Enrollment Broker

NCIOM Annual Meeting
September 5, 2019
About the Enrollment Broker

The Enrollment Broker is responsible for choice counseling for Health Plan and PCP selection; as part of this, the Enrollment Broker is also responsible for mailing all notices and handling enrollment.

“An Enrollment Broker is an entity that performs choice counseling or enrollment activities, or both. Eligibility services are completed by NC Medicaid, not by the Enrollment Broker. Enrollment Brokers and subcontractors must not have direct or indirect financial ties to any Health Plan or healthcare provider that furnishes services in the same state where the Enrollment Broker work is performed.”

The Largest Medicaid Administrative Services Provider

70% market share of Medicaid managed care
Enrollment Broker Services in North Carolina

- Communications hub
- Choice counseling
- Enrollment
- Outreach and education
- Partnering with DSS and local organizations
- Website and mobile app
Roles and Responsibilities

1. DSS
   Determine Eligibility

2. NC MEDICAID
   Define Population as Mandatory, Exempt or Excluded
   Auto-assignment

3. ENROLLMENT BROKER
   Mails Notice and Enrollment Packet to Beneficiaries

4. ENROLLMENT BROKER
   Choice Counseling and Enrollment Outreach

5. HEALTH PLAN
   Sends Members Health Plan Information
   Answers plan and benefits questions
Choice Counseling

Delivering information and assistance effectively to consumers

• Provide unbiased, culturally competent choice counseling services to beneficiaries
• Simplify the application and enrollment process so it’s easy for consumers to understand, and satisfy program requirements
• Achieve improved voluntary choice rates for better health outcomes

Trained customer service team

Responsive and empathetic

6th grade level of health literacy
Enrollment Assistance

Streamlining the decision making and enrollment process

• Communicate with consumers on their preferred channels – whether by web, phone, email, text and mobile app
• Proactively engage beneficiaries at critical points to ensure they enroll as necessary

Multichannel including mobile

Self-service

60% of consumers don’t understand their benefits
Options for Beneficiaries

1. Direct them to ncmedicaidplans.gov to learn more
2. Direct them to ncmedicaidplans.gov to chat with an Enrollment Specialist
3. Direct them to download and use the NC Medicaid Managed Care mobile app
4. Tell them to call 1-833-870-5500 to speak with an Enrollment Specialist. The call is free.
5. Individuals with hearing impairments may contact an Enrollment Specialist via the TTY line 1-833-870-5588.
6. Beneficiaries can also enroll by mailing or faxing their completed enrollment form
Website: ncmedicaidplans.gov

The NC Medicaid Managed Care website provides an integrated experience for beneficiaries to manage their enrollment needs. This is a great resource to direct beneficiaries to for questions about enrollment. The website includes the following tools and information:

- Health plan comparison charts and lists of benefits
- Provider network search capability
- Program information, brochures and enrollment forms (as downloadable PDFs)
- Questions and answers
- List of events in their county

Available in English and Spanish, it can be accessed at ncmedicaidplans.gov.

Enrollment Specialists are available via a chat tool to answer questions.
Web Chat

- Web chat service is available via a secure web portal
- Web chat adds an online alternative for real-time assistance for users
- Members can begin a web chat conversation from any page on the website via the “Chat with Us!” button
- Web chat is also compatible with iOS and Android operating systems for mobile users
- Enrollment Specialists will provide chat assistance, answering questions and directing members to appropriate pages of the website to learn more
NC Medicaid Managed Care Mobile App

Multilingual
In English or Spanish, beneficiaries can authenticate, view their enrollment status and enroll by choosing a Medicaid provider and health plan.

Realtime Data
The data-driven mobile app presents information and options specifically matched to each beneficiary’s Medicaid case. This allows individuals to quickly enroll with the same provider and health plan or to choose providers and health plans that are right for their different needs.

Plan Comparison
Beneficiaries can easily compare health plans to enable informed coverage decisions. They can view health plan descriptions, ratings by independent reviewers and accreditations.

Profile Access
Logged-in users can review and edit their profile information, helping to maintain accurate and up-to-date beneficiary information.

FAQs / Help
Beneficiaries can access built-in help features, frequently asked questions and tutorial screens for ease of use. For additional assistance, contact information is provided for the call center, including easy to tap buttons to call instantly.

Provider Search
Beneficiaries can easily search providers by name, city, county, zip code, provider languages, provider gender, clinic name, specialty or affiliated hospital. Provider listings also include the plans they support.
The mobile app allows for seamless connection and interaction with beneficiaries with the app, the Head of Household can:

- View all case contact information
- Alter some case contact information
- View all member enrollment information
- Alter all member enrollment information
Enrollment Call Center

Enrollment Specialists are available at the call center for support. Beneficiaries can call toll free: 1-833-870-5500.

We are available to:

- Provide choice counseling
- Support search for preferred PCP
- Compare Health Plan services
- Enroll members in selected Health Plan
- Assist with some demographic changes
- Disenroll members as needed
- Process Enrollment Broker complaints and grievances
- Facilitate appeals process
- Receive warm transfers
- Provide support for the website and mobile app
- Provide assistance for deaf, blind and non-English speaking beneficiaries
Outreach and Education

Ensuring a seamless and streamlined beneficiary experience, the Enrollment Broker will:

• Partner with North Carolina’s county DSS offices and community organizations to provide managed care training
• Provide member materials that are understandable and accessible
• Conduct outreach services that meet consumer’s cultural and behavioral expectations

In-person services, group presentations, enrollment events and health fairs

Distribution of information and educational materials

Training
Outreach Events: Home Page

NC Medicaid Managed Care is here to help you choose the best providers and health plans for you and your family.

Learn
Learn about NC Medicaid Managed Care

Choose
Find providers and health plans

Enroll
Choose a provider and join a health plan

Get the free mobile app
To get the app, search for NC Medicaid Managed Care on Google Play or the App Store.

Go paperless
You can go paperless with NC Medicaid Managed Care. Paperless means you get letters online instead of by mail. Sign up for emails or text messages that tell you when you have a letter to view online.

Meetings and events
Learn more about NC Medicaid Managed Care. Join us at a community meeting in person.

Questions?
We can help. Call us to get answers to your questions about NC Medicaid Managed Care.

Phone: 1-800-870-5900
TTY: 1-800-870-5900

Hours of operation: 7 a.m. to 8 p.m., seven days a week.

Or use the chat tool to chat with us online.
For answers to common questions, go to Get Answers.
Partner Engagement & Member Outreach

**Partner Engagement Events**

**Types of Events:**
- Onboarding sessions
- Cross-functional trainings
- Monthly webinars
- Readiness

**Types of Materials:**
- Managed care toolkit
- Presentations
- Recordings
- Systems training

**Member Outreach Events**

**Types of Events:**
- Member education:
  - Enrollment events
  - Community events
  - Meet & greet
  - Informational booth

**Types of Materials:**
- Media campaigns
- Marketing materials
- Flyers, fact sheets, etc.
Outreach Materials

POSTER

THERE IS A NEW WAY TO GET MEDICAID HEALTH CARE

Most people get the same Medicaid services in a new way — through health plans. You will be able to choose Medicaid plans that are best for you. You will also choose a primary care provider (PCP).

WHAT YOU NEED TO DO

1. Choose a primary care provider (PCP)
   - Please talk to your health care provider or your PCP about which health plans they work with. You can choose a new PCP.
2. Choose a health plan in NC Medicaid Managed Care:
   - A health plan is a group of doctors, hospitals, and other providers. They work together to give you the health care you need. You need to choose a health plan if you’re new to Medicaid.
   - You can choose one of these ways:
   - Visit www.medicaidplaybook.org/nc-choose
   - Call us toll-free at 1-844-472-6099 (TTY: 1-844-472-6098)
   - When you receive a written letter from NC Medicaid, it will tell you all you need to do.

IF YOU HAVE MORE QUESTIONS

- About your eligibility: Contact your local Department of Social Services (DSS) office. For contact information, visit medicaidplaybook.gov/nc-
  contact-search
- About choosing or enrolling in a health plan: Go to medicaidplaybook.gov/nc-choose
- About how to receive your benefits: Call your health plan for more information.
- About a health plan that you already have: Call your health plan for more information.

FACT SHEET

THERE IS A NEW WAY TO GET MEDICAID HEALTH CARE

Most people get the same Medicaid services in a new way — through health plans. You will be able to choose Medicaid plans that are best for you. You will also choose a primary care provider (PCP).

GET ANSWERS

We’ve been helping people understand their new health plans at these events. Have a question about your plan? Call your health plan or your PCP.

- Can I change my PCP?
  - No, you can’t change your PCP.

WHAT IS NC Medicaid Managed Care?

NC Medicaid Managed Care helps you get the most out of your Medicaid benefits. Instead of one Medicaid program, you now have a health plan to choose from.

All health plans are equal. They all offer the same Medicaid services, such as basic care, blood tests and more. The plans also use state-approved doctors and other providers to help you get the health care you need. NC Medicaid Managed Care also provides care to low-income seniors and people with disabilities. Each plan has its own ways of paying for services. Your plan may have the best choices of providers and health care professionals. To keep your plan, you need to do certain things, like get care from your plan doctors and other providers.

What is Medicaid Direct?

Some people will stay in their current Medicaid service because it meets specific needs. For example, someone who has a chronic condition or needs unique treatment or medication. To learn more about NC Medicaid Direct, call us at 1-844-472-6099.

Medicaid eligibility changing?

No. Medicaid eligibility rates are not changing. You can, however, ask about your eligibility, contact your local Department of Social Services (DSS) office, or contact information at medicaidplaybook.gov/nc-choose.

What is a primary care provider (PCP)?

Your PCP is your doctor, nurse, or health care provider. The PCP can help you with your health-care needs. They will also coordinate your care with other health professionals.

What is a health plan?

A health plan is a group of doctors, hospitals and other providers. They work together to give you the health care you need.

Do I have to choose a health plan?

No. People in NC Medicaid must choose a health plan. Some people can choose to stay in the Medicaid Direct plan. They do not have to choose another plan.

Do you have a question, or would you like to know more about NC Medicaid Managed Care?

Call us at 1-844-472-6099.

For more information, visit medicaidplaybook.gov/nc-choose

FLYER

WHAT YOU NEED TO DO

1. Choose a primary care provider (PCP)
   - If you have a PCP, you do not need to do anything.
   - If you do not have a PCP, you can choose one at medicaidplaybook.org.

WHAT TO DO NEXT

- Use the NC Medicaid app or call us:
  - 1-844-472-6099 (TTY: 1-844-472-6098)

Get more information at medicaidplaybook.org/nc-choose

PALM CARD

For more information, visit medicaidplaybook.gov/nc-choose

Download at: medicaid.ncdhhs.gov/county-playbook-medicaid-managed-care

September 5, 2019
Introductory Video

The NC Medicaid Managed Care Introductory Video addresses:

- What is a primary care provider (PCP)
- What is a Health Plan
- The Health Plans available
- What beneficiaries need to do
- What happens after beneficiaries enroll
- The phases for enrollment and key dates
- How to get answers to additional questions
Key Takeaways
How Members Enroll

There are several ways that members can enroll. Online and mobile app are recommended.

**ONLINE**
Enroll using a computer by going to ncmedicaidplans.gov, where they can also chat with an Enrollment Specialist

**MOBILE APP**
Available on Android or iPhone
To get the free app, members should search for NC Medicaid Managed Care in Google Play or the App Store

**CALL**
Enroll by speaking with an Enrollment Specialist via phone at 1-833-870-5500 (the call is free)
Language lines are available.
TTY 1-833-870-5588

**MAIL**
Mail completed form to NC Medicaid Enrollment Broker
P.O. Box 613
Morrisville, NC 27560
Or fax the completed form to 1-833-898-9655
For More Information

ABOUT ELIGIBILITY
Contact their local DSS
Find contact information at ncdhhs.gov/localdss

ABOUT NC MEDICAID DIRECT BENEFITS AND CLAIMS
Call the Medicaid Contact Center toll free:
1-888-245-0179

ABOUT CHOOSING A PLAN OR PCP AND ENROLLING
Go to ncmедicaidplans.gov (chat available)
Use the NC Medicaid Managed Care mobile app
Call 1-833-870-5500 (the call is free)
(TTY: 1-833-870-5588)

ABOUT NC MEDICAID MANAGED CARE PLAN OR BENEFITS
Call their Health Plan
Carolina Complete Health will be available in Phase 2 starting on October 14, 2019. It will only be offered to people who live in these counties: Alexander, Anson, Bladen, Brunswick, Cabarrus, Catawba, Cleveland, Columbus, Cumberland, Gaston, Harnett, Hoke, Iredell, Lee, Lincoln, Mecklenburg, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Rowan, Sampson, Scotland, Stanly, Union.
Questions?
Thank you!