

# 3 Steps to Boost Medicaid Member Engagement

Medicaid programs and MCOs can improve care and reduce costs by keeping members engaged.

Improving costs, quality of care, and outcomes for vulnerable populations are crucial aims for Medicaid programs and managed care organizations (MCOs). **Engaging and communicating** with members is a key component of reaching these goals, but several factors can make it **complicated to connect with and encourage** members to take needed health-related next steps.



Invalid and frequently changing contact information



Low health literacy



Lack of childcare



Lack of transportation access

Carenet Health recommends 3 essential strategy components for effective *Medicaid community engagement*:

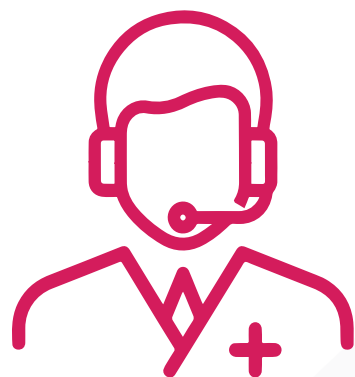
1



## Proactive Outreach

Activate contact support teams who **understand the specific needs and barriers** to care for your Medicaid population. Teams should be trained in demonstrating **empathy and understanding**, and execute **pre-emptive outreach** around topics such as member onboarding, ER diversion, and perinatal communications.

2



## 24/7 On-Demand Telehealth

Build a strategy for promoting the message that on-demand virtual care is **free and convenient**, and explaining **what health issues** it can address.

3



## Around-the-Clock Support for Plan Members

After-hours support teams must be able to handle everything from **benefits eligibility questions** to **transportation coordination** and **referrals**. 24/7 translation services are critical.

Visit our [blog](#) to learn more about our 3 Key Medicaid Member Engagement Strategies.