

11 things health plans can do to encourage Medicaid re-enrollment

It's been more than three years since we began working through a crisis that will forever stamp time. COVID-19 struck fast and furious, and we continue to see the disruption and uncertainty of its aftermath today.

Since the federal Public Health Emergency (PHE) for COVID-19 ended in May, 2023, we're faced with another round of realities. A few things will remain:

- The Administration ensured COVID-19 vaccines and treatments and emergency use authorizations (EUAs) through the Food and Drug Administration (FDA) will generally not be affected and remain accessible
- The flexibility of telehealth offerings will continue for Medicare and Medicaid participants, at least through the end of 2024

Connect with members during Medicaid redetermination

Still, other benefits are scheduled to — or have — expired. In December of 2022, the federal government passed a spending bill that permits states to begin Medicaid redetermination on April 1, 2023, regardless of the PHE end date.¹ The process, which Congress had suspended for three years during the Covid-19 pandemic,² restarted in April of this year. With nearly 5.2 million people being disenrolled across the country since spring,³ health plans could lose billions of dollars in reimbursements if they do not act quickly.



Now is the time to connect with your inactive members to ensure their coverage for next year. Demonstrate your commitment to members during this time by targeting and engaging members that are affected — or now newly eligible — and encouraging their enrollment through a combination of marketing and grassroots campaigns. Health plans play a pivotal role in educating consumers by providing guidance documents, tools, and local resources encouraging them to renew (or enroll in) coverage.



6 ways to promote re-enrollment with members

1. Utilize your CRM to create target segments of the likeliest candidates affected
2. Deploy targeted email or direct mail campaigns to help raise awareness, and consider customizing for specific-language speaking populations
3. Use re-enrollment as a CTA in your organization's ongoing outreach such as blogs, newsletters, and member billing
4. Utilize social media for both paid ads and organic posts
5. Collaborate with Medicaid enrollment agencies as well as with community advocates and other healthcare providers
6. Partner with local news outlets for a feature story

If your health plan is affiliated with a hospital system, here are 5 more ways to connect with you community

7. Integrate re-enrollment flyers into new patient welcome packets and within your EHR for on-point content and resources at point of care.
8. Take advantage of bedside and waiting room TV-channel advertising
9. Display messaging in public areas such as waiting rooms, elevators, and cafeterias
10. Enlist your leadership, medical staff, board members, employees, and healthcare volunteers to act as advocates
11. Create local enrollment events by inviting Medicaid agency representatives to host walk-in enrollment meetings on your campus

WebMD Ignite is committed to helping you engage with members during eligibility redetermination and throughout the year.

We are uniquely positioned to help health plans:

- Engage non-responsive members to renew their coverage
- Predict members that are newly eligible for Medicaid and encourage enrollment
- Target members about the need to complete their annual renewal

Connecting with members during Medicaid redetermination improves your bottom line. Contact a WebMD Ignite representative for more information.

Sources:

1. The Centers for Medicare and Medicaid Services. End of the Medicaid Continuous Enrollment Condition Frequently Asked Questions for State Medicaid and CHIP Agencies. <https://www.medicaid.gov/sites/default/files/2023-08/caa-2023-unwinding-faqs-05122023.pdf>
2. Congress.gov: <https://www.congress.gov/bill/117th-congress/house-bill/2617/text>
3. Becker's Payer Issue: <https://www.beckerspayer.com/payer/medicaid-disenrollments-surpass-5-million-4-things-to-know.html> KFF: <https://www.kff.org/medicaid/issue-brief/10-things-to-know-about-the-unwinding-of-the-medicaid-continuous-enrollment-provision/>