



COLORADO
Department of Health Care
Policy & Financing

Leveraging Technology contact enrollees to Reduce Procedural Disenrollment during Redetermination



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MESC 2022 Recap





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PHE Unwinding with AWS

The unwinding is now
backlogs of work and
people losing coverage.



“Procedural disenrollments are my enemy, and I will fight them.”

- Nick Aretakis

No single unwinding solution solves this problem.

Implementing multiple solutions does.

4 ways AWS can help with unwinding:

1. Outreach and engagement
2. Renewal processing automation
3. Returned mail
4. Reporting, visualization, & data



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Colorado's PHE Unwinding Challenges

Increased Medicaid enrollment by roughly
550,000 to **1.8M**

All members require a redetermination

How do we make sure **everyone who is eligible remains eligible?**

CMS Guidance

As part of their unwinding operational planning, states should assess their readiness to complete eligibility and enrollment actions and adopt... operational strategies that will address situations in which eligible beneficiaries may be at risk of losing coverage and create efficiencies for states to address the volume of work during the unwinding period.

Risk for procedural disenrollment

Contact lost

Failed to provide verification

Solution:

Leveraging CRMC and masterQueue

Consolidated Returned Mail Center (CRMC)

What does the CRMC do?

Reactive Outreach

Collect, organize, and conduct outreach efforts for the undeliverable returned mail in a centralized location.

Use **existing** member data

“No contact” member info uploaded into mQ

Proactive Outreach

PHE Unwind outreach efforts
in advance of correspondence being sent

Use **historical attributes** to prioritize
and upload into mQ

The Process

Driving towards a known goal

We sat down and co-created
the process together



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PHE Unwinding & masterQueue

Our Story

Founded in **2011** by entrepreneurs who built over 10 companies in **risk & contact management**

What is masterQueue?

Software designed to **streamline** the process of **gathering & organizing** data, **verifying** addresses, & **contacting** people you need to reach

More work with **less**

“We need to make sure we’re
in **contact** with our members as that’s
the **foundation** to insure they
have **continuous coverage**”

-Ralph Choate @MESC 2022
Chief Operations Officer

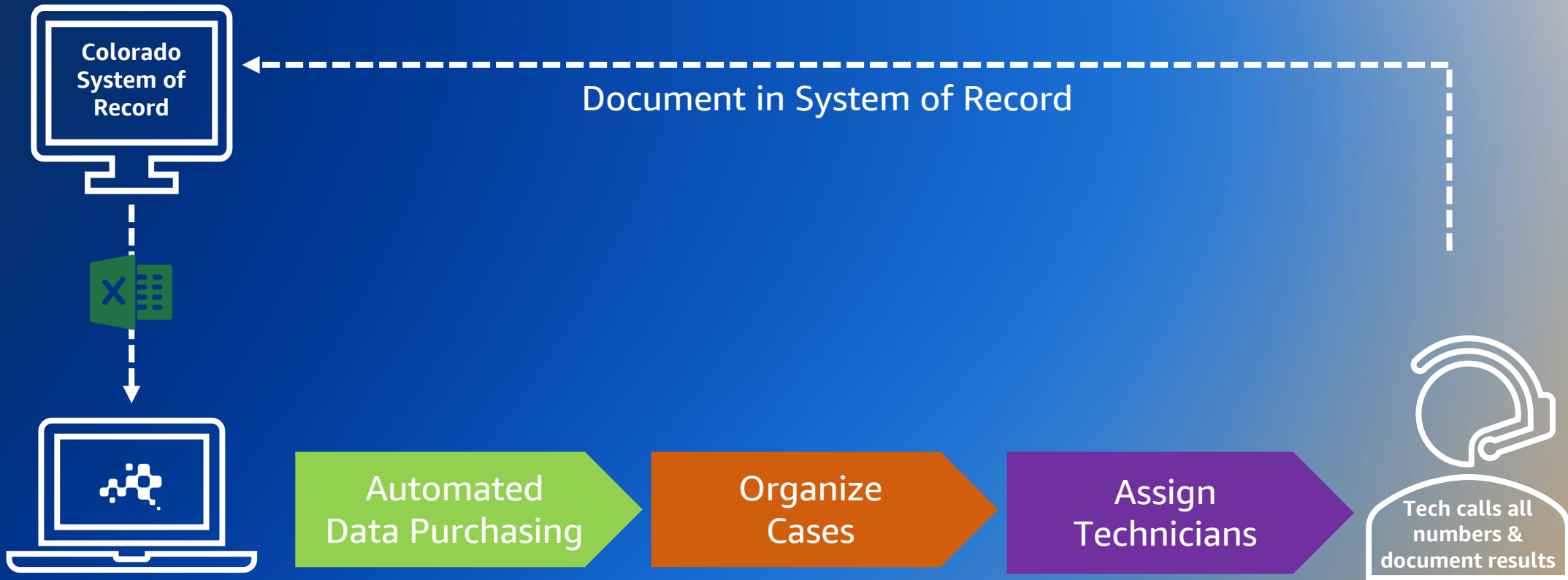
Michele Kirby

Solutions Architect &
Customer Success Manager

Preparing for Success

- Playbook
- Solutioning
- Implementation
- Go Live

Become the **system of record** for
3rd party data & tracking the **good
faith effort** to contact individuals



“Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them **tools**, they'll do **wonderful things** with them.”

-Steve Jobs

Focus on being **productive** instead of busy.

-Tim Ferris

Cases Worked/ Per Hour	% of their Queue Completed
121/15	41%
130/16	31%
154/19	36%
157/20	57%
242/30	100%

- Top Five Technicians
- 15-30 Cases/Hour
- Contact Rate @ 50% for highest performer
- Super Users
- Learn and Improve



Gathered over 3.1 million
phone numbers & addresses



Made contact with an
additional 25% enrollees



35,180 additional members
verified their address

Automate your process

Aggregate your data

Analyze your results

Complete the following Sentence:

“If you have seen one Medicaid Program,
you have seen _____.”

“If you have seen one Medicaid
Redetermination Program, you
have seen _____.”



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What's Next for Colorado?

The Challenges

Lack of system connectivity
and **dual entry** between mQ & CBMS

Volumes, backlog, and priority cases

Future Improvements

1. Automation
2. Organize by attributes
3. Connect systems
4. More data
5. Continuous process improvements



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Thank You