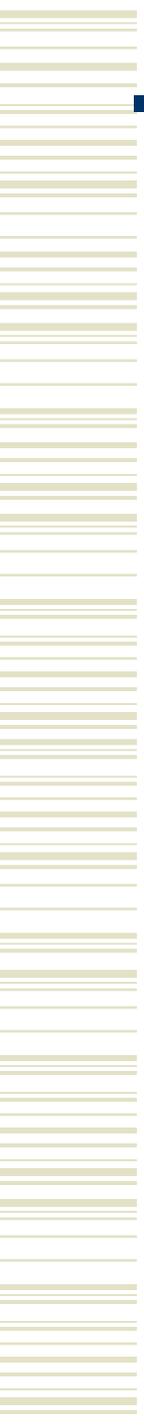


# Care Management Enrollment



## MCM Commission Update

October 3, 2013



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# Presentation

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- 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

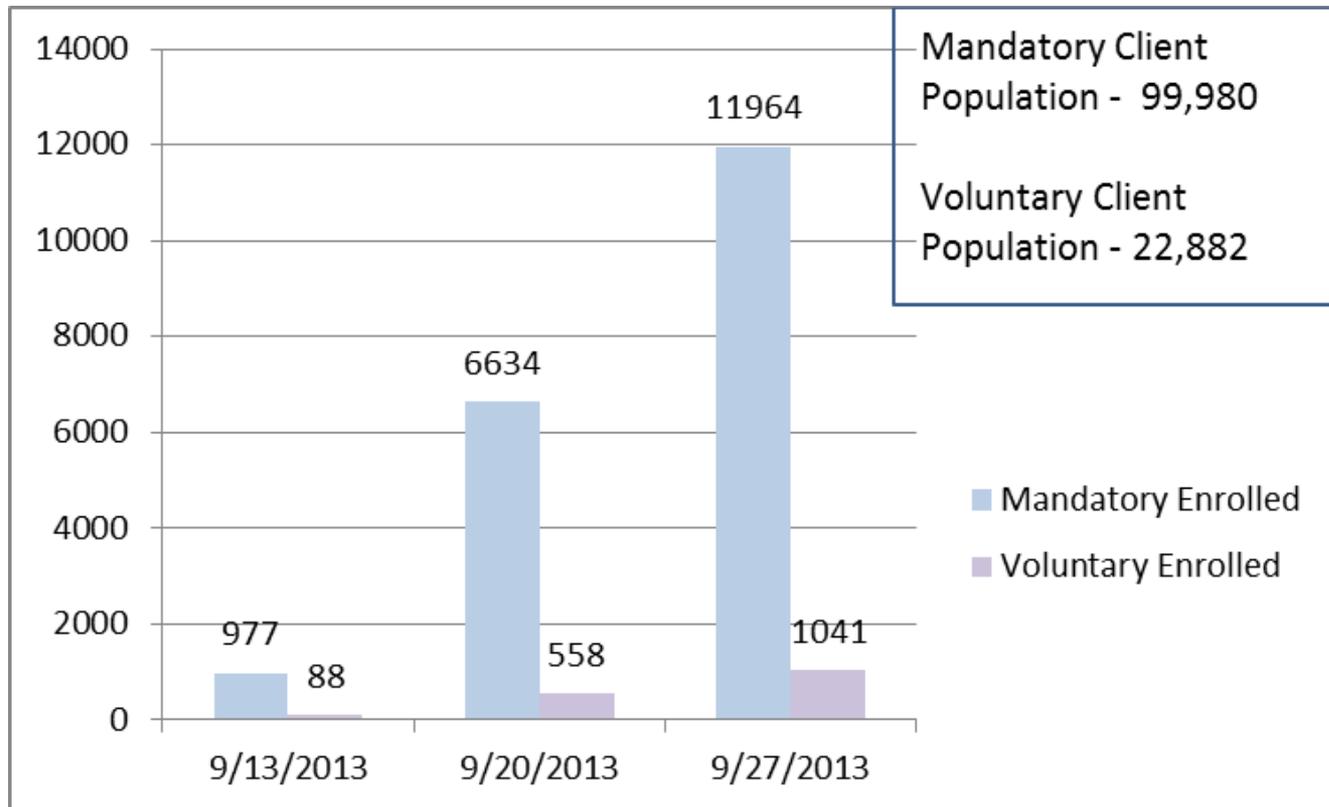
Total Voluntary Clients 22,882

Total Clients Enrolled 1,041

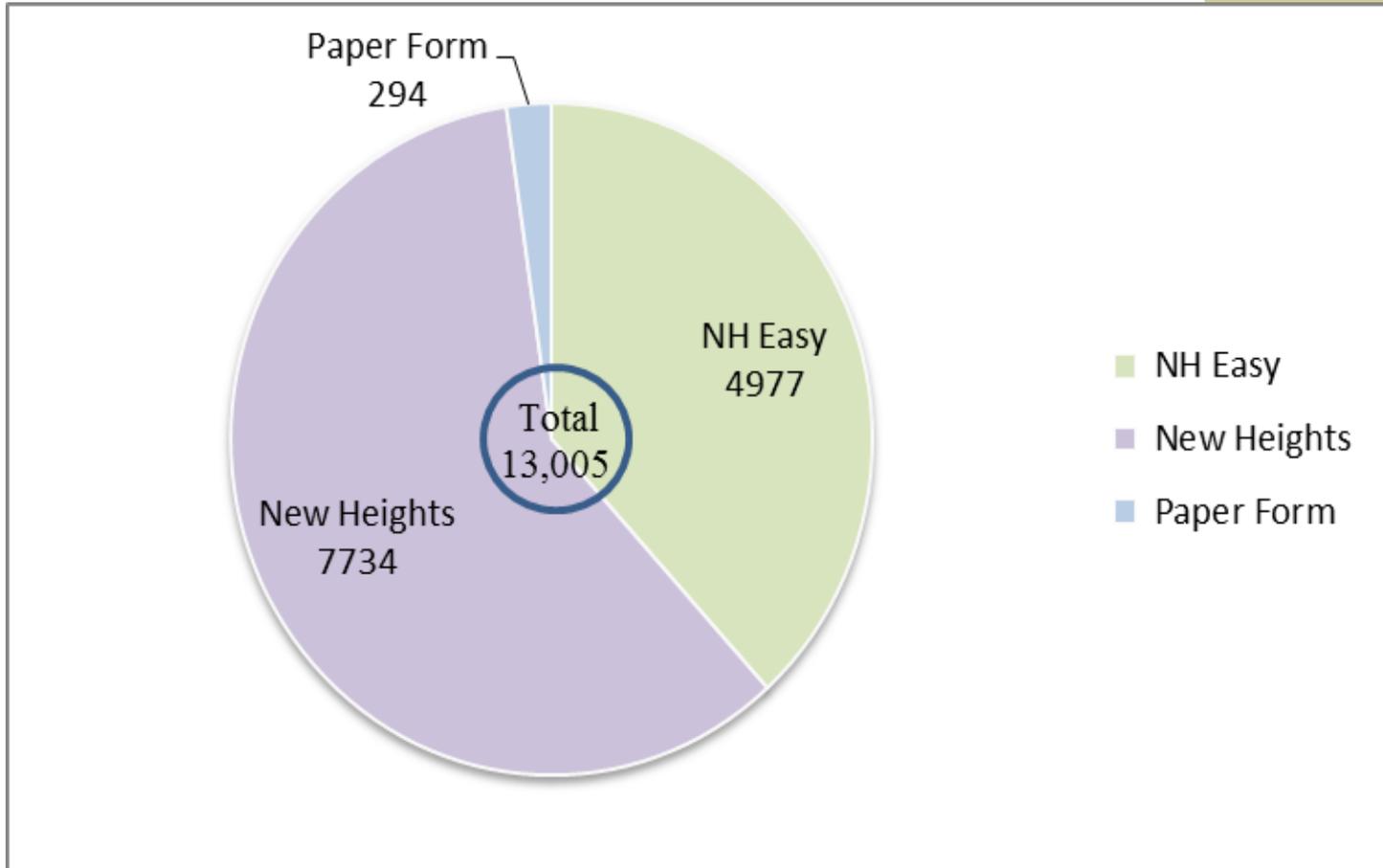
Total Clients Opted Out 1,533

**Percent of Clients Enrolled 4.55%**

# Three Week Trend : Mandatory and Voluntary Enrollments



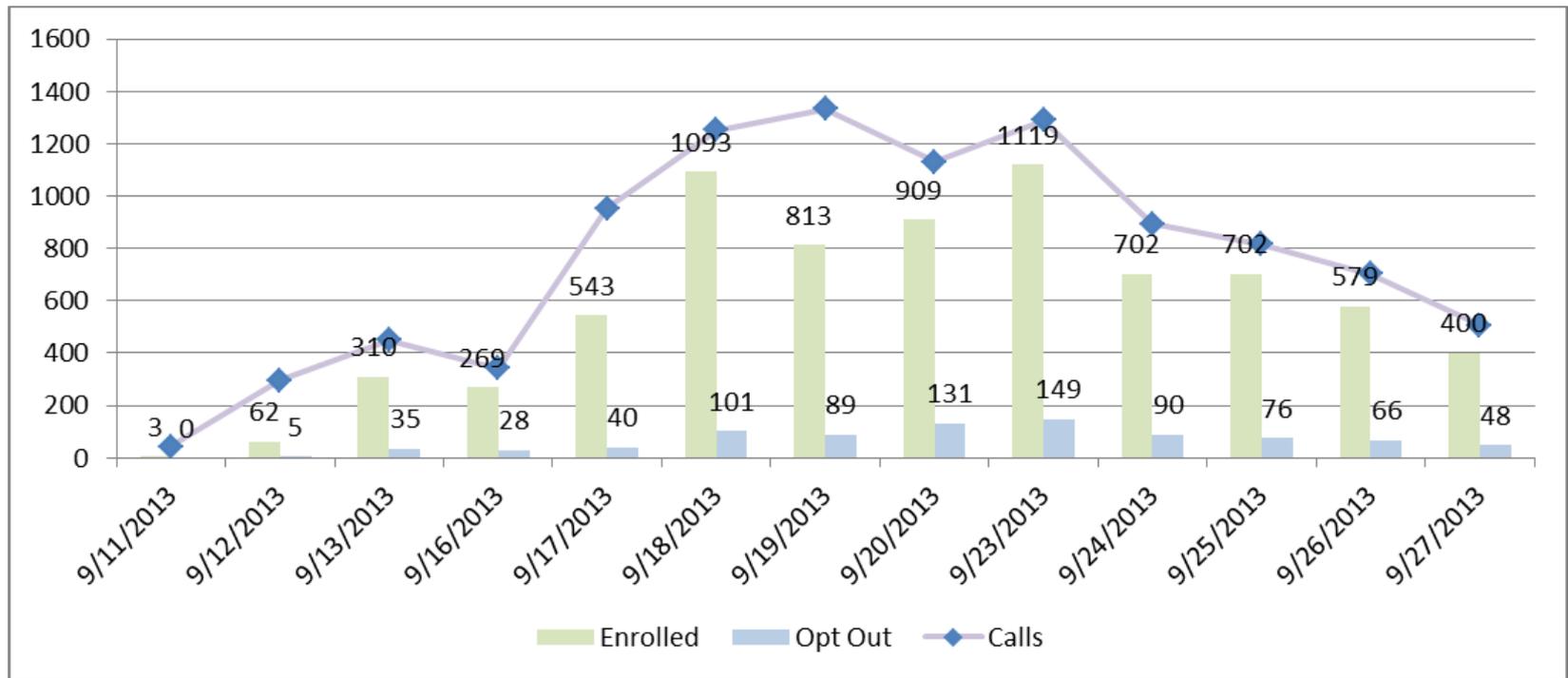
# Total Enrollment by Method



# 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

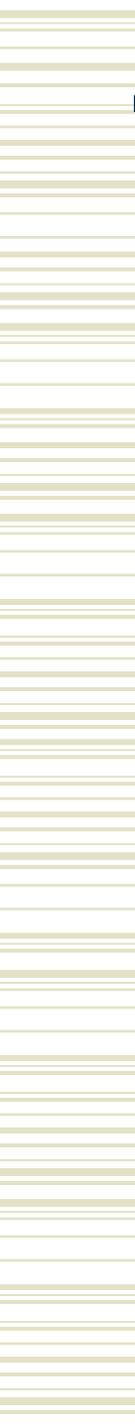
- ◆ Client Satisfaction Survey
- ◆ Daily debrief with Enrollment Call Center
- ◆ Daily debrief within DHHS
- ◆ Designated number for client concerns with Medicaid Client Services

**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)



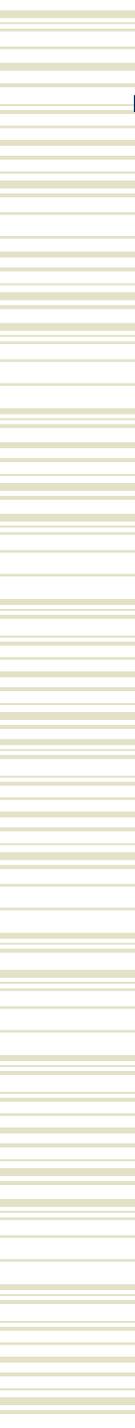
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# Client Communication

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## **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



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# Client Communication

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## **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?