

May 2024 Medicaid Expansion Partner Engagement Session Takeaways

Medicaid Expansion Outreach & Enrollment Events:

What's Working

- Collaboration with partners!
 - Having PHPs at events can be helpful so they can answer beneficiaries' questions in person, rather than folks having to call a call center
 - One organization partnered with their local health department and a local church to provide each enrollment assister with an interpreter.
- Having giveaways or other activities (especially for children) to draw folks into the event: school supply and food giveaways are great
 - Pride events and back to school festivals make for great outreach events, but what do we need to make those enrollment events? Private spaces, access to secure WiFi, folks need some documents, etc.
- Consistent presence at events so folks recognize you and you're able to build trust
- Word of mouth is effective in many of the communities we serve: how do we leverage this?

What We Want to Try:

- Doing outreach at Commencement Ceremonies: lots of students will lose their student health insurance after graduation, and many of the folks who don't yet have jobs lined up would qualify for Medicaid or ACA
- Connecting with barbers and beauticians, The Buzz is a program training folks in these professions to be CHWs
- More comprehensive benefit enrollment: providing warm handoffs for Medicaid, WIC, Tax Filing Assistance, and other program enrollments

Other Medicaid Experiences

Misconceptions/Confusion around Expansion:

- We are encountering lots of beneficiaries who were auto mapped onto Full Medicaid from Family Planning but weren't aware until their assigned PCP or PHP called them.
- Folks are wary of Medicaid because they think enrolling will allow DSS to seize their assets
- Lack of clarity of Medicaid Coverage vs Marketplace Coverage or private insurance (is a Summary of Benefits and Coverage a possibility?) particularly folks aren't aware of the dental and vision benefits.

- Confusion remains about the fact that Medicaid under expansion is full and comprehensive health coverage
- MedAssist is receiving complaints about Medicaid's prescription copays and beneficiaries are still having problems accessing medication if they aren't able to pay
 - It seems like chain pharmacies are less likely to deliver a service if a beneficiary can't pay, while local pharmacies tend to be more flexible and work with the patients.

Needs:

- How can we work with people who are going to be released from incarceration? Do we work with county re-entry systems or state prison systems?
- Certain programs are now requiring a Medicaid Denial before you can be found eligible for the program, but it's been difficult for these programs to receive denials: the time varies widely, and some denial letters give a reason for the denial, and some don't.
- We are encountering lots of folks who aren't aware that they have Medicaid Expansion (they were auto-mapped from Family Planning) and are also engaging with care at lower rates than other populations. How do we make them aware of their benefits? How do we encourage them to access care?
- Better follow-through after we've connected with someone at an outreach event. Let them know that you'll be calling, what the caller ID will say, potentially share a business card that gives them your information and call as soon as possible after your initial contact so it's fresh in their mind.