

Georgia Pathways to Coverage™ (Pathways) Influencer Toolkit

Health Providers and Associations

What is Pathways?

In 2023, the Department of Community Health (DCH) launched Pathways, a **Medicaid program** for Georgia residents **ages 19-64** who have a **household income of up to 100% of the Federal Poverty Level (FPL)** and are **engaged in 80 hours of qualifying activities per month** such as full-time employment, enrollment in higher education programs, vocational educational training, and/or community service, among other activities.

For example, in 2025, 100% of the FPL equals:

- \$15,650 per year or \$1,304 on average per month for one person.
- \$26,650 per year or \$2,220 on average per month for a family of three.

Pathways is designed to increase access to affordable, quality health care for Georgians who are uninsured or are losing traditional Medicaid coverage soon. **It introduces a new Medicaid eligibility category in Georgia and helps low-income residents who would not otherwise qualify for traditional Medicaid** get affordable healthcare coverage.

Whether an individual is losing traditional Medicaid coverage or is currently uninsured, Pathways can help him or her get the health care he or she needs to build a bright future.

Please visit the Pathways website at pathways.georgia.gov for a full list of Pathways eligibility criteria.

How Can Your Organization Participate?

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 Pathways.**

Pathways is a category of Medicaid coverage for many of the Georgians you treat. Helping uninsured Georgians apply for and get enrolled in Pathways would provide for reimbursement for services you, as a provider, render to these currently uninsured individuals.

We encourage you to spread awareness about Pathways by sharing informational resources and conducting proactive outreach to encourage uninsured patients to apply and get enrolled.

We hope that by supporting this program and enrolling more Georgians in healthcare coverage, together, we can increase access to affordable healthcare and promote financial stability for hospitals, healthcare systems, providers, and the State.

What is the Pathways Influencer Toolkit?

The Pathways Influencer Toolkit is designed to equip your organization with tools to support potential Pathways members in learning about Pathways and applying, as well as becoming qualified and staying qualified for the program by completing their 80 hours of qualifying activities per month. Tools include informational one-pagers, flyers, Pathways FAQs, and standard Pathways language for use across your own communication channels.

How Can You Use the Pathways Influencer Toolkit?

Please use these resources in the following ways to help individuals in your hospitals and medical facilities, including providers, patients, and community partners who may already be eligible for Pathways or work with people who are eligible for Pathways:

1. **To learn more and apply:** Direct them to Pathways resources in the toolkit to learn more about healthcare coverage and apply.
2. **Maintaining Eligibility:** Help them become and stay qualified by completing 80 hours of qualifying activities – enrollment in higher education courses, community service, full-time or part-time employment, etc. – each month.
3. **Continued Enrollment:** Support them in staying enrolled by keeping up with coverage timelines and program requirements detailed on the Pathways website.

We encourage you to refer uninsured individuals who seek your care to Pathways. Additionally, please share these digital and printed resources with your network using any preferred methods, including, but not limited to:

1. Email
2. Website
3. Social Media
4. Targeted Outreach to Uninsured Patients
5. Financial Aid Case Managers

What's Included?

This document contains Pathways language for your own communications channels. The informational one-pagers, flyers, and FAQs are available on the [Pathways website \(pathways.georgia.gov\)](http://pathways.georgia.gov).

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In addition to the information available in this document, you can find the following resources available on the [Pathways website](http://pathways.georgia.gov):

- Informational One-pagers
 - a. Pathways Program Overview
 - b. Qualifying Activities
 - c. How to Apply
 - d. How to Stay Covered
 - e. Education
 - f. Transitional Options
 - g. Georgia Coverage Options
- Flyers
- Pathways General FAQs.pdf
- Pathways Provider FAQs.pdf
- Social Media Graphics

Individuals who need help with the Pathways application can reference the [Georgia Pathways Step-by-Step Application Video](#).

Social Media Posts

Recommended Action: Post the suggested social media posts, tailored to specific audiences, on your social media channels, including, but not limited to, Instagram, Facebook, LinkedIn, and X (formerly 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

Audience: Health Providers

Instagram, Facebook, LinkedIn, X

Your patients may be eligible for free health insurance through Georgia Pathways to Coverage™. Encourage them to check their eligibility today!

Visit pathways.georgia.gov to learn more and apply today.

Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.

Character Count: 201

Post 2

Audience: Patients

Instagram, Facebook, LinkedIn, X

Putting off a doctor's visit? You may be eligible for free healthcare coverage through Georgia Pathways to Coverage™.

Visit pathways.georgia.gov to learn more and apply today.

Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.

Character Count: 175

Post 3

Audience: All followers

Instagram, Facebook, LinkedIn

Our mission is [insert mission]. That is why we are excited to spread the word about Georgia Pathways to Coverage™, a healthcare program in Georgia for adult students, workers, and more.

Visit pathways.georgia.gov to learn more and apply today.

Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.

Character Count: 244

X

Audience: Patients

Georgia Pathways to Coverage™ offers free healthcare coverage for adult full- and part-time workers.

Visit pathways.georgia.gov to learn more and apply today.

Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.

Character Count: 157

Website Blurb

Recommended Action: Upload the relevant one-pagers and FAQs, along with suggested website copy below to your website, allowing people who interact with your organization to find information quickly. If you would like to include additional information about the program or the requirements to participate, please visit the [Pathways website](#) for additional content.

Pathways Overview Website Copy:

Georgia Pathways to Coverage™ is a Medicaid program for Georgia residents ages 19-64 who have a household income of up to 100% of the Federal Poverty Level (FPL), are not otherwise eligible for traditional Medicaid, and are engaged in 80 hours of qualifying activities per month such as full-time employment, enrollment in higher education programs, vocational educational training, and/or community service, among other activities.

For example, in 2025, 100% of the FPL equals:

- \$15,650 per year or \$1,304 on average per month for one person.
- \$26,650 per year or \$2,220 on average per month for a family of three.

Visit pathways.georgia.gov to learn more about the program, to see if you or someone you know may qualify, or to apply.

Email Distribution Content

Recommended Action: *Include the suggested copy below along with relevant one-pagers and FAQs in your organization's email distributions. If you would like to include additional information about the program or the requirements to participate, please visit the [Pathways website](#) for additional content.*

Pathways Overview Email Distribution Copy:

Subject: Georgia Pathways to Coverage™, Medicaid Program for Georgians

Georgia Pathways to Coverage™ is a Medicaid program for Georgia residents ages 19-64 who have a household income of up to 100% of the Federal Poverty Level (FPL), are not otherwise eligible for traditional Medicaid, and are engaged in 80 hours of qualifying activities per month such as full-time employment, enrollment in higher education programs, vocational educational training, and/or community service, among other activities.

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Frequently Asked Question

Common question Health Providers and Associations encounter and response guidance.

1. **How do I establish my health center or medical facility so that we can accept Pathways?**

Pathways is a category of Medicaid. To learn more about the considerations and processes involved with enrolling as a Medicaid provider, please reach out to Leslie Austin at the Provider Enrollment Unit: Leslie Austin, Director of Provider Enrollment, laustin@dch.ga.gov.