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End of Public Health Emergency

Data quality is essential in this new normal

What is happening? The public health emergency is ending a three-year long safety net that has kept Medicaid patients automatically enrolled in coverage throughout the pandemic.

The end of continuous enrollment for Medicaid members that was established during the Public Health Emergency means that a vulnerable population is at risk of loss of coverage if they do not manually re-enroll. To make matters more urgent, many of these individuals became members during the Public Health Emergency so they may not be aware that continuous enrollment is not the standard practice.

Accurate contact data plays a critical role in reaching Medicaid members. In fact, the Center for Medicare and Medicaid Services has published their recommended strategies to maintain coverage for eligible patients, much of which relies on updating contact data.

The bottom line? Whether you are a State Medicaid Agency or a Managed Care Organization (MCO), it is critical that you start this communication process as soon as possible. Experian can help you fast-track your tactics by correcting and appending contact data like email addresses, postal addresses, and phone numbers.

Clock is ticking

States will have 12 months to return to normal enrollment procedures, meaning, time is of the essence to reach current members to notify them of this change and to prompt them to re-enroll.

Validate postal addresses

Validate email addresses

Validate phone numbers

Add missing email and phone data

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Risk vs. Solution

Each member lost – unreached because of poor or limited contact information – can mean **thousands of dollars lost to your plans' revenue.**

Cost-effective, highly customizable approaches to confirming you have updated contact information helps ensure no member gets lost in your engagement efforts.

Validate your data ahead of outreach programs to ensure that each phone call, email, or letter is reaching the intended place. On the flip side, append email and phone to a name and address if you're looking to increase digital outreach.

A dynamic population means a high likelihood your organization has **outdated contact information.**

If you're betting on a change in contact information for members, blank fields, or think digital channels will result in better conversions, data validation and appends will go beyond filling those gaps.

Target your customers where they are at, no matter where they are, by flagging landlines and mobile phone numbers.

There are **more people than ever enrolled in Medicaid** which means there are **more members to reach** when communicating the end of the continuous re-enrollment.

You need to deliver communications quickly while upholding member experience. Integrate solutions that are nimble and can be deployed in weeks, not months.

With the flexibility to structure a project at your desired cadence (one-time, monthly, quarterly, etc.), build a cost-effective, user-friendly program that positions your organization for success.

Trusted contact data will get you in touch with your Medicaid members—and keep them enrolled. **Contact us today.**

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