

Consumer Research on Unwinding Phase I: Preventing Churn



The Research

- Qualitative in-depth interviews with 49 people/caregivers receiving Medicaid/CHIP
 - Included representation of:
 - MAGI, Dual-eligible, Disabled, and Parents
 - People in states with low or high ex-parte
- Discussion on enrollment and re-enrollment experiences and expectations.
- Reviewed straightforward messaging on:
 - what to do (keep you address updated, look in the mail for an application from your state).
 - Contextual information on why this is important now, including explanation on rules impacted by the Public Health Emergency (PHE).

Key Takeaways – *Audiences*

- Medicaid MAGI and CHIP enrollees often rely on other social programs and health care providers for enrollment.
 - There appears to be strong partnerships with SNAP, WIC, housing, head start, and healthcare providers (e.g., hospitals, clinics, doctor's offices). Joint efforts with these organization likely to enhance a campaign's effectiveness.
- Medicare and Medicaid dually-eligible people tend to be confused by the general enrollment process between Medicare and Medicaid. Many were unclear how they enrolled in Medicaid. Partner with their Medicare plans.
- Those with disabilities have a laser focus on SSA for all information.

Key Takeaways - *Experiences*

- Most enrollees are not concerned or wondering about reenrollment.
- Many, almost half, responded that they have reenrolled since March 2020.
- Many respondents look to the states for “official” mail and claim they keep their addresses up-to-date.
 - Many appreciate the opportunity to sign up for email and text alerts, but don’t want it to replace mail.
- A group of respondents say they know it is time to reenroll when their card no longer works at their doctor’s office.
- Allow time for participants to take action, some see re-enrollment as time consuming.
 - Although, several also mentioned the process is not difficult.

Key Takeaways - *Messaging*

- Keep it simple:
 - Your Medicaid coverage needs to be renewed next year (*if possible, use precise timing*).
 - **What you can do now:** Update your address – if you've moved, let [State] Medicaid know your updated address, so they can contact you about your renewal.
 - **What you can do later this year:** Check your mail – [State] Medicaid will either send you a letter confirming your coverage is renewed or a renewal form you need to complete.

Key Takeaways – *Messaging* (continued)

- Avoid vague timing (“this year”). It causes anxiety among about half the respondents who will call state helpline.
- Avoid mentioning “autorenewal might occur” as it causes confusion. Autorenewal can be mentioned to inform a person “you have been auto-renewed.”
- In direct-to-consumer outreach, we may not need to refer to the PHE, but if we do, mention COVID. PHE has little meaning to this audience.
- Avoid saying they haven’t had to reapply, as many have actually had the experience of reapplying.

Thank You

*Research conducted by ANR Research, Richmond VA in partnership with
CMS' Office of Communication*