



Commonwealth Medicine

Health Care Finance Solutions

The Massachusetts Medicare Enrollment Support Initiative

Presented by:

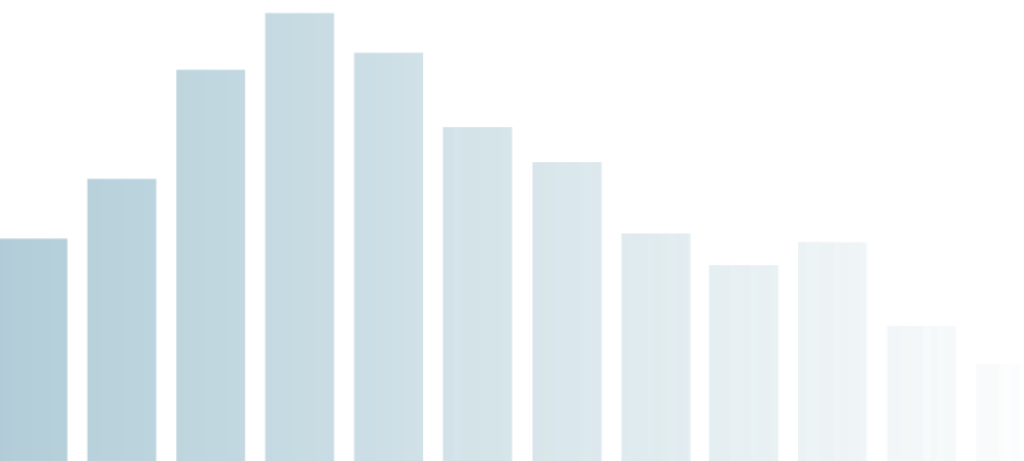
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Medicaid Enterprise Systems Conference

Chicago, Illinois

August 21, 2019



Massachusetts Medicare Enrollment Support Initiative



GOAL

Ensure all Massachusetts Medicaid (MassHealth) members aged 65+ who qualify for Medicare coverage at no additional cost are successfully enrolled in Medicare



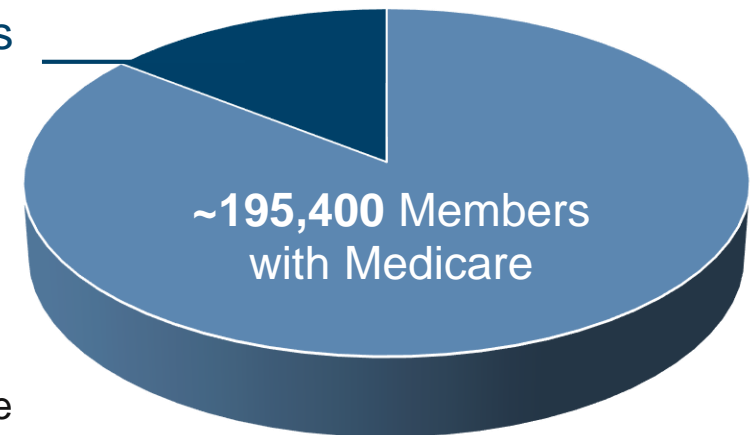
OPPORTUNITY

14% of MassHealth members aged 65 and over are not enrolled in Medicare

- 46% of these members are eligible for Medicare at no additional cost through Qualified Medicare Beneficiary (QMB) coverage

MassHealth Members Aged 65 and Over*

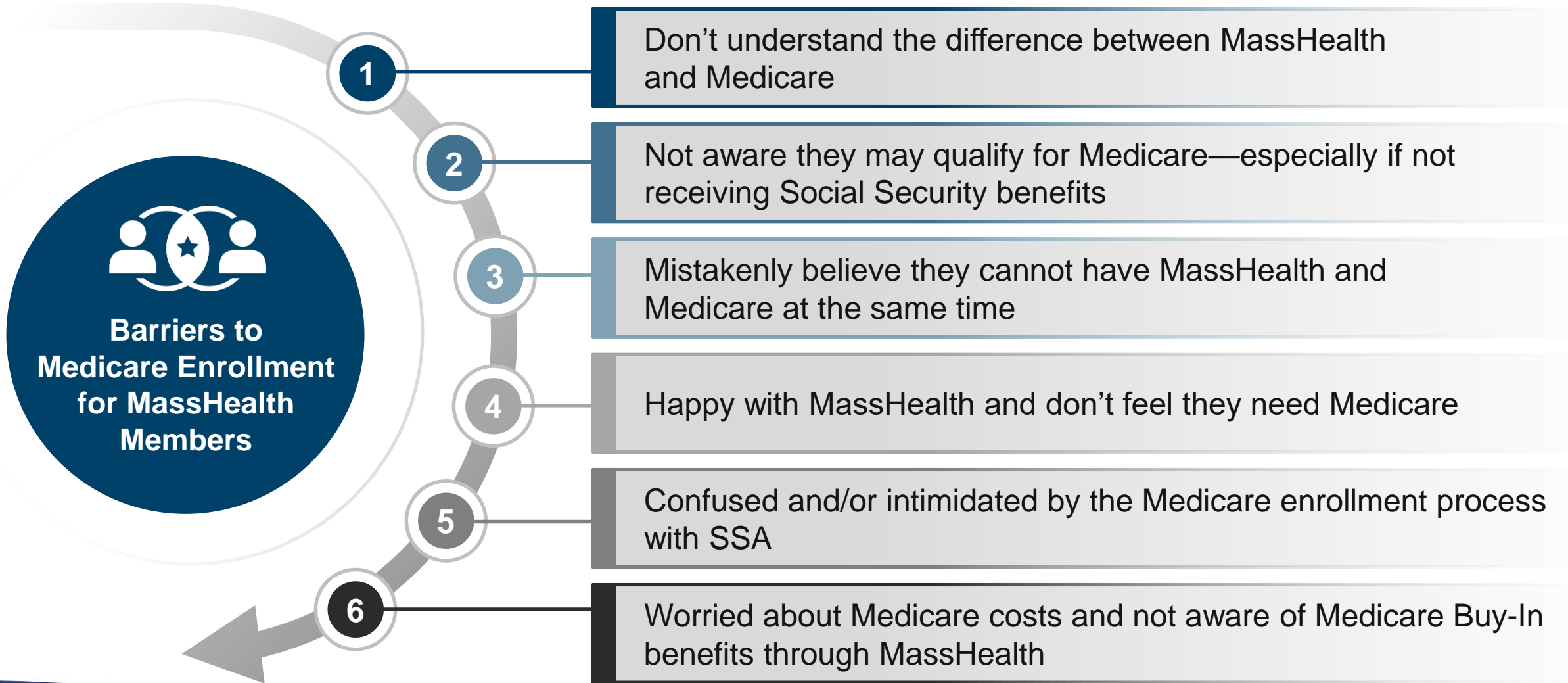
~33,000 Members
without Medicare



■ With Medicare
■ Without Medicare

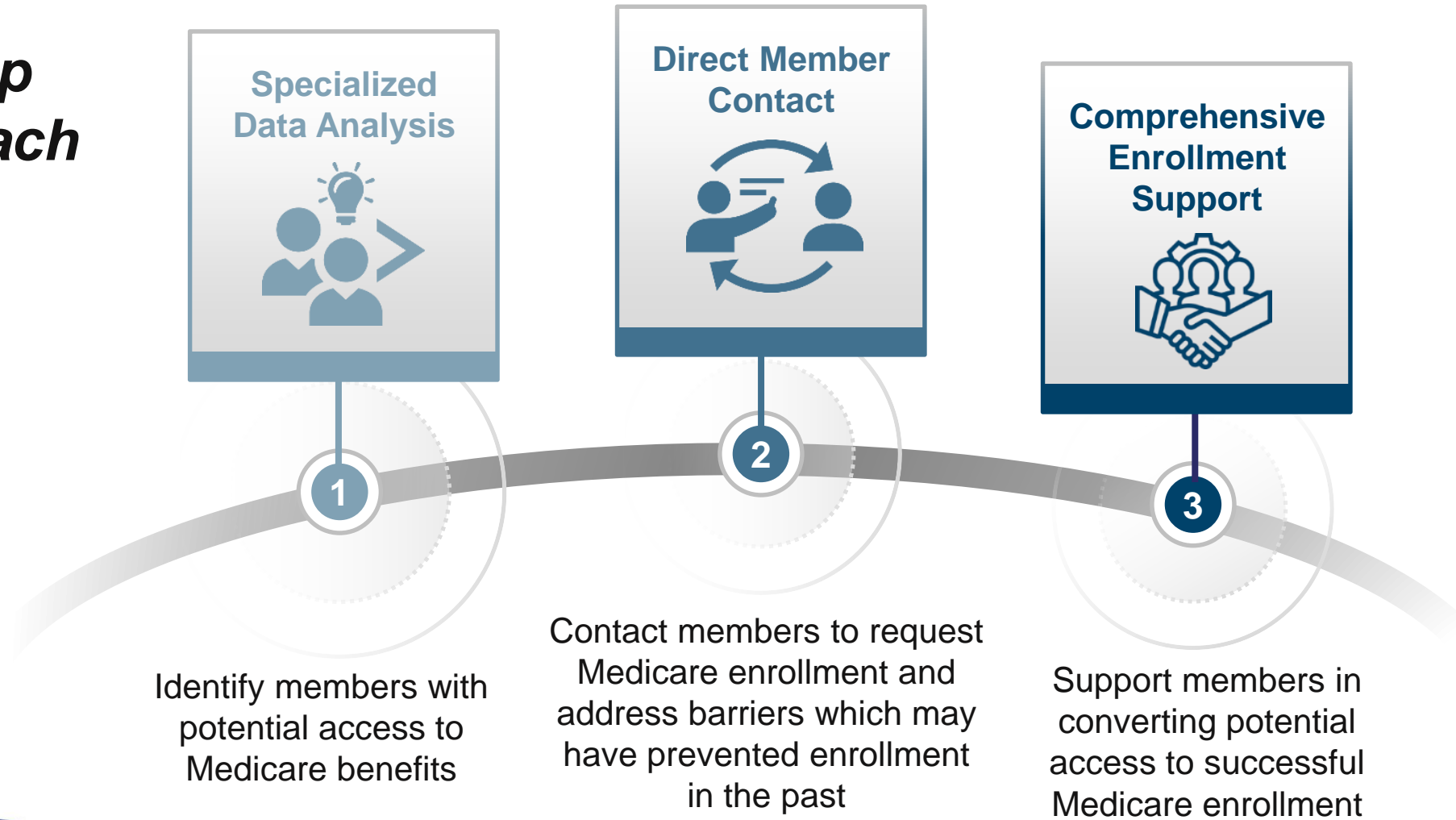
* Includes all members with eligibility on MMIS

Challenge: Member Misconceptions and Concerns



Solution: Medicare Enrollment Support

3 Step Approach



Step 1: Specialized Data Analysis



- Evaluate specific state and federal data elements which indicate a high likelihood to qualify for Medicare benefits
- Validate data for members who appear ineligible for Medicare benefits
 - Exclude non-qualifying members from enrollment support activities
- Identify members who appear to have potential access to Medicare benefits
 - Isolate members who appear to meet all criteria to qualify for Medicare, but have never successfully enrolled

Step 2: Direct Member Contact



- Mail contact letters to:
 - Inform members of the benefits of Medicare coverage in addition to MassHealth
 - Request that they contact SSA to apply for Medicare
 - Begin to address barriers to Medicare enrollment and offer enrollment support
- Send a series of three contact letters to each member:
 - Day 1: First letter
 - Day 30: Second letter
 - Day 60: Final letter
- Complete outbound calls to all members with telephone numbers on file

Step 3: Comprehensive Enrollment Support



- Provide a dedicated toll-free customer service line to answer questions/provide information regarding the Medicare enrollment process and coordination with MassHealth
- Assist in Scheduling SSA appointments for members
 - Request phone appointments, when appropriate
- Ensure interpretation services are available
- When necessary, support members in responding to SSA inquiries and/or requests for additional information/documentation
- Submit Medicare applications to SSA on behalf of qualifying recipients who do not respond

Results: All Identified Cases

Status of Cases Processed by SSA (since 2013)

Member Status	# of Members	%
Medicare Enrollment Confirmed	5,282	40%
In Process with SSA	430	3%
Member Contact in Process	2,995	22%
Case Closed <ul style="list-style-type: none">• 375 – Deceased• 1,372 – No longer eligible for MassHealth• 200 – Decline to apply for Medicare	1,947	14%
Member Did Not Meet Medicare Entitlement Requirements <ul style="list-style-type: none">• 128 – Did not meet residency requirements• 76 – Could not provide required documentation	204	2%
Member Did Not Respond <ul style="list-style-type: none">• Will be included in future enrollment support activities if members continue to meet criteria	2,498	19%
Total Cases	13,356	

Results: Cases Processed for Enrollment by SSA

Status of Cases Processed by SSA (since 2013)

Member Status	# of Members	%
Medicare Enrollment Confirmed	5,282	96%
Member Did Not Meet Medicare Entitlement Requirements <ul style="list-style-type: none">• 128 – Did not meet residency requirements• 76 – Could not provide required documentation	204	4%
Total Cases	5,486	

MassHealth and Commonwealth Medicine meet quarterly with the SSA Regional Office to review project status and activities

Medicare Enrollment Support: Outcomes

All Identified Cases



+50 million
in new cost avoidance

savings realized from new
Medicare coverage



13,356
members

identified for enrollment
support activities



+33,000
letters

mailed



+24,000
phone contacts
for customer service

Cases Processed for Enrollment by SSA



96% Medicare enrollment

rate achieved for member cases
processed by SSA



62 Medicare applications

submitted by MassHealth to SSA
on behalf of its members

Medicare Enrollment Support: Key Takeaways

Precise Data Analysis

- Identify only members with greatest likelihood to qualify for Medicare enrollment
 - 96% approval rate for member cases processed by SSA
- Maximize SSA resources
- Prevent unnecessary contact to members who are not likely to qualify



Direct Member Engagement

- Less than 2% of members have refused to cooperate when engaged by phone
- Resolve barriers which may have prevented Medicare enrollment in the past
 - Interpretation services
 - Phone appointments
- Provide added resource for members and families throughout the entire enrollment process



Collaboration with SSA

- Regular meetings to discuss goals, progress, and next steps
- Communications to Field Offices
- Direct referrals to SSA for certain qualifying members
- Process for MassHealth to submit Medicare applications on behalf of certain qualifying members



Thank you

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