

How States Can Help Their Medicaid Members



Enlist managed care organizations (MCOs) as a resource:

MCOs interact closely with beneficiaries on a routine basis and have extensive experience helping members receive continuity of care.



Increase transparency:

Transparency and robust communications are integral to a successful and smooth transition. 64% of Medicaid beneficiaries are not aware of the looming renewal process. [Urban Institute, 2022](#)



Ensure accurate information:

States should update their enrollment files with specific disenrollment information (whether a member is terminated for procedural reasons or is categorically ineligible) and share that with MCOs early in the process so they can engage with members as soon as possible.



Assist members with finding other forms of coverage:

Members who are not eligible for Medicaid will need to transition to a new form of coverage for the first time since March 2020. States can direct members who are no longer eligible to employer sponsored health plans or Marketplace plans.

How Certain States Are Setting an Example



Arizona: Sharing renewal information with their MCO partners so they can conduct appropriate outreach. [AHCCCS, 2023](#)



Pennsylvania: Amplifying message campaign tools including radio scripts, website banners, call centers, and text campaign scripts. [Department of Human Services Pennsylvania, 2023](#)



California: Establishing programs such as the Department of Health Care Services (DHCS) Coverage Ambassadors, in which MCOs and other stakeholders can become trusted partners in a coordinated, phased communication campaign to reach Medicaid members with messages across multiple channels about how to maintain coverage after renewals begin. [California DCHS, 2023](#)



South Carolina: Providing all MCOs with a monthly listing of its Medicaid managed care members who were mailed an Eligibility Redetermination/Review Form during the month in an effort to minimize disenrollments due to loss of eligibility. [South Carolina Healthy Connections Medicaid, 2023](#)



Colorado: Sharing a monthly public report leveraging existing reporting to the Centers for Medicare & Medicaid Services (CMS). [National Academy for State Health Policy, 2022](#)



Utah: Producing, monitoring, and publishing a monthly, a public facing dashboard that will include key metrics beginning with the initial 60-day notice and throughout the unwinding review period. [Utah Department of Health & Human Services, 2023](#)



Maryland: Notifying its MCOs when they receive returned mail. [Maryland Department of Health, 2023](#)

Resources for States and Medicaid Members

Medicaid enrollees can visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) to learn more about the redetermination process and take action to ensure they remain covered, whether through Medicaid or another form of health coverage. To implement best practices in the redetermination process, states are encouraged to utilize the Medicaid and [CHIP Continuous Enrollment Unwinding Communications Toolkit](#) issued by CMS.