



Expert Strategies to Leverage Technology & Data for Medicaid Unwinding

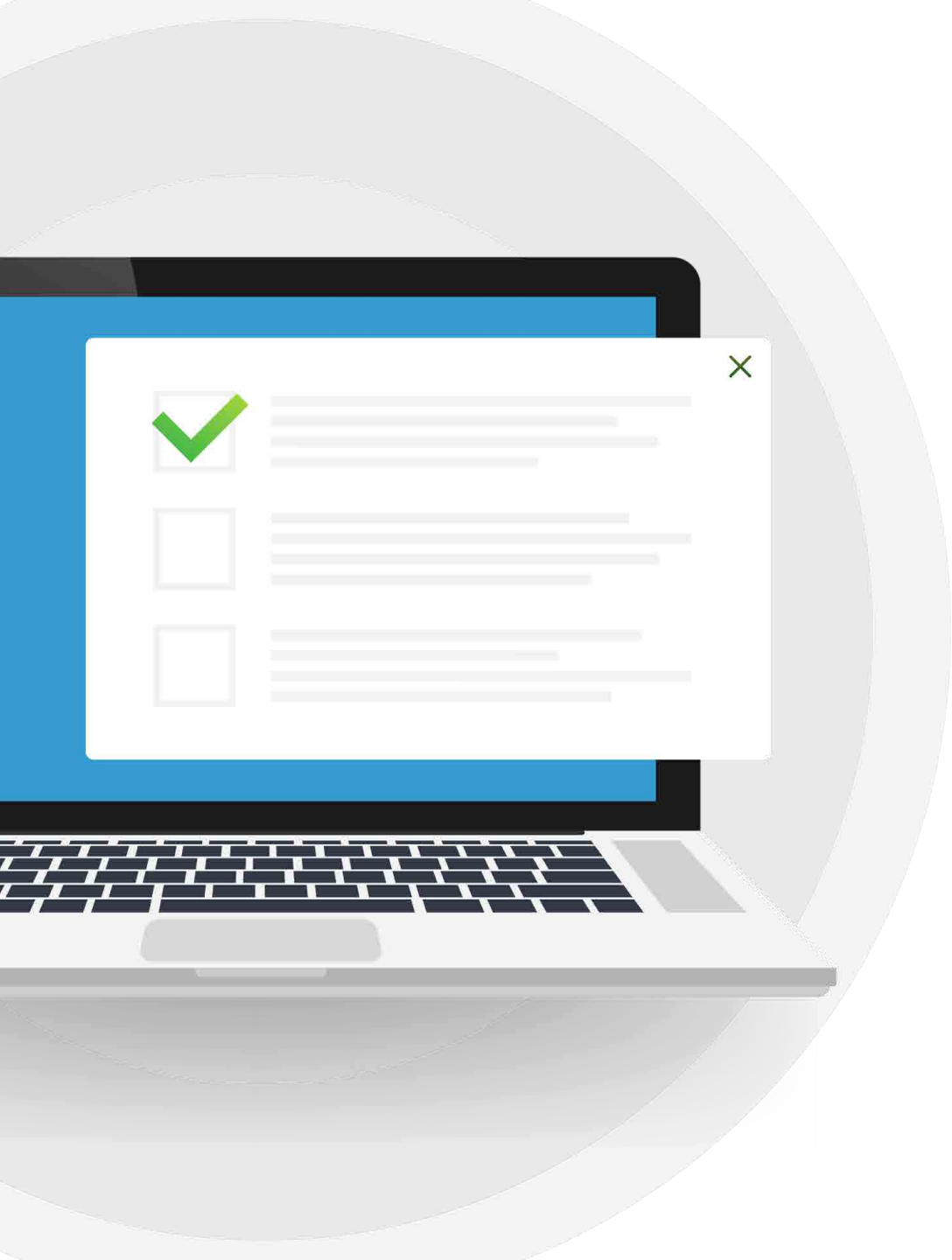
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Poll: Do you feel your agency is equipped to communicate segmented and personalized information in the case of a large program change, rollout, or emergency?

- Yes
- No
- Uncertain

Today's Speakers



Perla Ni

CEO, CommunityConnect
Labs



Angy Peterson

Vice President, Granicus



Charlotte Lee

Strategic CX & Innovation
Lead, Granicus

State Unwinding Strategies: Common Themes

Renewals & Redeterminations	<ul style="list-style-type: none">• Renewal processes during the PHE• Planned distribution & prioritization of renewals for unwinding
Updating Enrollee Contact Information	<ul style="list-style-type: none">• Coordination with managed care plans & other partnerships• Returned mail and beneficiary engagement strategies• Social media and state systems and operational updates
Workforce Capacity	<ul style="list-style-type: none">• Expanding workplace flexibilities to support hiring and retention• Leveraging vendors and other contractor support• Systems and policy changes to promote automation
Outreach, Partnerships, & Communication	<ul style="list-style-type: none">• Partnerships with providers and community-based organizations• Messaging• Targeted communications strategies

[\[Link\] Medicaid and CHIP Unwinding Planning Efforts](#)



Can you describe each of your perspectives on Medicaid Unwinding? What are you observing?

Did You Know?

People who receive very **segmented and specific** messaging are **38% more likely to take a desired action** online and **60% more likely to complete an account login/**

SMS follow-ups can increase completion rate by **15%**



Which previous experiences are you channeling or reaching into for reference as you help develop strategies and solutions for states?

Consider This for **Effective Outreach**

Communicate with personalization & tangible benefits

Example: “Medicaid = Low Cost or Free Prescriptions”

Use Videos

Authentic & Short YouTube Videos are Trusted and Well Received

Try a Warm Handoff

Example: If the journey started (ad) in Spanish, provide a link to the Spanish language page.

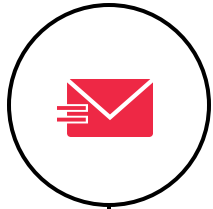


What are some things the states are leaving at the table, in terms of lessons learned about outreach and communications from COVID?

The ROI of Personalized & Proactive Communication

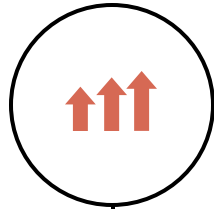
Broader Awareness

Start with hello! Send subscribers informative communications on deadlines and critical information.



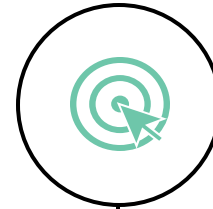
Measurable Inclusivity

Use data analytics to track **subscriber growth**, expand reach, and amplify messages. Understand and meet DEIA objectives.



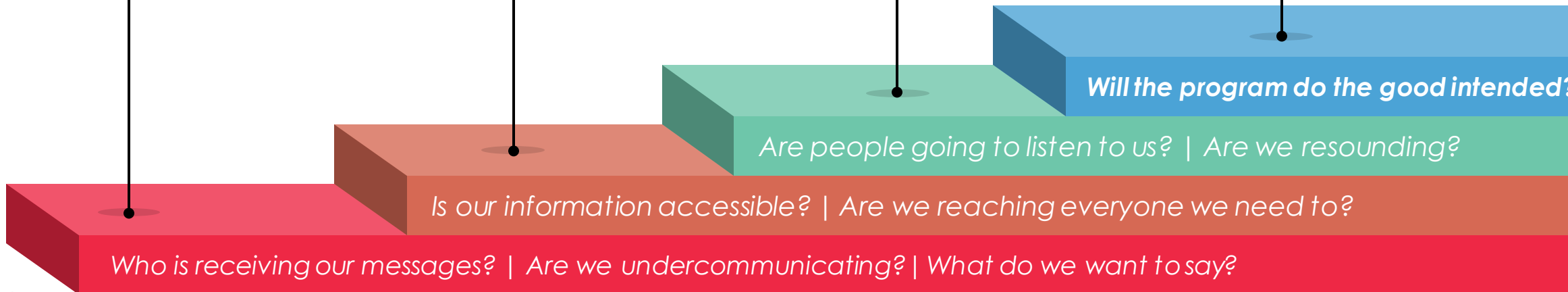
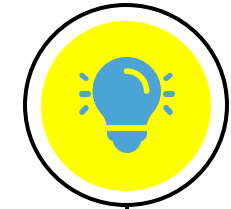
Increased Engagement

Send personalized messages & reminders with **relevant and tangible benefits**.



Enrollment

Improve **customer relationships**, develop brand lasting trust, and **find ways to streamline**





What are the ways that data can be leveraged to make more targeted decisions?

Data = Outreach



Drive action through opt-in subscriber growth, strategic data capture, then personalized outreach.

AUDIENCE 1: Data Users



Information Seeking Individuals



- Awareness
- Interest
- Action
- Empowerment

Personal Information Seekers



- Awareness
- Education
- Action
- Empowerment

AUDIENCE 2: Future Generations



New Subscribers Segment 1



- Welcome
- Education, Value
- Education, Process

New Subscribers Segment 2

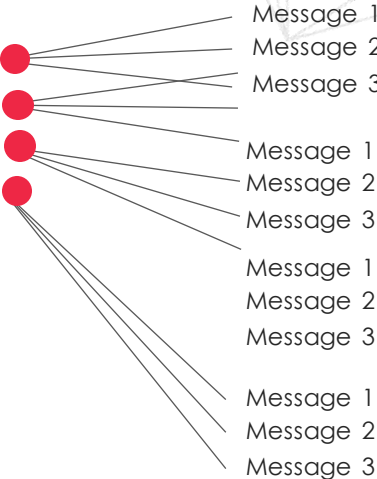


- Welcome
- Education, Value
- Education, Process

New Subscribers Segment 3



- Welcome
- Education, Value
- Education, Process



Expand outreach based on customer behavior, preference & data-driven insights



What are the various technologies available that may help the workforce manage volume and backlog?

Alleviate Workforce Strain

Anticipate the Pain points

Send proactive communication with e-mail and SMS that provide guidance and launch the journey

Guide the Journey, with Empathy

Remove reluctance and send helpful, instructive reminders with SMS at each step of the process with thoughtful tone and context

Deploy Automated Solutions

Leverage technology like chatbots, which can answer 80% of FAQ's at accessible touchpoints on mobile and web



What are some key ideas and strategies you hope states will consider while executing the unwinding?

Remove the Barriers We Can

DEIA Strategy is Key to Success

Making information accessible is the first step to inclusion. Employ technology to communicate in multiple languages on many touchpoints.

Consider Reluctance as a Barrier

Think of the vastly diverse needs of the United States. Consider the busy lives of farmers, parents, low-income and multi-generational households.

Seize the Opportunity for Measurement

Collect performance metrics, follow up, and get users the help they need.



How might we think about approaching the unwinding differently knowing what we know about vulnerable populations?

The End-to-End Approach



Identify & Create Data Lists

Create lists based on target demographics:

Omni Channel

Email, advertising, 2-Way SMS, social media

Chatbot

Answers questions about eligibility and application process . Add to SMS or websites to answer questions

Screener & Intake Webform

Easily determine eligibility and apply online through streamlined digital process

Omnichannel Contact Center

Software & On demand staff augmentation for states & navigator orgs

SMS Reminders

Deliver additional reminders and last minute alerts for those who don't take action

Follow-Up Survey

Did users get the help they need?

Robust Reporting

Performance metrics for each step of the process



Thank you

Questions? Contact info@granicus.com