

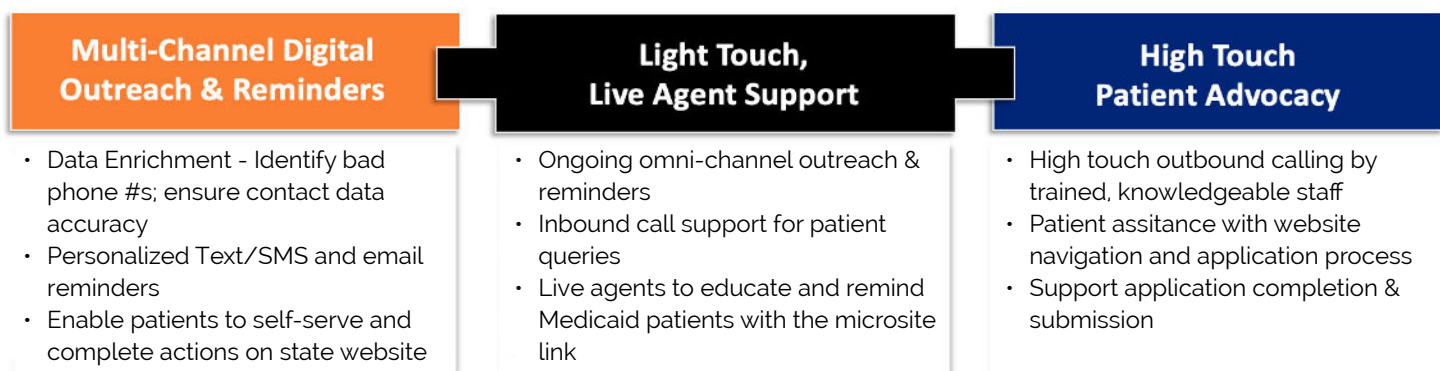
# Medicaid Redetermination Services for Providers

The post-public health emergency unwinding of Medicaid is happening on states' timelines. Yet, most are not publishing patient-specific re-enrollment dates, which can make it difficult for providers to know where to start. With our comprehensive Medicaid redetermination services, you can help Medicaid-eligible patients quickly secure ongoing coverage while guiding other patients to the marketplace or other appropriate health plans.

## Outreach, education, and enrollment assistance

Our solution combines a highly effective omnichannel digital and phone outreach program with certified Medicaid enrollment counselors to help eligible patients re-enroll. Here's how it works:

- **Identify Patients.** We work with you to set priorities for which Medicaid patient cohorts to contact first.
- **Set up a microsite.** Meanwhile, we develop a white-labeled microsite or sites in just two weeks for your organization. The site links directly to your state's Medicaid portal. It also includes a unique 800 number your patients may call to reach your dedicated Firstsource team—trained in your state's specific enrollment and regulatory requirements.
- **Digital outreach.** Our initial contact wave is via text and email, with personalized initial and follow-up messages going out over a 30-day period. Working with a vendor partner, we enrich the contact data in your patient file to ensure the greatest accuracy for the most effective outreach. The wording of each communication is unique to capture attention and prevent message fatigue. The digital wave is followed by phone outreach over a thirty-day period.
- **Enrollment options.** We built our solution around low, medium and high-touch enrollment options. These range from pure self-service to some phone counseling to completely guiding your patients through the re-enrollment process and receiving application submission confirmation, which we then share with you.
- **Exchange plans.** For those patients who are no longer eligible for Medicaid after the unwinding, this counts as a "life-changing circumstance" so they may enroll in a marketplace plan; we can help them do so.
- **Follow up.** For patients whose re-enrollment windows have not yet opened, we will schedule a follow-up call if they choose. When patients call the 800 number for our assistance with the state Medicaid portal, we can see their re-enrollment deadline and help ensure they meet it.



## Best-in-class talent, experience and digital technology

With our existing expertise in enrolling Medicaid patients and our global technology resources, we deliver your organization these benefits:

- **Speed.** Your Medicaid-eligible patients can enjoy uninterrupted coverage while your revenue stream continuity is protected because we launch your re-enrollment microsite and digital-first outreach in just two weeks.
- **Expertise.** Ensure your patients receive accurate, up-to-the-minute re-enrollment information and guidance with our re-enrollment counselors certified for your specific state. The professionals we dedicate to your outreach program fully understand your state's unique rules and regulations.
- **Flexibility.** Be confident that our solution will meet your organization's specific re-enrollment requirements. We implement the program following your timeframe, whether that's contacting all your Medicaid patients in a few months or spacing out contacts by different cohorts. We can customize the wording on your microsite and provide sites in different languages. Our low to high-touch options enable your patients to select the level of assistance they want, from minimal to step-by-step re-enrollment guidance.

## Continuing education and innovation in reaching your Medicaid population

Educating patients about their need to re-enroll in Medicaid remains critical. To help inform patients about re-enrolling, our solution includes information sheets printed with a QR code to your microsite to give out at registration and financial assistance offices. We also can put a digital version of the informational handout on Epic's MyChart or any patient-facing portion of an electronic health record system to raise awareness of your re-enrollment microsite.

## Transparency and accountability

Get complete visibility into our outreach efforts and results with our comprehensive dashboards showing contacts made and responses received. We review these results with you and discuss additional messages and tactics for stimulating patients to act.

We also are applying behavioral analytics to results to provide more granular reporting about how different patient cohorts respond to outreach efforts and which re-enrollment methods they prefer. These insights will prove invaluable to all your organization's interactions with Medicaid patients, helping to shape service offerings and communications strategies.

## Our solution in action

A large southeastern hospital system is working with us to reach its Medicaid population with information about the continuous coverage unwinding and re-enrollment requirements. Within two weeks, we had stood up its microsite and begun digital outreach. Our initial wave of digital communications had an effective contact rate of almost 25%, with data enrichment helping ensure we had current contact information. Approximately 40% of patients our team reached wanted to know more about Medicaid enrollment, and 30% requested our help in walking through the re-enrollment process or stated they have enough information to re-enroll on their own.

## Take charge of Medicaid redetermination with Firstsource

You may not control your state's Medicaid unwinding schedule; however, you can be proactive in ensuring your Medicaid-eligible patients have coverage and protect your financial health with Firstsource as your Medicaid re-enrollment partner. Contact us today to take your first steps toward launching your outreach program: [www.firstsource.com/contact/](http://www.firstsource.com/contact/)