

Care Management Enrollment



MCM Commission Update

October 3, 2013



Presentation



- Enrollments To Date (September 11-September 27)
- Focus on the Client Experience
- Client Communication
- Considerations
- What Clients are Asking

Health Plan Enrollments as of September 27

TOTAL ENROLLED
13,005

Mandatory Individuals

Total Mandatory Clients 99,980

Total Clients Enrolled 11,964

Percent of Clients Enrolled 11.97%

Voluntary Individuals

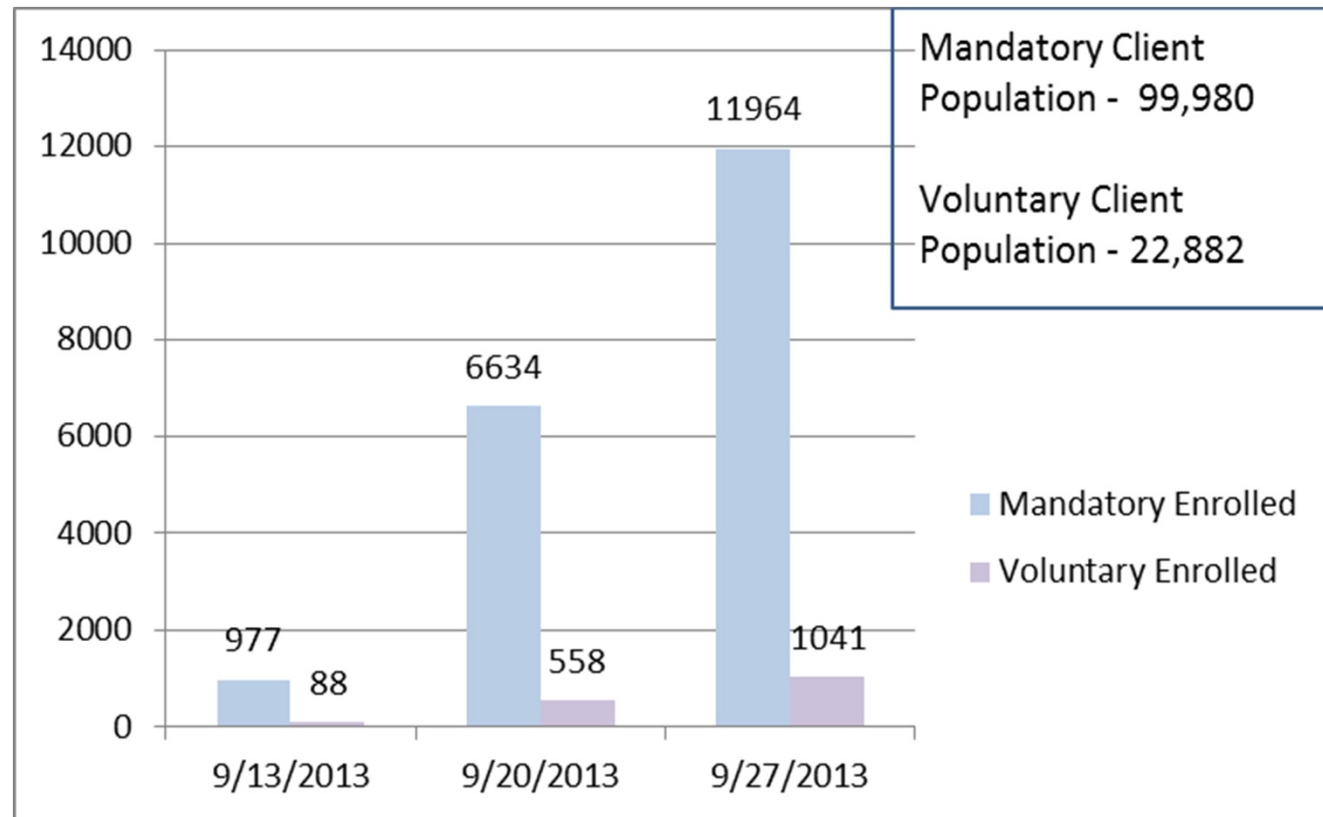
Total Voluntary Clients 22,882

Total Clients Enrolled 1,041

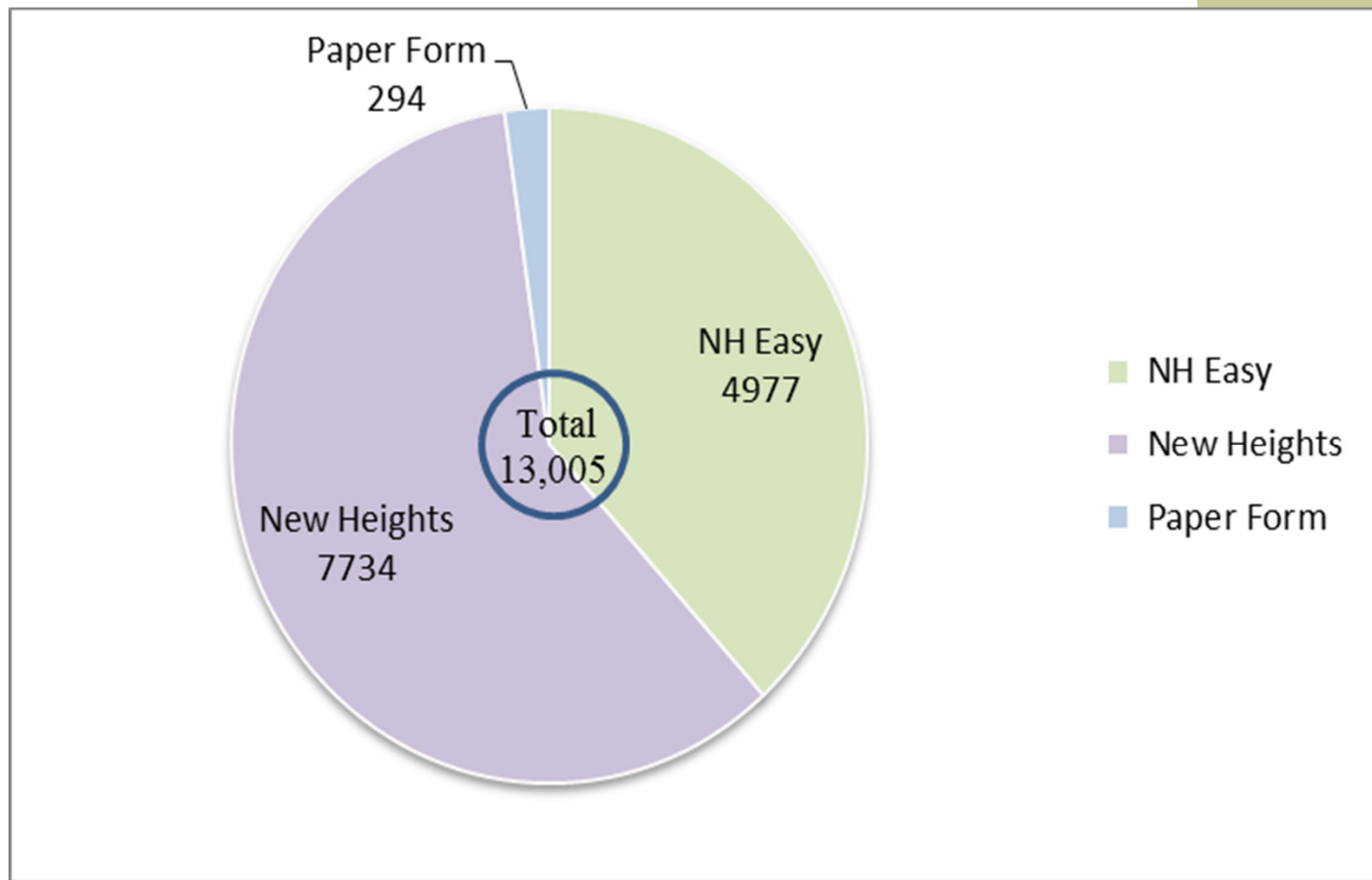
Total Clients Opted Out 1,533

Percent of Clients Enrolled 4.55%

Three Week Trend : Mandatory and Voluntary Enrollments



Total Enrollment by Method



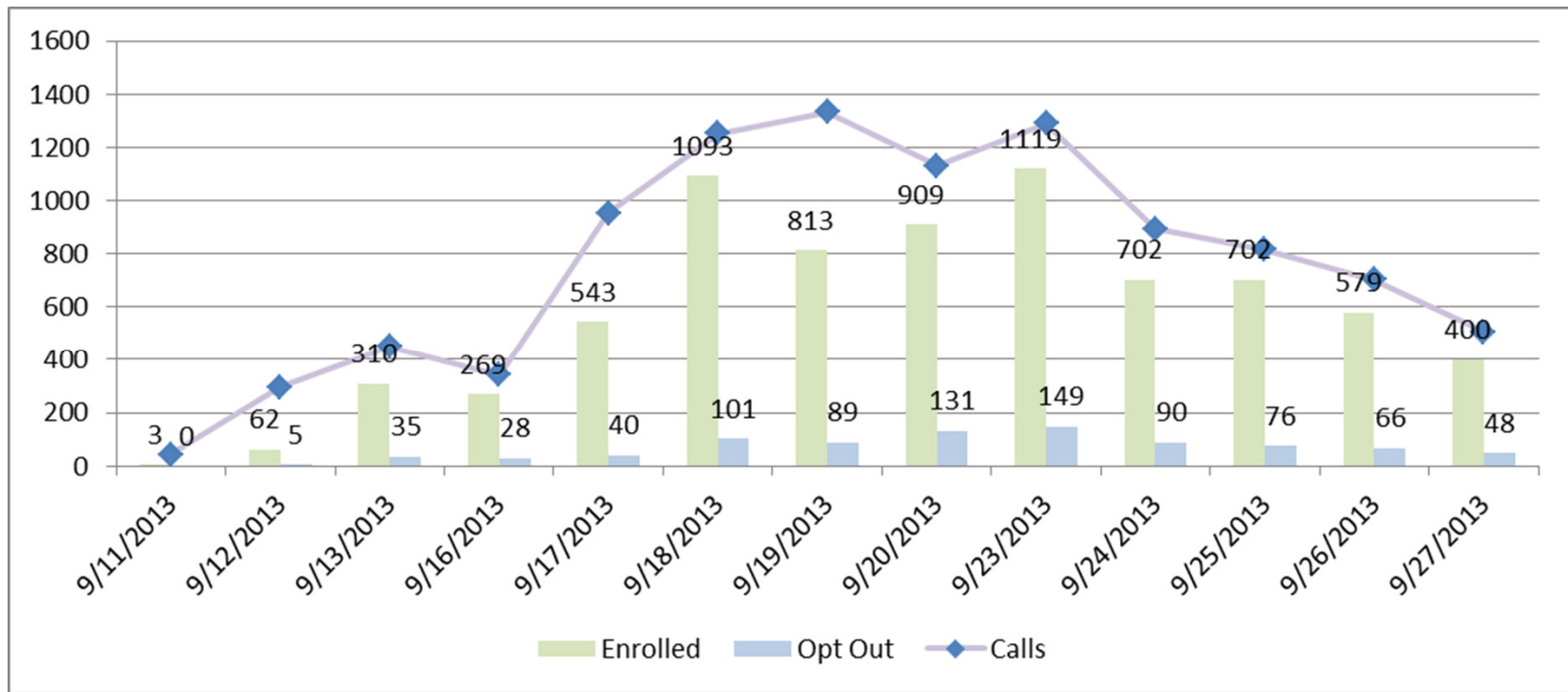


Enrollment Center Metrics as of September 27



- ◆ Number of Calls 3,899
- ◆ Average Length of Call 8m 8s
- ◆ Average Wait Time 2m 59s
- ◆ Call Abandon Rate (after 180 seconds) 0.03%
- ◆ Overall Client Satisfaction Rate 95%

Call Center Activity by Date





Focus on the Client Experience

- ◆ Client Satisfaction Survey
- ◆ Daily debrief with Enrollment Call Center
- ◆ Daily debrief within DHHS
- ◆ Designated number for client concerns with Medicaid Client Services

1.800.852.3345 ext 4344 or 603.271.4344



Client Communication

To Date:

- ◆ 70,120 enrollment packets mailed
- ◆ Client Web-site
- ◆ Enrollment reminders: Call Waiting, Web Mail
- ◆ Enrollment supports with our established networks:
 - Behavioral Health Community
 - Developmental Disabilities
 - Women Infants and Children and associated Grocers
 - Town Welfare Offices
 - Community Health Centers
 - Community Action Programs (CAP)



Client Communication

To Date (cont'd):

- ◆ Facebook and Twitter
- ◆ DHHS Website and NHEasy
- ◆ Media Interviews and Press Releases
- ◆ Community and Public TV
- ◆ Posters, Guides, Publications
- ◆ Community Events



Client Communication



Upcoming:

- ◆ News Media
- ◆ Continue Client Information Sessions
- ◆ Community Events/Conferences
- ◆ Radio – public service announcements
- ◆ Enrollment Reminder Letters (Mid Oct)



Considerations



- ◆ Provider Directory
- ◆ Engaging Medicaid Clients
- ◆ Encouraging Self-Selection



What Clients Are Asking



- ◆ Will Health Plans change next year? In the future?
- ◆ Will there be an annual enrollment period for Health Plan changes?
- ◆ Will Health Plans let me go out of network if my specialist is not with them?
- ◆ I am voluntary – Why should I sign up?
- ◆ My PCP is with all three plans, how should I decide which one is best?