

# Medicaid Managed Care Organizations: Proactive Outreach



Medicaid Managed Care Organizations (MCOs) have witnessed tremendous growth. Over 72 million Americans are covered by Medicaid with three-quarters of those in Managed Care. Rapid growth has driven a set of challenges for MCOs.

- 1. Revenue loss:** Members do not complete their annual eligibility recertification in time, leading to loss of capitation for those members. States have started linking Pay for Performance (P4P) measures to withhold capitation or bonus payments resulting in lost revenue.
- 2. High administrative burden:** Medicaid members are a transient population, changing their residence often. Invalid addresses on file results in return mail and more importantly, members not getting critical communication on time. Outbound calls are ineffective as Americans are not picking up calls from unknown numbers according to various studies.
- 3. Ineffective outreach:** Reaching members for administrative processes like recertification or quality measures like wellness visits is a challenge too.

HealConnect is a first in class engagement platform that allows Medicaid MCOs to engage members and make them self-sufficient. The platform is configurable to support a range of administrative and care activities. It supports bi-directional communication through digital channels – mobile app, SMS, and messaging.



## HealConnect addresses the challenges by:

- **Administrative tasks:** Assist with eligibility redetermination, assessments, deliver electronic rewards and referrals to community partners/resources.
- **Schedule:** Help in scheduling provider appointments, lab visits, annual check-up, NEMT, and health events.
- **Awareness of benefits (Push):** Information about core benefits, preventive services, and eligible services based on life events.
- **Availability of resources (Pull):** Ability to pull provider lists (providers near members), community resources (food banks, farmers markets, health fairs) and chat for “simple questions”.

HealConnect is an extensible platform that supports a variety of Medicaid administrative processes like NEMT or rewards. The current set of partners include:

Service	Partner
Rewards	Walmart – physical/electronic gift card Incentive Solutions – electronic gift card SoHookd – healthy products and experiences
NEMT	Uber Health Lyft
Content	Mayo Healthwise
Communication	Twilio – bi-directional SMS, inbound/outbound calls Sendgrid – email
Medical Devices	Digital scale Digital glucometer Digital blood pressure cuff
Payment	Stripe

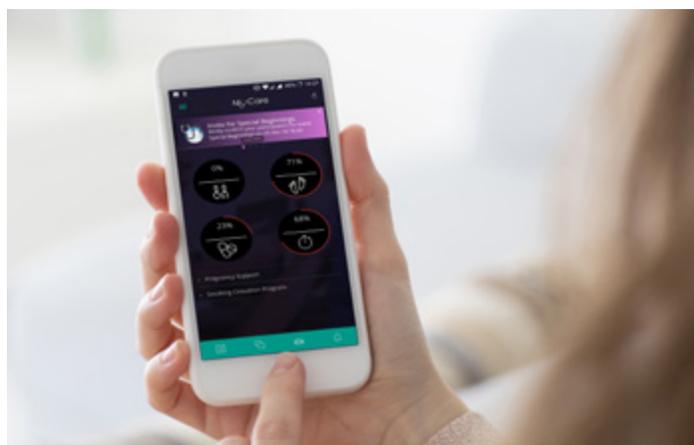
HealConnect also supports a range of use cases across multiple channels:

Use Cases	Chat Through SMS/Portal	Bi-Directional SMS	Field Worker App	Outbound Calls	Email
Eligibility Redetermination		✓	✓	✓	✓
Deliver Electronic Rewards		✓	✓	✓	✓
Notify Health Events		✓	✓		✓
Schedule Appointments, Transport		✓	✓		✓
Assessments, Screenings			✓	✓	
Am I Eligible/Covered For...?	✓	✓	✓		
Info on Providers, Health Fairs, Farmer's Markets	✓		✓		

HealConnect can help in reducing administrative burden by reallocation of resources. Want to know more?

## Contact Us

For a demo or further information about the HealConnect solution, please contact Ravi Sankar (CJ) at (301) 529-9852 or via [ravisankar.cj@sagitec.com](mailto:ravisankar.cj@sagitec.com). Also, visit us at <http://www.sagitec.com/hc> for more information.



## About Sagitec

Sagitec Solutions, LLC, is a global software provider focused on solving complex, business-rule driven problems with domain experts and proven technology. They help healthcare organizations engage patients to reduce administrative burden and manage their patients' health. Sagitec's HealConnect solution is designed to help State Medicaid and Managed Care organizations manage recertification, incentives, and customer support, run integrated care programs, and allow members to manage their health. In addition to serving the healthcare industry, Sagitec Solutions also designs and delivers software solutions for the pension, unemployment insurance, paid family leave, disability insurance, and workforce industry. With deep industry experience in software implementation and systems integration, project management, knowledge management, predictive analytics, chatbots, cloud services, consulting, hosting, and software support, Sagitec is a partner clients can trust to drive their vision into action. For more information, visit: [www.sagitec.com](http://www.sagitec.com)



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