



*Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Transitional Assistance*

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**Online Guide Transmittal 2022-91
November 17, 2022**

To: Department of Transitional Assistance Staff
From: Sarah Stuart, Associate Commissioner for Change Management
Re: Cross Programs: Proactive Client Outreach Actions

Overview

The Department continues to leverage new ways to proactively work with clients to improve benefit access. Systems changes are scheduled to deploy on November 17, 2022 that will create a new actions in the “Front Office Group” business group regarding client access to benefits held on an EBT card.

Local office front-end staff and the Centralized Eligibility and Processing Unit (CEP) will perform outreach to newly approved SNAP clients who have no EBT activity and/or those active clients with a significant balance.

Purpose

The purpose of this Online Guide Transmittal is to advise staff of a new outreach action and supporting procedures.

New BEACON Action

This outreach initiative will be facilitated by a new BEACON action: **Perform Cold Call – EBT Inactivity**. BEACON will generate this action for SNAP households in the FAW model that meets one of the following criteria:

- The SNAP case is newly active and has had no EBT activity for 30-60 days from date case was approved.
- The SNAP case has been active for at least 60 days, there has been no EBT activity for 60 or more days, and has a balance over \$1000.

This action will not apply to cases with a Heightened Level of Security, or cases for which this action previously appeared and was dispositioned.

Client Access

The intent of this action is to connect with clients about potential barriers to accessing their benefits. Clients may not have realized their case has been approved or be unsure of how to use their EBT card. Depending on the circumstances, the staff member will provide the appropriate assistance including but not limited to:

- issuing a new or replacement EBT card;
 - assisting the client in setting their PIN;
 - explaining how to access their SNAP benefits, including online shopping;
 - advising of the option for an Assisting Person;
 - escalating the case to a Reception Coordinator to create an overpayment or fraud referral; or
 - making a referral to a Client Assistance Coordinator or Domestic Violence Specialists.
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New Online Guide Pages

Topic:	Business Process (BP)
Book:	Procedures
Chapter:	Front End Actions
Page:	Perform Cold Call – EBT Inactivity

Questions

If you have any policy or procedural questions, after conferring with the appropriate TAO personnel, please have your Systems Information Specialists or TAO management email them to DTA.Procedural Issues.

Systems issues should be directed to the Systems Support Help Desk.
