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Improving the Beneficiary Experience in Maryland Medicaid: MCO Shopping & CRM

MHBE Board Meeting

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Overview

- 1) **Maryland Medicaid Overview**

- 2) **Maryland Medicaid Initiatives in Partnership with MHBE**
 - MCO Shopping
 - Customer Relationship Management (CRM)

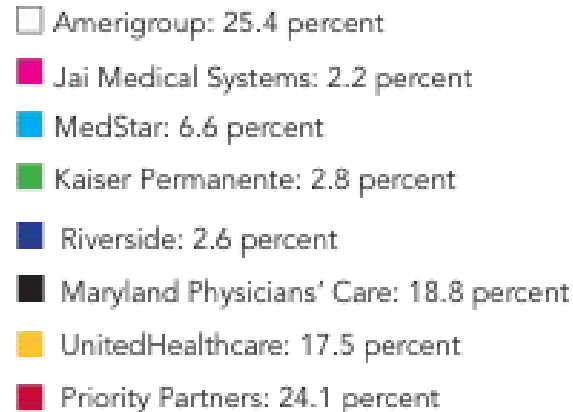
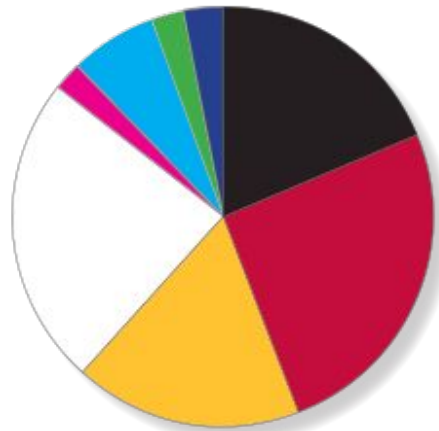


Maryland Medicaid



Maryland Medicaid Enrollment and MCOs

- Total Enrollment: about 1.2 million
 - About a 1/5 of Marylanders receive health coverage via Medicaid.
 - About 85% are currently enrolled in a HealthChoice managed care organization (MCO)
- Beneficiaries choose from 8 Medicaid MCOs

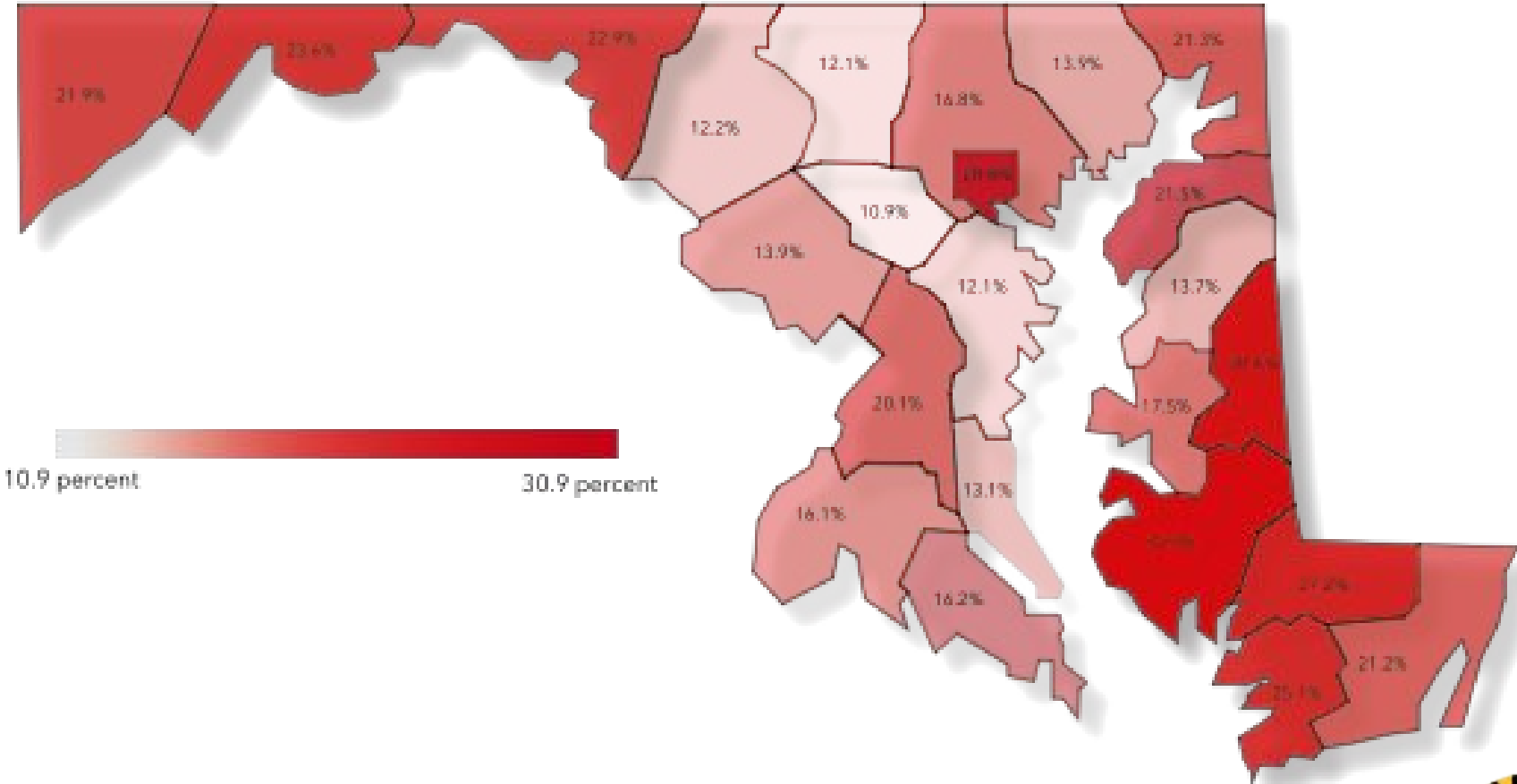


Based on Summary of Current HealthChoice Recipients enrolled by MCO/LAA Run 11/10/15 (HMFR 6208-R001)



HealthChoice Participation

10.9% TO 30.9% of Total County Population



Medicaid and Exchange Partnership

- Strong collaboration and interaction across Maryland Medicaid and MHBE, particularly around enrollment.
- Maryland Medicaid and Exchange share....
 - Enrollees: beneficiaries and members move across Medicaid and QHPs - about 2% of enrollees make this transition
 - Maryland Health Connection: one streamlined portal for Medicaid and QHP enrollment
 - Workforce: navigators and call center assistance
- The latest collaborations are:
 - MCO Shopping
 - Customer Relationship Management (CRM)



Maryland Medicaid Initiatives



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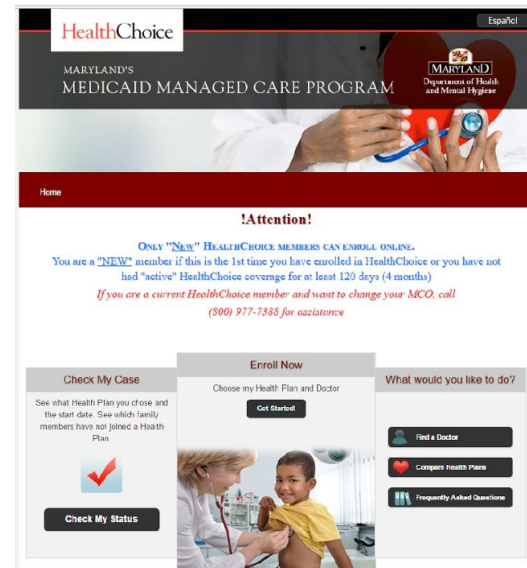


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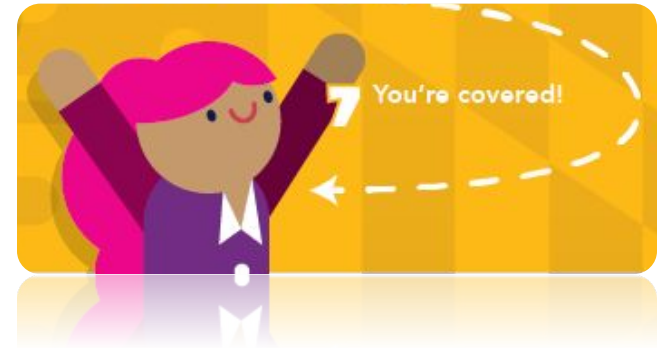
Current MCO Selection Process

- *Congratulations! You're eligible for Medicaid.*
- What happens next?
 - Beneficiary receives a “red and white” Medicaid card within 14 days of enrolling.
 - Beneficiary receives a MCO enrollment packet in the mail.
 - Beneficiary has 28 days to choose an MCO or the State selects for them.
- New HealthChoice members may enroll
 - Online at DHMH HealthChoice site,
 - Over the phone, or
 - By submitting the form in the packet



MCO Shopping

- Starting September 1, 2017...
- Via MCO Shopping, individuals that fall under the MAGI Medicaid population may use Maryland Health Connection to:
 - Enroll into Medicaid (currently available),
 - Select a MCO, and
 - Choose a Primary Care Physician (PCP).
- A beneficiary may still request an enrollment packet or call the Consolidated Call Center if they choose.
- This will not impact non-MAGI consumers



Why Do MCO Shopping?

- Enhances overall customer service experience and connection care
 - A single point of entry in the system Medicaid eligibility determination and MCO Shopping
 - Easier and quicker MCO enrollment: MCO Shopping prompted at the time of determination in the platform
 - Receive services sooner: Expedited MCO enrollment will allow recipients to take advantage of value-added services and care coordination
- More cost-effective for the State
 - Expedited enrollment into the MCO will decrease the amount of time eligible recipients reside in the Fee-For-Service program which is more costly to the State.



Preparations for Launch

- HBX will be transmitting the MCO selection and PCP information to the MCOs via a daily 834 HIPAA compliant transaction.
- File testing with the MCOs is slated from June 5, 2017 to August 11, 2017
- DHMH is diligently working with the HBX to finalize the MCO shopping screens and functionality
- A demo of the screens and process flow will be provided to MCOs and other stakeholders some time in June or July.



Customer Relationship Management Tool - Background

- An enterprise CRM tool was identified as one of Medicaid's top five operational needs during internal assessment conducted in November 2015 after the end of the MERP project
- DHMH identified 37 operational applications for the Salesforce solution including tracking the processing of applications, serving as a call center customer relationship management tool, and managing premium payments
- Solution will support various functional areas including eligibility services, planning, and finance



CRM - Key Objectives

- Replace several antiquated, stand-alone systems that are end of life and difficult to support
- Modernize and automate current manual processes to allow for metrics tracking, electronic storage, and more efficient use of staff
- Consolidated back-end database will allow data sharing across functional units facilitating greater analytics and reporting, while promoting greater data integrity through less manual data entry
- Salesforce solution will have the ability to receive and transmit data to other systems supporting greater collaboration and integration with business partners and sister agencies



CRM Required Features, Functionality and Operational Applications

Required Features and Functionality:

- configurable templates that can be created and modified by trained end-users and state staff;
- workflow management;
- alerts and triggers;
- dashboard reporting;
- interfaces with other systems;
- on screen validation and data integrity checks;
- attachments linked to cases; and
- compatibility with MS Office.

Operational Applications:

- tracking applications for providers and recipients;
- customer relationship management tool for call centers;
- tracking of financial recovery cases;
- management of grievances and appeals cases;
- management of premium payment programs;
- tracking site visits; and
- automating manual processes as part of overarching business process improvement and reengineering effort.



Synergies Between MHBE and DHMH

- Both agencies looking for CRM solution for call center and other operational applications. Both agencies selected Salesforce as preferred platform.
- Both agencies share information today to support mutual constituents and achieve common objectives. By developing a joint CRM application both parties can share data seamlessly.
- Operating under the same CRM application will reduce data entry, expedite data exchange, improve data integrity, increase operational effectiveness, and ultimately improve the customer experience
- By collaborating efforts, MHBE and DHME will be leveraging resources reducing overall state costs and promoting systems integration and collaboration across state agencies



MHBE/DHMH Call Center CRM Functions and Features

- MHBE and DHMH call centers will use the CRM application to manage contacts with customers
- CRM will interface with both agencies' primary information systems (Exchange and MMIS) providing call center staff a more 360 degree view of customer contacts and information
- Known information will be pre-populated on contact screens eliminating the need for customers to provide information multiple times, reducing data entry for both agencies, increasing data integrity, and enhancing the overall customer experience
- Application will be able to identify data anomalies between systems allowing for research and correction



Thank you!



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