



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


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Operations Memo 2014-41
June 12, 2014

To: Department of Transitional Assistance Staff

From:  Lydia Conley, Assistant Commissioner for Policy, Program and External Relations

Re: TAFDC, EAEDC and SNAP: Implementation of eNotification

Overview

Effective with BEACON Build 46.3, scheduled for June 16, 2014, the Department will implement an optional eNotification initiative. eNotification is a faster and cost effective way for the Department to communicate with clients by informing them by email when notices and forms are available on their My Account Page (MAP) for viewing, downloading and printing. With the exception of certain notices and forms, the Department will no longer mail participating clients paper notices.

To participate, a client must be the head of household and have an email address and internet access. Certain clients, such as those without an EBT card, will not be eligible for eNotification. Participation in eNotification is completely voluntary.

Purpose of Memo The purpose of this memo is to inform TAO staff about:

- the updated *eNotification Opt-in/Opt-out Voluntary Participation Form*;
 - case manager responsibilities; and
 - BEACON functionality and client responsibilities.
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Obsolete Memo This Operations Memo obsoletes Operations Memo 2013-62: *TAFDC, EAEDC, and SNAP: Preparation for Implementation of eNotification*. The attachment that accompanied Operations Memo 2013-62, *eNotification Opt-in/Opt-out Voluntary Participation Form* (Attachment A) has been updated.

eNotification Communications In December 2013, the Department advised staff about the upcoming eNotification initiative and instructed them to give the *eNotification Opt-in/Opt-out Voluntary Participation Form* to any head of household who may be interested in future participation. Since that time, new materials informing clients about the eNotification option have been developed and additional outreach is scheduled, including:

- a revised *eNotification Opt-in/Opt-out Voluntary Participation Form*, available on DTA Online under Online Forms;
- a poster/flyer (Attachment B) for display in TAOs; and
- inclusion of the *eNotification Opt-in/Opt-out Voluntary Participation Form* in the Summer Food Service Program mailing, to be sent to approximately 130,000 DTA households in late June 2014.

Following the Summer Food Service Program mailing, case managers should expect to receive scanned *eNotification Opt-in/Opt-out Voluntary Participation Forms* from clients on my Workspace.

Case Manager Responsibilities At all client contacts, case managers must ask the head of household if he or she is interested in participating in eNotification. Case managers must explain that participation in eNotification is strictly voluntary and that it is an efficient way to receive information about appointments, recertifications and Department actions concerning his or her SNAP or cash benefits. Clients must be informed that, if they choose to participate, they must:

- be a head of household (grantee);
- be registered for MAP;

Note: If a client does not currently have a MAP account, staff should provide the client with the *Register for MAP Job Aid* (Attachment C) and offer assistance, if necessary.

- have an active Electronic Benefit Transfer (EBT) card;
-

**Case Manager
Responsibilities
(Continued)**

- have a valid email address;

Note: Staff should inform clients who are interested in participating that the Department will be sending email alerts to their email address to notify them of notices/forms posted to MAP.

- have access to a computer or tablet with internet access; and

Note: Clients should be reminded that their data plan may include wireless or data provider charges for accessing the site. The MAP site is not currently formatted for mobile phone use.

- complete the *Opt-in to eNotification* portion of the *eNotification Opt-in/Opt-out Voluntary Participation Form* and submit it to the case manager or mail the form to the EDMC at DTA, P.O. Box 4406, Taunton, MA 02780-0420.

Clients should also be informed that the automated process will default the client back to paper notices if emails to the address are returned to the Department as undeliverable.

Important: Although case managers are entering and storing emails in BEACON, case managers are **not** authorized to communicate with clients through email.

Reminder: There is no requirement for the client to provide an email address or participate in the eNotification project. Providing an email address and participation in eNotification is optional.

**Enrolling Clients in
eNotification**

The BEACON Email page (detailed in the BEACON Functionality and Clients' Responsibilities section starting on Page 5) is the same regardless of the workflow. To enroll a client in eNotification, several steps are required:

1. Enter client's email address and check Primary on the Email page.

Note: The email Opt-In radio button for eNotification will only be enabled for grantees.

2. Click the Test Undeliverable Status button. A Test Email (Attachment D) will be sent to the email address, and one of the following edit messages will display:

- *The email address used in the test is an undeliverable email address. Please check the entered email address and re-test;* or
- *The email used in the test was not rejected. Please proceed with the eNotification enrollment process.*

3. Confirm with the grantee that he or she is registered for MAP.
-

**Case Manager
Responsibilities**
Enrolling Clients in
eNotification
(Continued)

4. Provide the *eNotification Opt-in/Opt-out Voluntary Participation Form* by clicking on the Print Opt-in/Opt-out Form button, or direct the client to <http://www.mass.gov/dta> to click on the eNotification link on the lower left side of the page. The *eNotification Opt-in/Opt-out Voluntary Participation Form* can be printed and mailed back to the Department.

5. Once the signed Opt-in form is received, case managers will select the Opt-in indicator and check the Signed Form Received box on the Email page. This action will automatically generate a *Welcome to eNotification Confirmation* email (Attachment E), and a paper *Welcome to eNotification* notice (Attachment F) will be mailed to the client's mailing address.

The *Welcome to eNotification Confirmation* email requires a client's email reply within 10 days. If the client does not email a reply within 10 days, BEACON will automatically opt out the client and generate an *eNotification Stop Notice* (Attachment G) to be sent to the client.

6. When the client replies to the *Welcome to eNotification Confirmation* email within 10 days, he or she will be officially enrolled in eNotification, and eNotification will begin.

Important: An EBT card is required to register for MAP, and therefore, for participation in eNotification. For cash-only cases, case managers should confirm that the client has an EBT card before enrolling the client in eNotification.

Opting Out of
eNotification

At any time, a client may decide to end participation in eNotification. To do so, a client must submit a signed *eNotification Opt-in/Opt-out Voluntary Participation Form*. Staff must provide the form any time a client requests one or direct the client to the form online. Once the form is received and the Opt-Out designation is entered into BEACON with the appropriate reason, an *eNotification Stop Notice* will be generated confirming the change. Clients will immediately begin to receive paper notices by mail again.

Whenever an email alert is undeliverable, the client will be considered to have opted out of eNotification, and a hard copy of the notice associated with the email alert that was undelivered will be sent through regular mail to the household. All future notices will be sent through postal mail.

At the next contact with the head of household, the case manager should discuss any barriers that resulted in the client terminating participating in eNotification. If a client wants to enroll in eNotification again in the future, the eNotification enrollment process must begin again, with a case manager testing the email address, the client signing and submitting an *eNotification Opt-in/Opt-out Voluntary Participation Form* and the client confirming the *Welcome to eNotification Confirmation* email.

**Case Manager
Responsibilities**
Opting Out of
eNotification
(Continued)

The following opt out reasons are available on the opt-out dropdown list on the BEACON Email Address page:

- Heightened Level of Security;
 - Cash-only client without EBT card;
 - Did not maintain current email address;
 - Voluntary withdrawal; and
 - Email is undeliverable.
-

**BEACON
Functionality and
Clients'
Responsibilities**

A BEACON batch will generate an *eNotification Email Alert* (Attachment H) every time a notice or form is posted to a client's MAP account. The Email Alert contains a link to MAP and a link to register for MAP in case a client still needs to register for an account. Each Email Alert includes a message that a document is available in MAP that requires the client's attention and includes a statement that alerts are sent from a 'no reply' mailbox.

Note: While the link provided in the *eNotification Welcome Notice* brings clients to the Virtual Gateway Self-Service Home Page, the links provided in *eNotification Email Alerts* bring clients directly to the MAP log-in pages.

The client is responsible for logging into MAP. Once the client logs in, he or she will be able to view and print the *Welcome to eNotification* notice. The *Welcome to eNotification* notice includes:

- a link to MAP;
- information about how eNotification works; and
- instructions about how to opt-out of eNotification.

Certain documents that require client action (e.g., SNAP Recertification forms, Monthly Reports, Overpayment Demand Letters) will also be mailed to the client, in addition to an *eNotification Email Alert* being sent and the document being posted to MAP.

Important: Clients who have registered for eNotification but request a hard copy of a particular notice must be provided a copy.

**Document History
Page Changes**

Changes have been made to the Document History page related to eNotification. Print Location options now include Central/Email and Email. When a user requests a notice for a client, Sent will display (*Tonight*) until the next day when the date will populate. If BEACON has an email address for the grantee, it will display next to Sent.

**Changing an
Email Address**

When a client changes his or her email address, he or she must complete the section of the *eNotification Opt-in/Opt-out Voluntary Participation Form* titled *Update My Email Address*, sign the form, and mail it to the EDMC. If the client wants to enroll or re-enroll in eNotification, the eNotification enrollment process must be conducted.

**Review of the
Initiative**

DTA's Local Office Quality Control will conduct random audits of the initiative to report on its effectiveness and make recommendations for any improvements needed.

Policy References

This initiative was approved through a USDA Food and Nutrition Service waiver of SNAP notice regulations at 7 CFR 273.2(c)(5); 273.2(e)(3); 273.10(g)(1); 273.10(g)(2); 273.12(c)(3)(i); 273.13(a); and 273.14(b)(1).

Questions

If you have any questions, please have your Hotline designee call the Policy Hotline.

eNotification Opt-In/Opt-Out Voluntary Participation Form

What is eNotification?

eNotification is a faster way to see information about your DTA benefits. Rather than wait for notices and forms to be sent through the mail, DTA will send an email telling you that you have a notice on My Account Page (MAP) that requires your attention or action.

What is MAP?

MAP is a secure website where you can see your DTA notices and information about your DTA benefits, household members, case manager and local office. If you want to participate in eNotification, you must be registered for MAP. To access MAP:

- you must be the head of household;
- **you must be registered for MAP** at www.mass.gov/vg/selfservice; and
- you will need to enter a username, password, date of birth, Social Security number, zip code and your EBT card number.

How does eNotification Work?

- You need to have a working email address and add the Department's email address to your contacts or address book.
- DTA will send you an email alert when notices are posted on MAP.
- You will open the email and click on the link inside to go to the MAP login page.
- You will log into MAP.
- You will see your notices and be able to download and print them.
- You cannot respond to DTA notices by email.

Important: DTA will continue to mail forms to you that must be completed. However, these forms also will be available on your MAP account and can be printed. Many DTA notices need immediate attention, so it is important to view notices on MAP as soon as you receive an email about them.

What if I want to start getting paper notices again?

You do **not** have to participate in eNotification. Any time that you want to receive paper notices, complete the Opt-Out form on the next page. Mail the form to: **DTA Document Processing Center, P.O. Box 4406, Taunton, MA 02780-0420**. If you are not able to regularly check your email or are missing notices with eNotification, you should consider opting out.

Opt-In to eNotification

I want to participate in eNotification. I give DTA permission to use the email address below. I will also create an account in MAP to view notices and information about my case. I can stop participating in eNotification at any time by telling my case manager in writing.

Full Name _____ My email address is _____
(Please Print Clearly) (Please Print Clearly)
SSN or Agency ID _____
Signature _____ Date _____

.....
I. Update My Email Address for eNotification

If you change your email address at any time please complete the form below.

Please change the email address where DTA sends my email alerts.

Full Name _____ My new email address is _____
(Please Print Clearly) (Please Print Clearly)
SSN or Agency ID _____
Signature _____ Date _____

.....
II. Opt-Out of eNotification

I no longer wish to participate in eNotification. I understand I will no longer receive email alerts. I understand that DTA will begin sending my notices to the mailing address DTA has on file for me.

Full Name _____
(Please Print Clearly)
SSN or Agency ID _____
Signature _____ Date _____

Please return this completed form to: **DTA Document Processing Center, P.O. Box 4406, Taunton, MA 02780-0420.**

New in My Account Page (MAP)

MAP eNotification: Receive notices from DTA faster!



How do I sign up for eNotification?

- . You must have a valid email address and an active MAP account; and
- . You must also submit a completed “Opt-In” form.

How does it work?

- . DTA will send you an email alert when notices are posted on MAP;
- . Open the email and click on the link to MAP; and
- . Log into MAP to view, download, and print your notices.

Register for My Account Page (MAP)

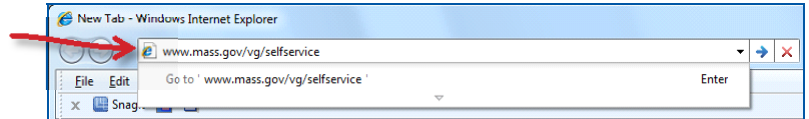
► Introduction

Why is **My Account Page (MAP)** useful? You can access your case information at any time on the Internet.

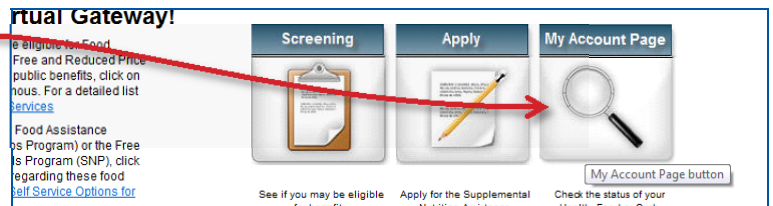
Who can use **My Account Page (MAP)**? You must be the **head of the household** receiving benefits within the last **90 days**, and have an **e-mail account**.

NOTE: MAP is not available to clients with a Heightened Level of Security.

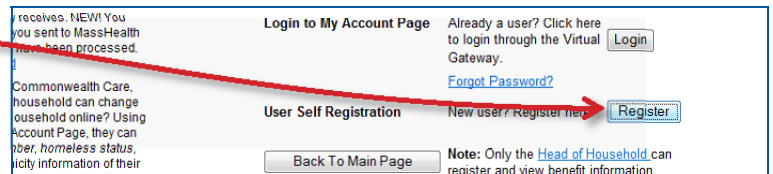
1 Go to: www.mass.gov/vg/selfservice



2 Click the **My Account Page** button.



3 Click the **Register** button.



4 Read the **Terms and Conditions**.

5 Click **I Accept** if you agree.

6 Select **My Account Page**.

7 Type your name into these boxes.

8 Type in any 4-digit number.

9 Select your birth month and birth day.

10 Type in your e-mail address twice. You will receive a confirmation e-mail at this address.

11 Answer the **Security Question**.

12 Click **Submit**.

Step 1: Terms and Conditions

Virtual Gateway Terms and Conditions for Individual Users

The Virtual Gateway related business services are provided subject to your agreement and compliance with the Terms and Conditions of Use set forth below. Please read the following carefully. If you do not agree to be bound by these Virtual Gateway Terms and Conditions of Use, promptly exit this application.

1. **Applicability:** These VG Terms and Conditions of Use shall apply to your access to and use of the Virtual Gateway.

I Accept I Do NOT Accept

Step 2: Personal Information

Please highlight the Service to which you would like access and complete all of the sections below. When you are ready, click the "Submit" button.

Service Name: **My Account Page**

First Name: John

Middle Initial: (Optional)

Last Name: Smith

4 Digit PIN: 7894

Birth Date (Month/Day/Year): 03 / 15

Email Address: address@example.com

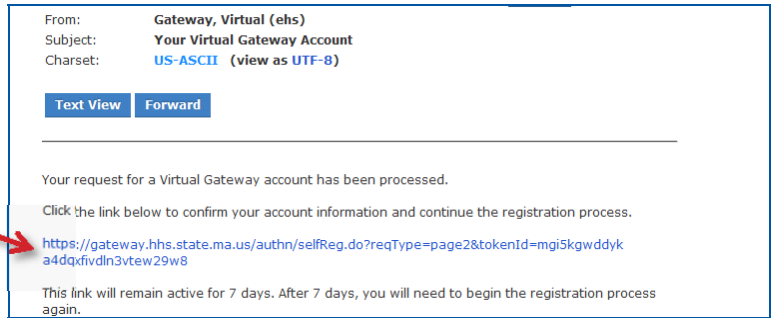
Confirm Email Address: address@example.com

Security Question

Answers that are numbers should be entered as numbers and not words (for example, enter 8 rather than "eight" or 3 rather than "three")

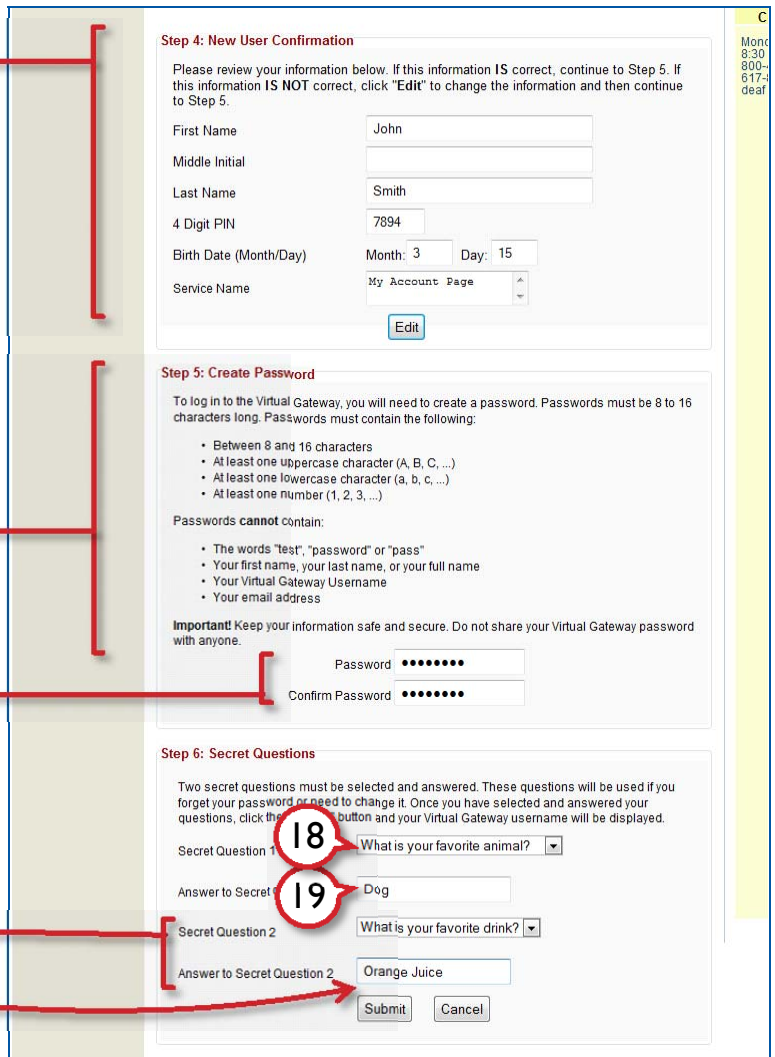
What is the 1st letter in the word RED? R

13 Check your e-mail at the address you entered in Step 10.



14 Click the link in that e-mail. This link expires **seven days** after signing up.

15 Make sure all the information here is correct. If you need to change it, press the **Edit** button.



16 Follow these directions to create your password.

17 Type in your **password** twice.

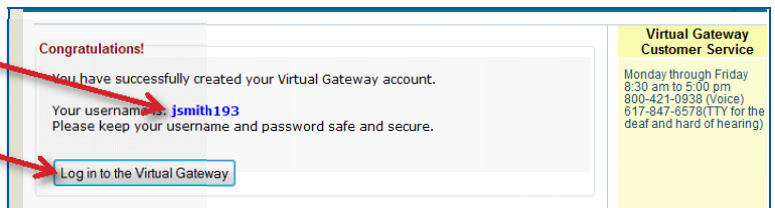
18 Select a secret question.

19 Type in your answer to that question.

20 Do it again down here.

21 Click **Submit**.

22 Write down your **username**.



23 Click **Log in to the Virtual Gateway**.



Attachment C

24 Type in your **username** from Step 22.

25 Type in the **password** from Step 17.

Virtual Gateway Customer Service
Monday through Friday
8:30 am to 5:00 pm
800-421-0938 (Voice)
817-947-6573 (TTY for the deaf and hard of hearing)

26 Click the **My Account Page** link.

Manage My Account

- Change My Password
- Answer My Secret Questions
- Update My Personal Information
- Register for Additional Services
- Logout

27 Type in the **year you were born**.

28 Type in your **Social Security Number**.

29 Type in the **zip code** where you live or where you get your mail.

30 Fill in the rest of the numbers of your EBT card.

31 Click **Search**.

Please enter a search data for John Smith:

Date of Birth: 15/1962

Social Security: 123 - 12 - 1234

Residential Zip Code: 02111

To view Health and Health Assistance Program Information please fill in the following:

Member ID #: []

To view Food/Cash Assistance information please fill in the following:

EBT Number: 600875 - 130000001960

Search [] Reset []

32 Click your name in the search results.

Name	Gender	Date of Birth	Zip Code
John Smith	Male	03/15/1962	02111

My Account Page (MAP)

▶ What is MAP?

My Account Page (MAP) offers online access to healthcare and food assistance benefit information such as MassHealth, SNAP, TAFDC, and EAEDC. For DTA programs, MAP is informational only.

▶ Website

www.mass.gov/vg/selfservice

▶ Access

Once registered, users can log in and access MAP any time (except for daily scheduled maintenance from 2:00am to approximately 8:00am).

No additional updates are required for your MAP account after you register.

Your MAP password never expires.

▶ Login

To view your MAP account:

1. Go to www.mass.gov/vg/selfservice
2. Click the My Account Page button.
3. Enter your username and password that you chose during registration
4. Click the Login button.
5. Once logged in, select My Account Page.

From here you can review your account information.

▶ Information you need to know

To view your MAP account, the following information must exactly match what is currently recorded with DTA:

1. Date of Birth,
2. Social Security Number, *and*
3. Residential Zip Code (where you live).

You also need at least one of the following:

- MassHealth Member ID Number (to see health benefits information), *or*
- Electronic Benefit Transfer (EBT Card) Number (to see food/cash assistance information).

Both if you are receiving both benefits (MassHealth and DTA benefits).

▶ DTA information in MAP

If you are receiving benefits from DTA and you are the head of household, you can see the following information with MAP:

1. Status of SNAP, TAFDC, or EAEDC benefits,
2. Amount of benefits,
3. Date of benefits,
4. Local DTA office and Case Manager,
5. DTA documents that have been sent to you by mail within the last 12 months.

Attachment D

Subject: Test Email from DTA

DO NOT REPLY TO THIS EMAIL. REPLIES TO THIS EMAIL ADDRESS ARE NOT READ.

You received this email because you gave your email address to the Department of Transitional Assistance (DTA). DTA is sending this email to you to make sure the email address you gave us works. You do not have to do anything.

Important: If this email was delivered to your junk email folder, add DTA's email address to your contacts and mark DTA's email as safe.

Attachment E

Subject: Welcome to eNotification from DTA

PLEASE REPLY TO THIS EMAIL.

The Department of Transitional Assistance (DTA) is sending this email to you because you have opted into eNotification. DTA needs you to confirm that you received this email.

Please select Reply and Send to confirm that you want to get email alerts whenever a DTA notice is posted to your My Account Page (MAP). With eNotification, DTA will send an email to you whenever you have a notice on MAP to read.

If you already have a MAP account, go to <https://gateway.hhs.state.ma.us/authn/login.do> to read your notice.

If you **do not have a MAP account**, go to <https://gateway.hhs.state.ma.us/authn/selfReg.do>

Important: If you are having a problem viewing your notices on MAP or want to stop receiving email alerts, call your case manager immediately and ask for notices to be mailed to you. You must contact DTA in writing to opt out of eNotification.

{RETURN_ADDRESS}

Important Notice - Read Carefully 9999
Este Mensaje Es Importante - Lea Cuidadosamente

Massachusetts Department of Transitional Assistance

{CLIENT_NAME}
{CLIENT_ADDRESS}
{CLIENT_CITY_STATE_ZIP}

AGENCY_ID: {AP_ID}
{BEACON_USER_OFFICE_NAME}
{DOC_CREATION_DATE}

Dear {Grantee}:

Welcome to eNotification from the Department of Transitional Assistance (DTA)! eNotification is a faster way to see notices about your DTA benefits. From now on, you will receive an email to tell you when there is a notice to view on your My Account Page (MAP) account.

How eNotification works:

1. **You must be registered for MAP. If you don't already have a MAP account, you can create one at www.mass.gov/vg/selfservice.**
2. You must have a working email address, and you should add the Department's email address to your contacts or address book.
3. DTA will send you an email alert when notices are posted on MAP.
4. You will open the email and click on the link to the MAP login page.
5. You will log into MAP.
6. You will see your notice(s) and be able to download and print it.
7. You cannot respond to DTA notices by email.

Important: DTA will continue to mail forms to you that must be completed. However, these forms also will be available on your MAP account and can be printed. Many DTA notices need your immediate attention. Please view the notices on MAP as soon as you receive an email about them.

What is MAP?

MAP is a secure website where you can see your DTA notices and information about your DTA benefits, household members, case manager and local office. To access MAP you must:

- be the head of household
- log into MAP using your username, password, date of birth, SSN, zip code and your EBT card number.

What if I want to start getting paper notices again?

You do **not** have to participate in eNotification. Any time that you want paper notices, complete the Opt-Out form on the next page. Mail the form to: {RETURN_ADDRESS_1}. If you are not able to regularly check your email or are missing notices with eNotification, you should consider opting out.

ENOTIFWELCOME

Agency ID: {AP_ID}

{RETURN_ADDRESS}

Important Notice - Read Carefully 9999
Este Mensaje Es Importante - Lea Cuidadosamente

Massachusetts Department of Transitional Assistance

{CLIENT_NAME}
{CLIENT_ADDRESS}
{CLIENT_CITY_STATE_ZIP}

AGENCY_ID: {AP_ID}
{BEACON_USER_OFFICE_NAME}
{DOC_CREATION_DATE}

Dear {Grantee}:

DTA is going to stop sending you email alerts about online notices. Instead DTA will mail all notices to you. The reason for this change is:

- You asked DTA to send you paper notices;
- You cannot use My Account Page (MAP); or
- An email alert was returned to DTA because we do not have your current email address. If you want to continue to receive email alerts about online notices, please provide your updated email address below, and return the completed form to: **{RETURN_ADDRESS_1}**.

If you have questions about this notice, please contact your case manager **{BEACON_USER_NAME}** at **{BEACON_USER_PHONE}**.

Full Name _____

My new email address is _____

(Please Print Clearly)

SSN or Agency ID _____

Signature _____ Date _____

ENOTIFSTOP

Agency ID: {AP_ID}

Attachment H

DO NOT REPLY TO THIS EMAIL. REPLIES TO THIS EMAIL ADDRESS ARE NOT READ.

The Department of Transitional Assistance (DTA) is sending this email to you because you have a notice on My Account Page (MAP) to read.

If you already have a MAP account, go to <https://gateway.hhs.state.ma.us/authn/login.do> to read your notice.

If you **do not have a MAP account**, go to <https://gateway.hhs.state.ma.us/authn/selfReg.do>

Important: If you are having a problem viewing your notices on MAP, call your case manager immediately and ask for notices to be mailed to you.

You received this email because you opted into eNotification. If you want to stop receiving these email alerts, you must contact DTA in writing to opt out of eNotification.