Engaging Medicaid Managed Care Organizations in 6 | 18

Center for Health Care Strategies
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Effective Approaches for Medicaid MCO Engagement in the 6 18 Initiative

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What Can State Engagement with MCOs Accomplish?

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- Opportunity to put members at the center of the table
- Opportunity for state to establish priority issues
- State can partner with MCO to:
 - » Share and discuss issues
 - >> Learn about any MCO observations or concerns
 - » Solicit MCO input, ideas and expertise

What Can State Engagement with MCOs Accomplish? (cont'd)

???

- Partnership can identify win-win-win ideas to improve benefit access and effectiveness
 - » E.g., changing, enhancing, and aligning benefits
- Reach and educate providers about benefits
- Promote effective use of benefits to members

Effective Approaches

- Consider Medicaid's contracting process with MCOs as a partnership, not a "top-down" relationship
- Start with issues or problems rather than a specific solution
 - » Preferred: "We have observed through member feedback (e.g., survey) or data analysis (e.g., utilization) that...."
 - » Non-preferred: "We would like to make this change..."
- Align priorities and approaches across state agencies
 - » Opportunity for state agencies to meet ahead of time to establish clear, state-wide priorities
 - » Opportunity to align state message as both purchaser and regulator



Effective Approaches (cont'd)

 Facilitate discussion of issues and solutions between the state and multiple MCOs to achieve alignment without triggering anti-trust concerns



- Consider these opportunities:
 - MCO solicitation
 - Contract update
 - Clarification memo
 - Unwritten agreement based on priority-setting
 - External Quality Review Organization (EQRO) study topic

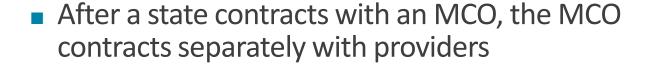
Effective Communication Methods



- Routine meetings between state and MCOs to share information and issues from both sides
- MCO survey to identify concerns across MCOs or within one MCO
- Program-level consumer advisory committee
- Equitable language
 - ✓ YES Member, customer, enrollee
 - **✗ NO** Beneficiary
- Inclusion of state/plan contract liaisons in meetings and discussions



Engaging Providers through MCOs





- MCOs have existing communication channels
 - » Provider bulletins/newsletters
 - >>> Provider relations staff
- MCOs may have existing provider incentives / value-based purchasing methods
 - » Opportunity to align provider engagement strategies/ practice-based incentives
 - » Opportunity to align MCO and state priorities for providers/ provider messaging



Engaging Members through MCOs

- Promotion of benefits; education about use of benefits
- Outreach to potential new enrollees
- States can leverage existing channels:
 - » Call center logs (information on member issues)
 - » Member newsletters
 - » CAHPS surveys
 - » Information sent to individuals losing commercial coverage
 - » Community outreach events





The Health Plan Perspective

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State Approaches to Engaging Medicaid MCOs in 6 | 18

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