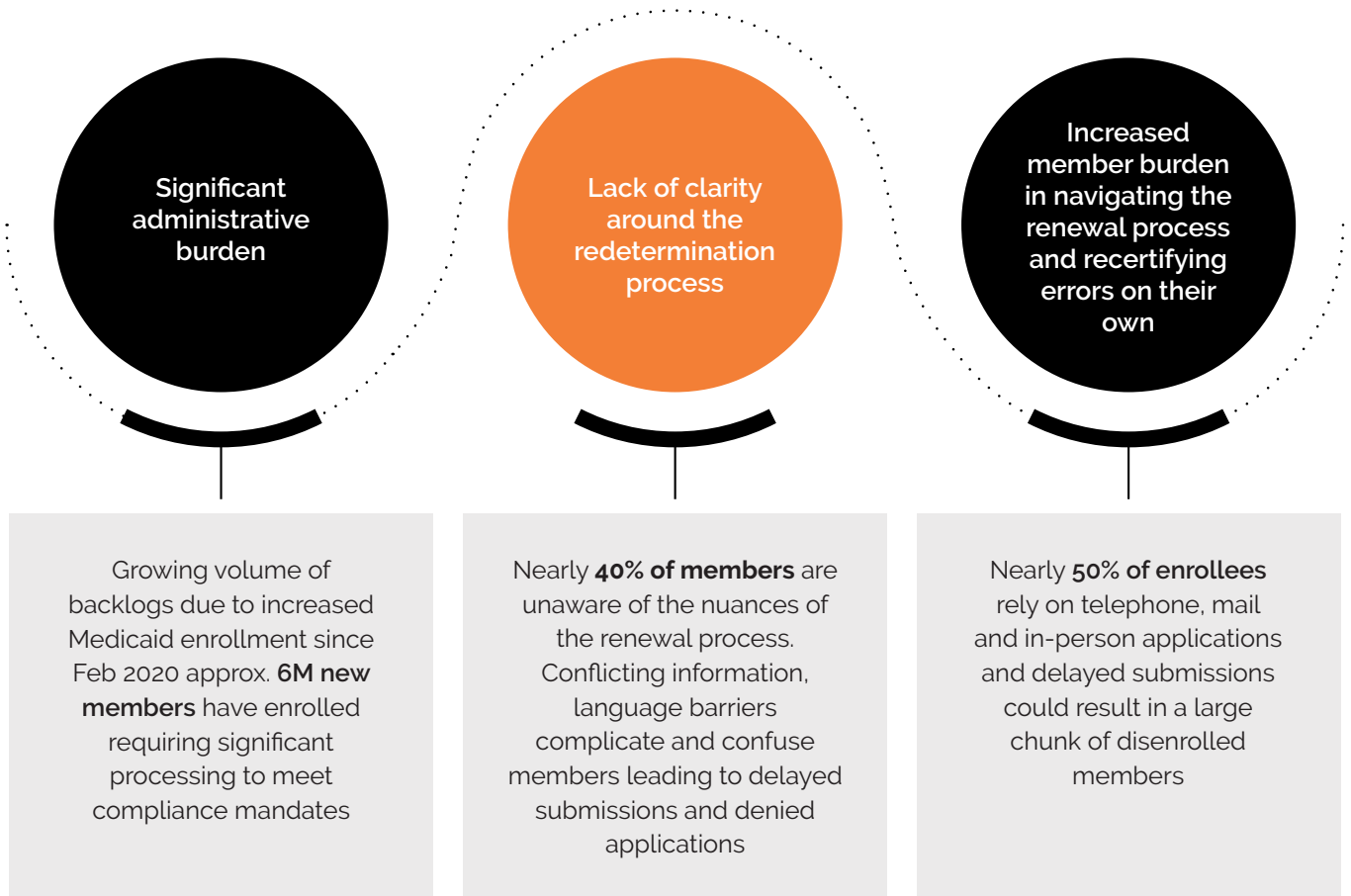


## Medicaid Redetermination

Digital engagement solution for proactive member advocacy



The Public Health Emergency (PHE) has delayed Medicaid redetermination or renewal – a mandatory process that occurs every 12 months to ensure continued eligibility of enrollees. The resulting backlog is driving individual states to leverage the help of health plans in processing redeterminations and renewals, once the PHE ends. States and Health Plans must kick-start a proactive approach during the current wind-down period to alleviate the administrative burden and ensure timely redeterminations. Some of the critical challenges Health Plans will need to navigate include:



## Get ahead with Firstsource

### Drive superior member experience and higher member retention

Firstsource's modular Medicaid Redetermination solution blends digital engagement with proactive personalized outreach to help Health Plans achieve three critical objectives:



## Solutions highlights

- ▶ **Digital engagement platform:** Enables digital deflection through multi-channel outreach based on member preferences – QR code on paper form, email, text, phone with call back options – and directs them to a built-for purpose microsite with a replica of a pre-filled renewal application.
- ▶ **Member outreach:** Offers phone outreach, both outbound and in-bound, across products to help members navigate the application process and provide necessary proof documents within 30 days.
- ▶ **Rules-driven eligibility checks:** Identifies potential members that meet the criteria set by states and flags them during submissions for faster decisions.
- ▶ **End-to-end omnichannel tracking and reporting:** Provides granular insights, including number of members contacted, number of closed files, number of unreachable members, work in progress and so on.
- ▶ **Self-service portal:** Supports 24 x 7 self-service on smart phone, tablet, PC or Mac, along with call back options. Provides access to state-specific application forms and enables members to upload documents.

## 30+ Years Experience Across Providers and Plans in Managing Medicaid Clients



### 750+ Facilities

Eligibility determination for Medicaid and other LOBs for members visiting the hospitals



### 700K Lives

Medicaid Enrollment and Eligibility approvals in 2020 alone



### 750 CAC Associates

Certified Application Counselors



### 8.2M Lives

Medicaid members served in top National plans



### Omni-Channel Outreach

Health Plan member base identified, Proactive member engagement Paper/SMS/ Email/ Text/ Microsite



### Digital and Live agent support

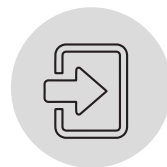
Follow up and reminders

Full service contact center



### Certified Application Counselors

Info gathering and form filling Medicaid, Chip, Charity/SNF, SSI/Disability, Newborn Addition



### DAC & Prof Docs Upload

E-Sign and proof documents upload



### Eligibility Report

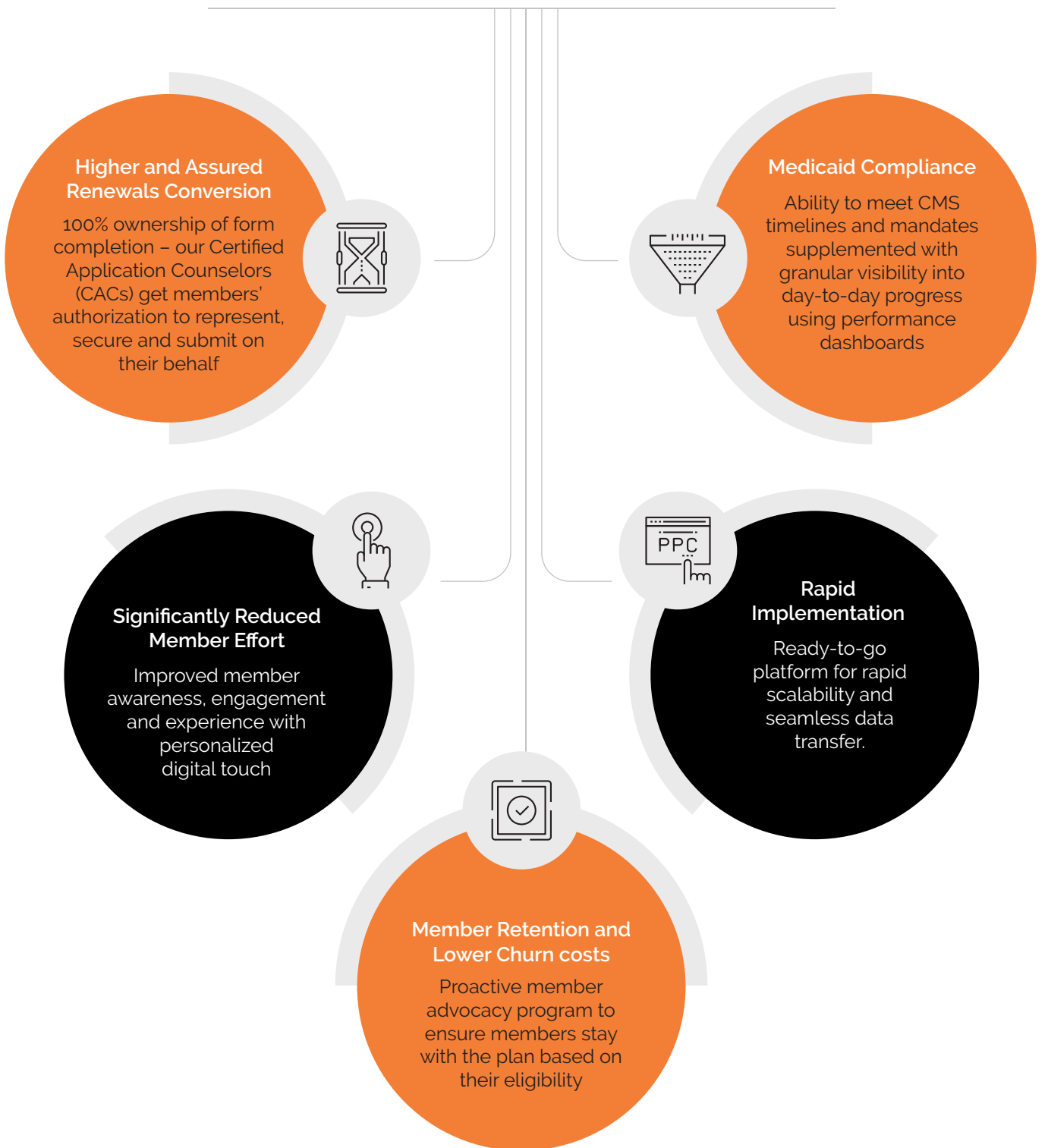
Identify and flag qualified members based on financial information received



### Final form submissions

Health Plan submits completed member forms to State

## Drive superior revenue integrity while ensuring lower administrative spend



Are you looking to enhance member experience and retention by seamlessly addressing Medicaid Redetermination? **We can help**  
Speak to our experts: [Click here](#)





## Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

For more information, please visit [www.firstsource.com](http://www.firstsource.com)