Medicaid Agency Partnerships with State Health Insurance Programs: Opportunities to Improve Care for Dually Eligible Individuals

ADvancing States HCBS Conference
December 7, 2021
2:00-3:00 pm Eastern Time
What’s the Opportunity?

• Increasing number of integrated care options for dually eligible individuals
  • Demonstrations under the Financial Alignment Initiative
  • PACE (Programs of All-Inclusive Care for the Elderly),
  • Aligned Medicare Advantage Dual Eligible Special Needs Plans (D-SNPs) and Medicaid managed care plans.

• Depending on the state, dually eligible individuals may need to navigate a multitude of Medicare enrollment options, which creates confusion as well as a need for enrollment counseling support.

• Every state has a free health benefits counseling service for Medicare beneficiaries and their families or caregivers. These entities have different names in different states, but common names are:
  • State Health Insurance Assistance Program (SHIP)
  • Health Insurance Counseling and Advocacy Program (HICAP)
  • SHINE (Serving Health Insurance Needs of Elders)
What Can SHIPs Do?

• Share Medicare program knowledge to inform integrated programs.
• Support Medicaid agencies in developing program materials.
• Help to engage and educate stakeholders about integrated care programs.
• Educate Medicare-Medicaid enrollees on integrated care options.
What Can Medicaid Agencies Do?

• During Program Development:
  • Include SHIP in internal planning to support program design and beneficiary outreach strategies.
  • Leverage SHIP expertise to build Medicare capacity.

• During and After Program Launch:
  • Share information to strengthen SHIP knowledge of Medicaid and integrated care programs.
  • Foster ongoing communication with SHIPs.
  • Work with SHIPs to clarify each other’s roles and responsibilities.
Arizona Case Study

- State Medicaid agency (SMA) and SHIP collaborated on training and education prior to program changes
- SMA shared written program updates/changes with the SHIP before notices were sent to beneficiaries
- SHIP transferred beneficiaries to the SMA when they had Medicare-related questions
- SMA provided the SHIP’s contact information in beneficiary notices about enrollment options
- SHIP educated beneficiaries about the benefit of enrolling in aligned Medicare D-SNP and Medicaid plan
Resources and Contact Information

• Medicaid Agency Partnerships with State Health Insurance Programs: Opportunities to Improve Care for Medicare-Medicaid Enrollees (ICRC Brief, July 2017)

• Partnering with SHIPs to Improve Care (ICRC Webinar, March 2018)

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About ICRC

- Established by CMS to advance integrated care models for dually eligible individuals

- ICRC provides technical assistance (TA) to states, coordinated by Mathematica and the Center for Health Care Strategies

- Visit [http://www.integratedcareresourcecenter.com](http://www.integratedcareresourcecenter.com) to submit a TA request and/or download resources, including briefs and practical tools to help address implementation, design, and policy challenges

- Send other ICRC questions to: [integratedcareresourcecenter@chcs.org](mailto:integratedcareresourcecenter@chcs.org)