ¿Está listo para SoonerSelect?**

La mayoría de los miembros de SoonerCare obtendrán sus servicios de atención médica cubiertos de una nueva manera 2024 – a través de planes de salud y dentales.

Si usted es un miembro elegible de SoonerCare, Se le pedirá que elija un plan dental y un plan de salud durante la inscripción abierta. Si no elige un plan, Oklahoma Health Care Authority elegirá uno por usted.

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Si tiene preguntas o necesita ayuda para elegir su plan, visite [MySoonerCare.org](https://MySoonerCare.org) llame a la Línea de Ayuda de SoonerCare al 800-987-7767.

### Website Text

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Visite [MySoonerCare.org](https://MySoonerCare.org) para ver los planes y comparar los beneficios y buscar proveedores. Luego, ¡encuentre un plan que se ajuste! Usted recibirá los mismos servicios de atención médica que ofrece SoonerCare, pero algunos planes pueden ofrecer beneficios adicionales para ayudar a mejorar su salud.

Si tiene preguntas o necesita ayuda para elegir su plan, visite [MySoonerCare.org](https://MySoonerCare.org) llame a la Línea de Ayuda de SoonerCare al 800-987-7767.

## Social Media Posts

### Message 1 Copy

Get ready!

Most SoonerCare members will get their health care services covered in a new way in 2024 – through health and dental plans. Check your mail and email for information on important dates, next steps and how to pick a plan that fits with your life.

To learn more, visit [MySoonerCare.org](https://MySoonerCare.org).

### Message 1 Copy (Spanish)

¡Prepárese!

La mayoría de los miembros de SoonerCare obtendrán sus servicios de atención médica cubiertos de una nueva manera 2024 – a través de planes de salud y dentales. Revise su correo y correo electrónico para obtener información sobre fechas importantes, próximos pasos y cómo encontrar un plan que se ajuste a su vida.

Para obtener más información, visite [MySoonerCare.org](https://MySoonerCare.org).

### Message 2 Copy

Don't miss these dates!

If you're a SoonerCare member transitioning to SoonerSelect, you'll be asked to pick a dental and health plan during these enrollment windows:

Dental Plan Open Enrollment: Dec. 1, 2023-Jan. 10, 2024

Health Plan Open Enrollment: Feb. 1-March 10, 2024

View plans, compare benefits and search providers at [MySoonerCare.org](https://MySoonerCare.org).

### Message 2 Copy (Spanish)

¡No se pierda estas fechas!

Si es un miembro de SoonerCare en transición a SoonerSelect, se le pedirá que elija un plan dental y de salud durante estas ventanas de inscripción:

Inscripción abierta del plan dental: 1 de diciembre de 2023 al 10 de enero de 2024

Inscripción Abierta del Plan de Salud: 1 de febrero de 2024 al 10 de marzo de 2024

Vea planes, compare beneficios y busque proveedores en [MySoonerCare.org](https://MySoonerCare.org).

### **Message 3 Copy**

Are you a provider serving SoonerCare members?

Most SoonerCare members will get their health care services covered in a new way in 2024 – through health and dental plans. Remind your patients to choose one health and one dental plan during these open enrollment windows:

Dental Plan Open Enrollment: Dec. 1, 2023-Jan. 10, 2024

Health Plan Open Enrollment: Feb. 1-March 10, 2024

To view plans, compare benefits and search provider, send your patients to [MySoonerCare.org](https://MySoonerCare.org).

# Creative Materials

Please click the links below to download a high-resolution copy of each creative asset. Beginning on Nov. 20, printed copies of the member flyers can be ordered at no cost from the [OHCA publications ordering page](#).

[Social Media Graphics](#)

[Social Media Cover Photo](#)

[Website Banner](#)

[Flyer for Members \(English\)](#)

[Flyer for Members \(Spanish\)](#)

[Flyer for Providers](#)

# Additional Resources

## Member Resources

[SoonerSelect Fact Sheet \(English\)](#)

[SoonerSelect Fact Sheet \(Spanish\)](#)

## Provider Resources

[Provider FAQ Guide](#)

[ODMHSAS SoonerSelect Guardrails](#)

[Provider Town Hall Recordings](#)

## Legislative Resources

[SB 1337 Legislative Report](#)