

Engaging Medicaid Managed Care Organizations in 6 | 18

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Centers for Disease Control and Prevention

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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?



- 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



- After a state contracts with an MCO, the MCO contracts separately with providers

- 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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