



Medicaid Expansion Partner Engagement Sessions

September 2024

Notes & Takeaways

Phase 2 of Medicaid Expansion Implementation

- There is a need for Health Insurance/Coverage Literacy work (ex: how to make an appointment, PCP vs Urgent Care vs ER)
 - Utilizing [Coverage to Care Resources](#) from CMS ([order free materials here](#))
 - Community Health Workers are great allies in this effort!
- The NC Medicaid Enrollment Broker is a critical resource
 - Beneficiaries can go through the NCEB if they are having trouble getting in contact with their PHP
- NC MedAssist is still encountering folks who are struggling with the \$4 prescription copays
 - Opportunity to educate folks about their rights if they can't pay the copays at the time of service.
- Best practice: during an enrollment appointment, an assister emphasizes that the consumer/beneficiary can reach back out if they have any questions or concerns and provide lots of ways to connect: email address, phone number, office location, etc.
 - Outlining post-enrollment resources during the appointment is helpful because that may be the last time you speak to them: Enrollment Broker, the PHP Call Center on the back of their card, and the Medicaid Ombudsman
 - Follow-up depends on the consumer: some will check in regularly, some you won't hear from again
 - Appointments are our opportunity to help folks on their journey to obtaining and using their health coverage
- Messaging about the number of people already enrolled in Medicaid and how it benefits them could be useful in reaching the remaining eligible but unenrolled.
 - This message drills down on stigma and lets people know it is not shameful to utilize Medicaid.

Outreach & Enrollment is September and Beyond



- Outreach opportunities:
 - folks aging out of Medicaid when they turn 19
 - Contacting employers who don't offer ESI and connecting their employees with enrollment assistance
 - Mixed status households and migrant farmworkers (with a particular focus on combatting the myths around public charge)
 - Folks who aren't aware that they have Medicaid (particularly those who were auto mapped from family planning)
 - Sharing materials from the Medicaid Ombudsman or Enrollment Broker during enrollment assister outreach in case you encounter current beneficiaries
- Partnering with peer support organizations for folks with SUD
 - Connecting with the Tailored Plans could be helpful here. Enrollment assisters would like more information about the benefits of Tailored Plans for folks with SUD
 - Local shelters are a good option to connect with this population
- Need for outreach materials specifically directed towards DACA recipient's new eligibility for Marketplace coverage as of Nov 1st