Using Data to Guide Outreach, Enrollment and Renewal Activities

Connecting Kids to Coverage: 2nd National Children's Health Insurance Summit

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Using Data for Renewal

- Pennsylvania
  - Managed care delivery to almost 75% of Medicaid enrollees

  - Requires reporting every six months
    - Semi-annual reporting (SAR)
    - Annual re-certification

  - Clients who lose coverage and return as new enrollees within 6 months are re-assigned to their previous MCO

Using Data for Renewal

- Pennsylvania
  - MCOs
    - Churn patients on and off
    - Biggest losses at 6-month point
    - Bad for business
      - Administrative costs to update records
      - Reinstate care management plans
      - Capitation/actuarial rates are based on continuous enrollment
      - Outcome measures (HEDIS, pay for performance) are based on longer term enrollment
        - HEDIS – 12 months continuous for most measures

Using Data for Renewal

- **Pennsylvania**
  - MCOs
    - Efforts to support renewal
      - Department of Public Welfare shares annual recertification date with each MCO
      - Plans are underway to share the SAR dates
    - Challenges
      - Turn around for SAR is very short (10 -11 days)
      - Can't contact clients prior to mailing of renewal requests
      - Eligibility offices are very dysfunctional
        - One plan describes submitting all the renewal information for clients but 50% are still disenrolled

Using Data for Advocacy

- CHIPRA grants provide an extraordinary opportunity
  - Tracking the outcome of the application and renewal efforts on a case-by-case basis
  - Can inform policy decisions
    - How is it working or not?
    - Does it work for some but not all?
    - Does it work better by geographic region?
    - Does it work for some categories but not others?
      - Pregnant women
      - Newborns
      - Teens

Using Data for Advocacy

- Why is data useful?

  - Anecdotes can be illustrative but can be dismissed as exceptions

  - Can be collected and analyzed over time to measure changes in policy and procedures

Using Data for Advocacy

- What data to collect?
  - # of applications
    - Date of each application
  - # of applications approved
    - Date of each approval
  - # of applications denied
    - Date of each denial
  - Reason for each denial
  - # of denials appealed
  - Outcome of appeals
    - # of appeals that result in approval

Using Data for Advocacy

- What data to collect?
  - # of completed renewals submitted
    - Date of each submission
  - # of renewals approved
    - Date of each approval
  - # of renewals denied
  - Reasons for each denial
  - # of denials appealed
    - # with continuing benefits
    - # without continuing benefits
  - # of appeals approved for continuing benefits

Using Data for Advocacy

- And then what? – Sharing the data
- Consider:
  - Writing your own brief report
  - Sharing with state eligibility staff/decision makers
  - Sharing with consumer/children's advocates
    - Voices for America's Children
    - Policy institutes
    - Legal Services entities
    - American Academy of Pediatrics

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