



# Georgia Pathways to Coverage™ (Pathways) Influencer Toolkit

*Higher Education and Vocational Educational Institutions*

## What is Pathways?

Pathways 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)** 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](https://pathways.georgia.gov) for a full list of Pathways eligibility criteria.

## How Can Your Institution Participate?

As a trusted Higher Education or Vocational Educational Institution in Georgia, **you are in a unique position to help connect adult uninsured students, graduates, and employees to Pathways.**

Pathways is a category of Medicaid coverage for many of the individuals you already support in their education, skill building, and/or job search. Helping your community access quality and affordable healthcare coverage can enhance the long-term success of your students, graduates, and employees. By connecting individuals who may already be eligible, together, we can further your institution's goal to aid your students and employees in building financial stability and healthy lives.

**We encourage you to spread awareness about Pathways by sharing informational resources and conducting proactive outreach to encourage uninsured Georgians at your institution to apply and get enrolled.**

In addition, to be eligible for Pathways, individuals must complete at least 80 hours of qualifying activities per month. Attending your institution as a full- or part-time student, participating in one

of your adult education, professional development, or vocational training programs, or working at your institution provides ways for potential Pathways members to meet their hours and/or prepares them for eligibility. By supporting Pathways members as they complete or seek to complete their required 80 hours per month of qualifying activities, you will help them gain and stay enrolled in healthcare coverage.

### What is the Pathways Influencer Toolkit?

The Pathways Influencer Toolkit is designed to equip your institution with tools to support potential Pathways members learn about Pathways and apply. It also helps potential members become qualified and stay 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 distribute these resources to help your students, graduates, and employees who may already be 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 for Pathways by completing 80 hours of qualifying activities – enrollment in higher education courses, vocational educational training, community service, 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 share these digital and printed resources with your students and employees using any preferred methods, including, but not limited to:

1. Email
2. Website
3. Social Media
4. Resource packets shared with students via mail or in on-campus offices (e.g., financial aid information, student health care resources, local resource lists)
5. On-campus Events
6. On-campus Offices (e.g., financial aid, student affairs, health centers, student counseling, employee breakrooms)

## 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).*

## Pathways Toolkit Contents

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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
- General Pathways FAQs
- 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 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

*Instagram, Facebook, LinkedIn, X*

Don't let unexpected medical bills derail your future. As a student, you may be eligible for free health care.

Visit [pathways.georgia.gov](https://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: 168*

### Post 2

*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](https://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: 174*

### Post 3

*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](https://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

Don't let healthcare costs hold you back. You may qualify for free coverage.

Visit [pathways.georgia.gov](https://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: 134*

## Website Blurb

**Recommended Action:** Upload the Education One-pager, along with suggested website copy below to your website, allowing people who interact with your institution 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™ (Pathways) 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

For Pathways applicants fulfilling the requirement through higher education or vocational educational training, current college course-load credit hours will be granted qualifying activity hours as following:

- At least 11.5 credit hours will count as 80 hours per month.
- Between 5.50 and 11.49 credit hours will count as 40 hours per month.
- Between 0.01 and 5.49 credit hours will count as 20 hours per month.

Visit [pathways.georgia.gov](https://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 the Education One-pager in your institution'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™ (Pathways) 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 Questions

*Common questions Higher Education and Vocational Educational Institutions encounter and response guidance.*

### 1. How should students determine household size and income?

Eligibility, including household size and income, factors in several variables and is determined on an individual basis.

General application guidance for adult uninsured students:

- a. Students who are listed as dependents on their parents' or caretakers' tax forms should include their parents or caretakers in household size and income considerations.
- b. Students who are not listed as dependents on their parents' or caretakers' tax forms do not need to include their parents or caretakers in their household and income considerations but should include spouse and dependents.

For questions about an individual's unique circumstances, please reach out to the DFCS Customer Contact Center at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind, or have difficulty speaking.

### 2. Can our institution establish student health centers as Pathways providers?

Pathways is a category and class of assistance 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](mailto:laustin@dch.ga.gov).

### 3. How do college course-load credits count as qualifying activity hours?

Current course-load credit hours count toward qualifying activity hours as follows:

| Current College Course-Load Credit Hours | Qualifying Activity Hours per Month | Students must verify full-time or part-time status when they apply for Pathways by uploading official course enrollment for the current term from the Office of the Registrar, a copy of their class schedule for the current term, or by consenting to share their enrollment status through an interface on the Gateway Customer Portal. |
|--|-------------------------------------|--|
| At least 11.5                            | 80 hours                            |  |
| Between 5.5 and 11.49                    | 40 hours                            |  |
| Between 0.01 and 5.49                    | 20 hours                            |  |