

Medicaid Recertification Survey

2023



Medicaid Recertification Survey

Upon the ending of the federal public health emergency (PHE), states resumed redetermination of eligibility for enrollees of Medicaid and health insurance plans associated with Medicaid.

This change impacts a large number of individuals — both the enrollees themselves and those that make health care decisions for the enrollees.

To gain insight into these individuals' awareness of the news and comfort level about it, Media Logic surveyed a panel of Medicaid enrollees across the United States who may be impacted by this redetermination.

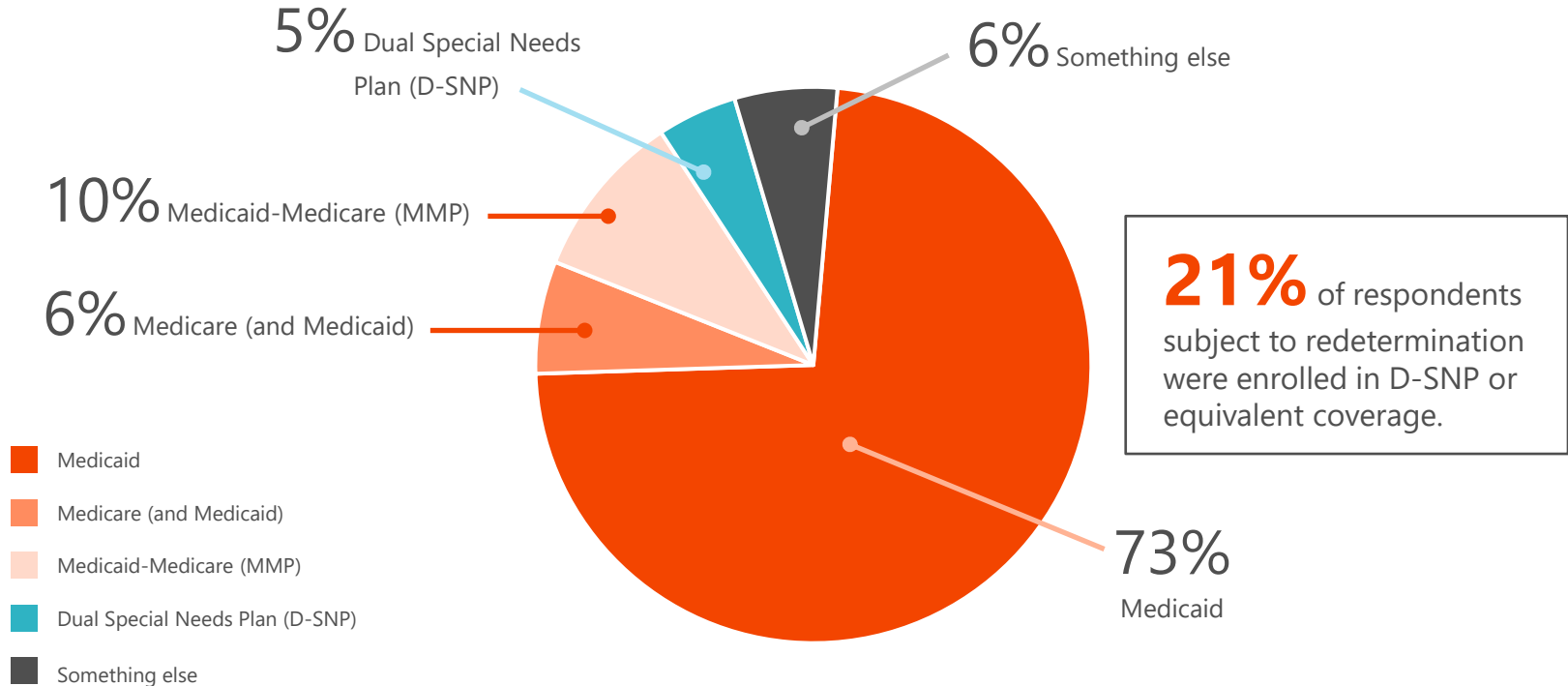


Consumer In Sight (CIS) is an investigative research series conducted by Media Logic, with the aim of gaining new insights into consumer preferences and behaviors in the healthcare and financial services industries. Using an industry-leading software platform, we survey geo-targeted and national panels to track the changing marketing landscape and support clients in connecting with consumers through creative execution and multichannel media.

Here's what we learned...

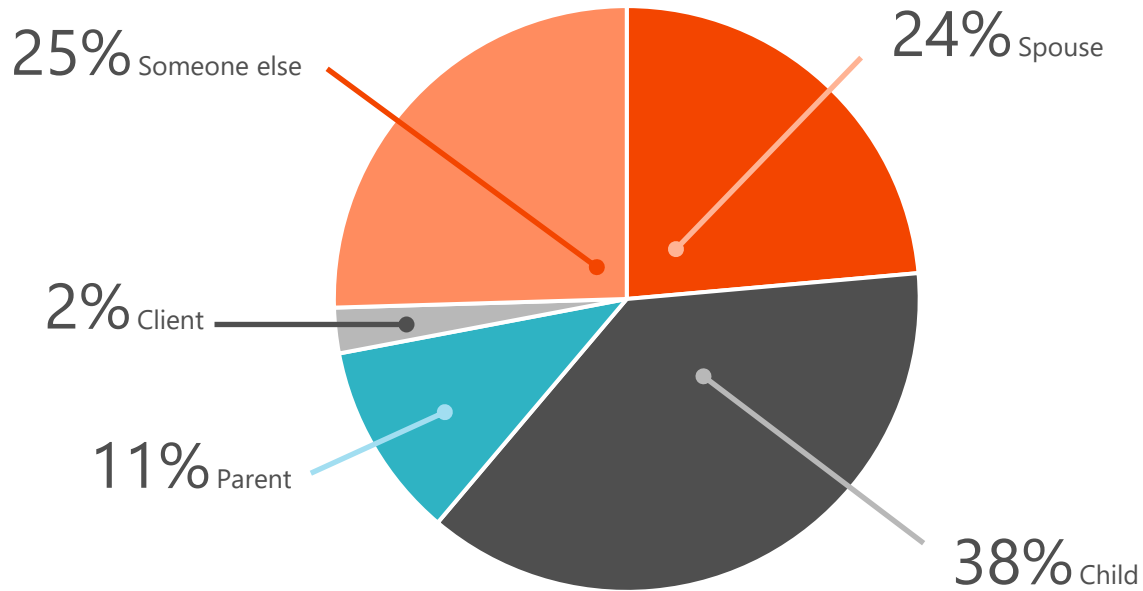
MEDICAID PARTICIPATION

Q: Speaking only for yourself, what type of healthcare insurance are you enrolled in?



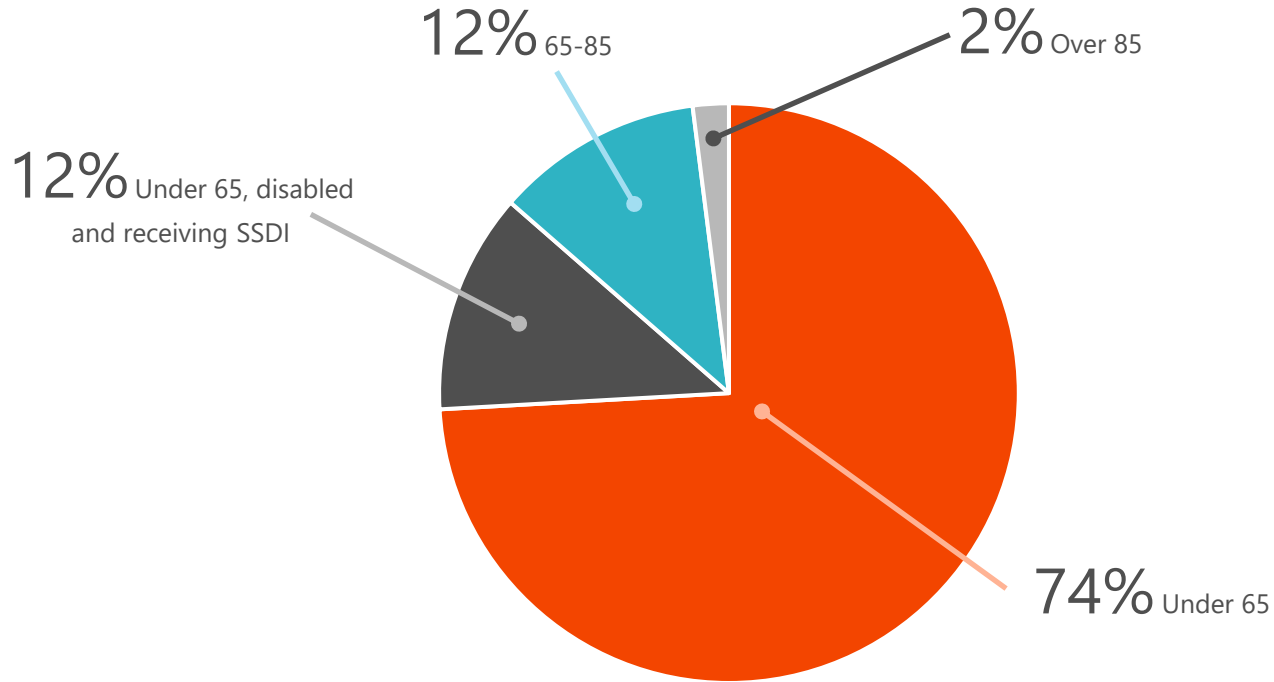
MEDICAID DECISION RESPONSIBILITY

Q: Aside from yourself, for whom do you make Medicaid-related decisions?



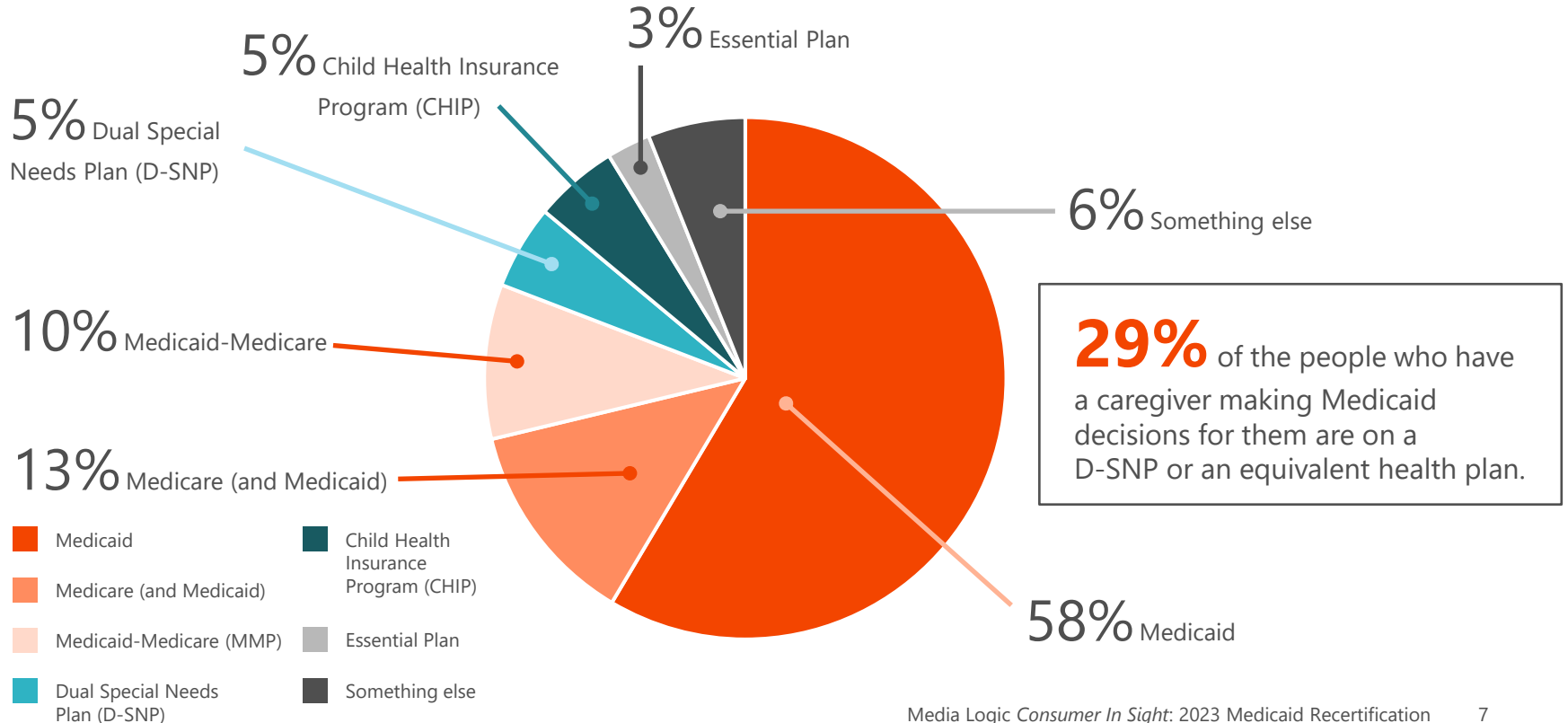
MEDICAID DECISION RESPONSIBILITY (CONT'D)

Q: Other than yourself, what is the age of the person(s) for whom you make Medicaid decisions?



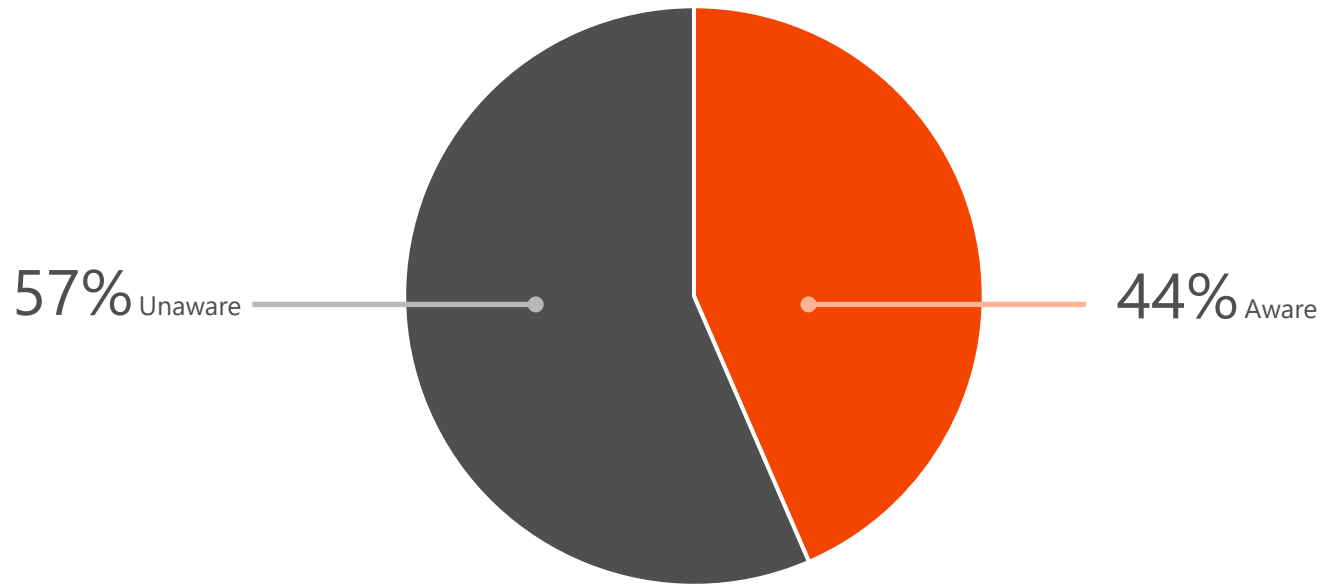
MEDICAID DECISION RESPONSIBILITY (CONT'D)

Q: What type of health care insurance does the person(s) for whom you make Medicaid-related decisions have?



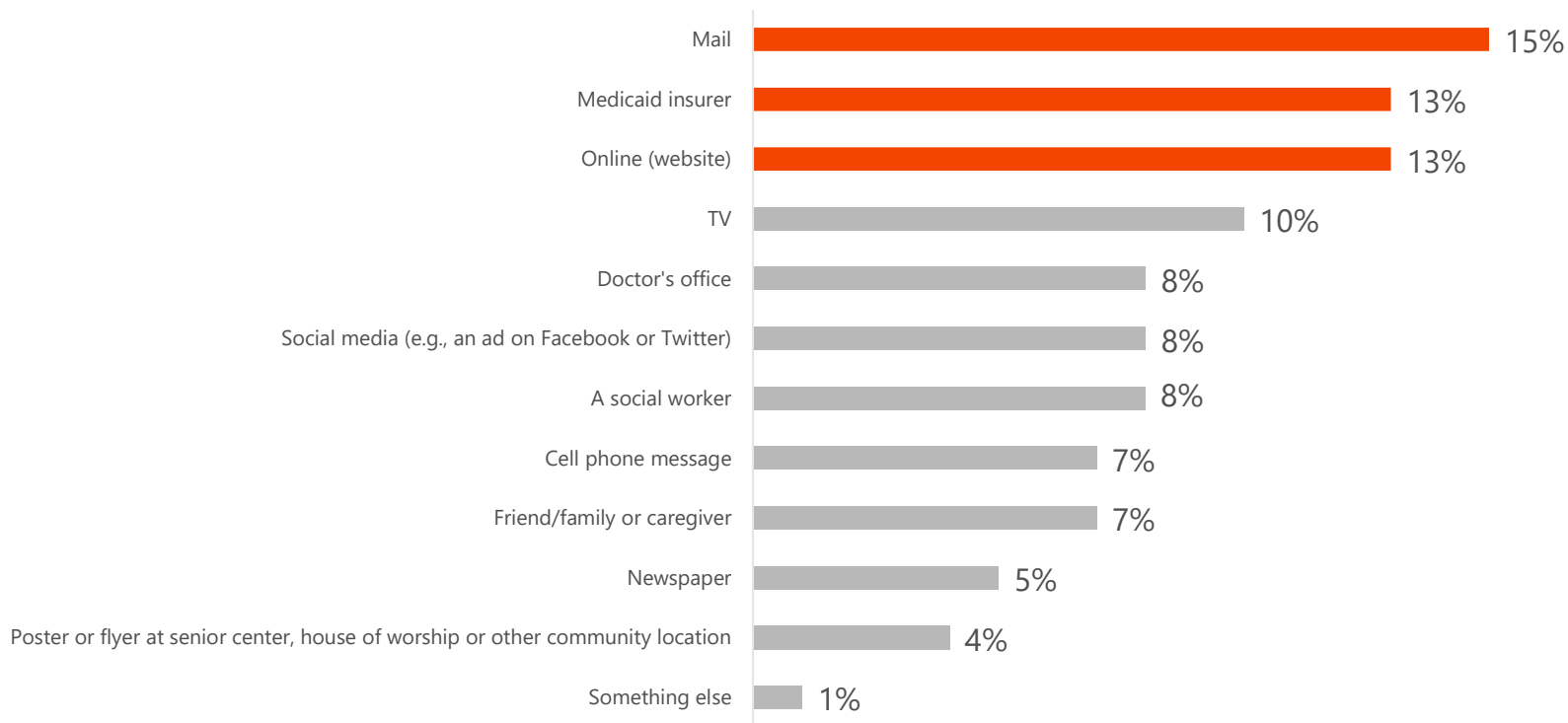
MEDICAID RENEWAL AWARENESS

Q: Prior to this survey, were you aware that since the public emergency for the Covid-19 pandemic has ended, states are requiring people enrolled in Medicaid and Medicaid-related programs to renew their coverage?



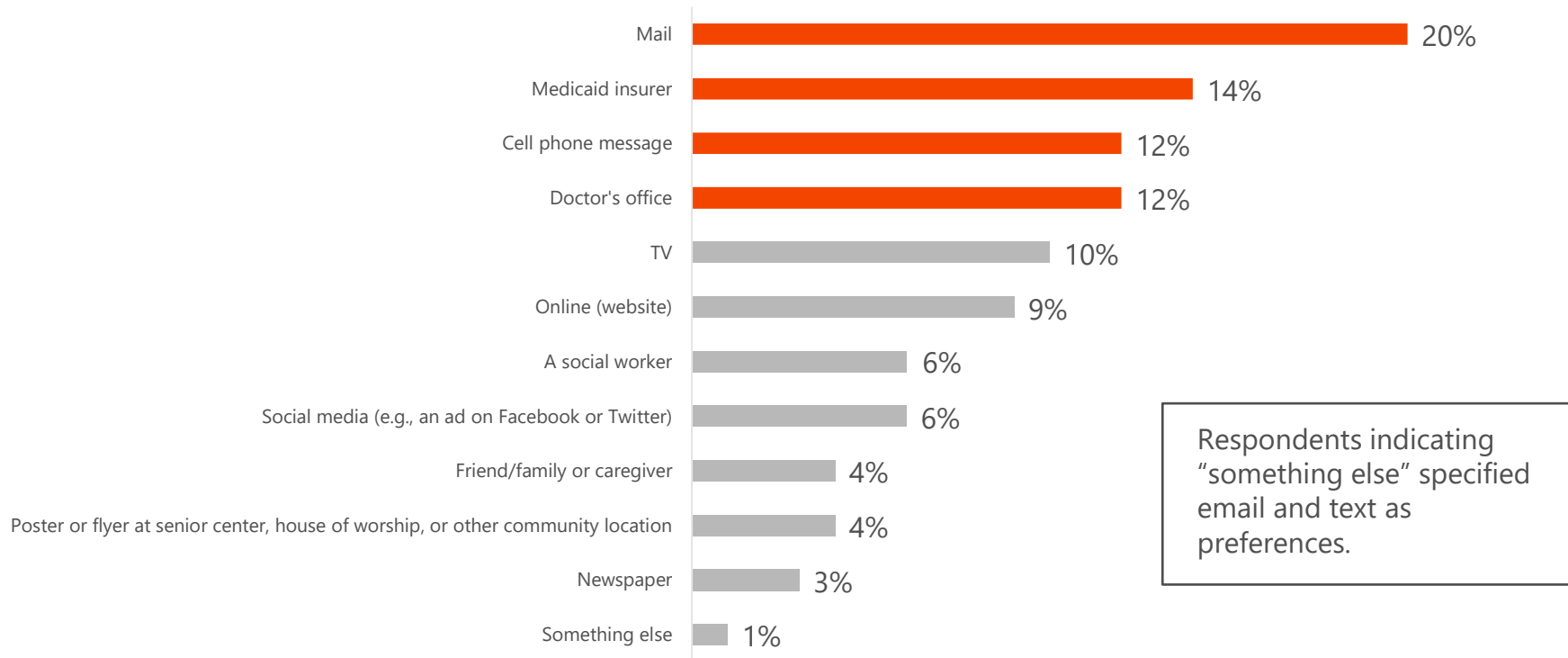
MEDICAID RENEWAL ANNOUNCEMENT RECALL

Q: Thinking back to how you learned about the need to renew Medicaid coverage, which of the following do you recall seeing or hearing about that from?



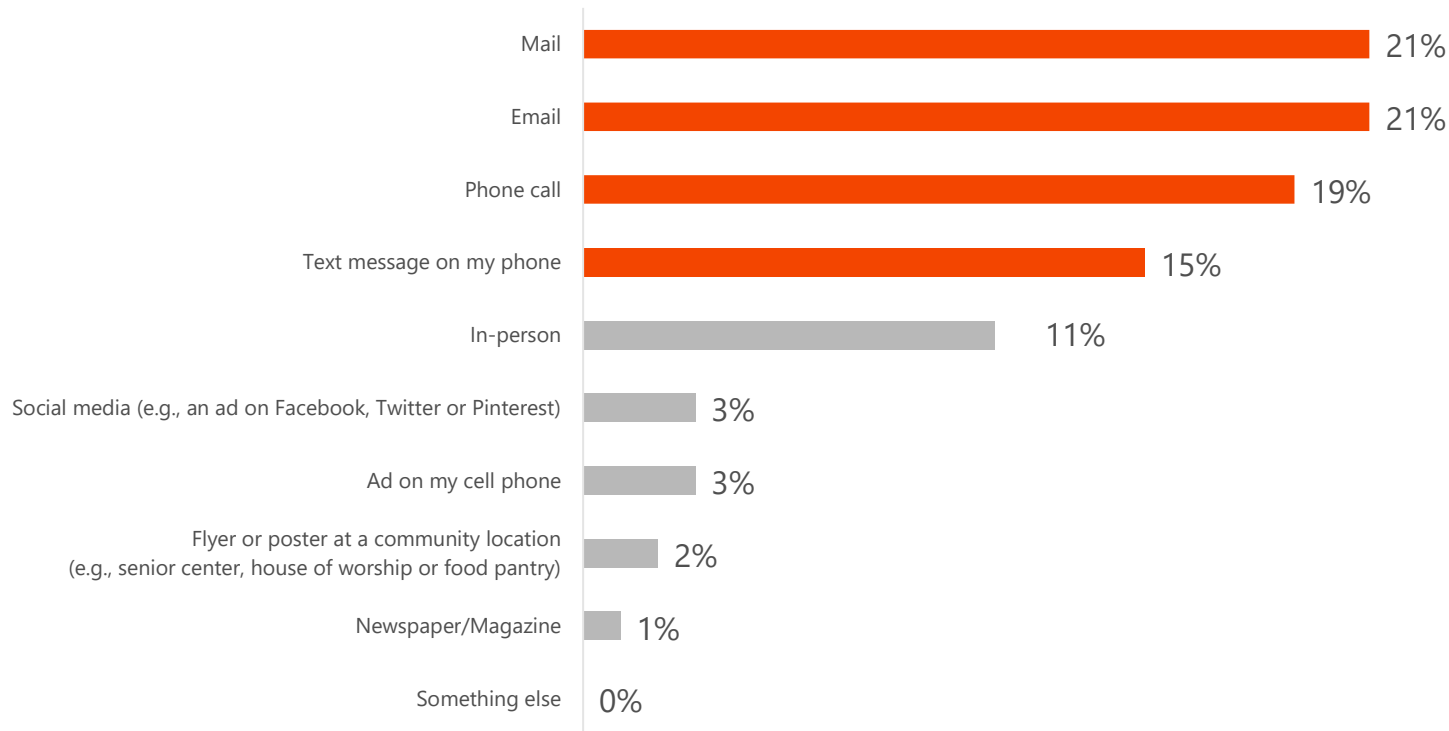
MEDICAID RENEWAL ANNOUNCEMENT PREFERENCE

Q: You were not previously aware of the need for Medicaid coverage renewal. [From the list provided] How do you think you should be notified about this news?



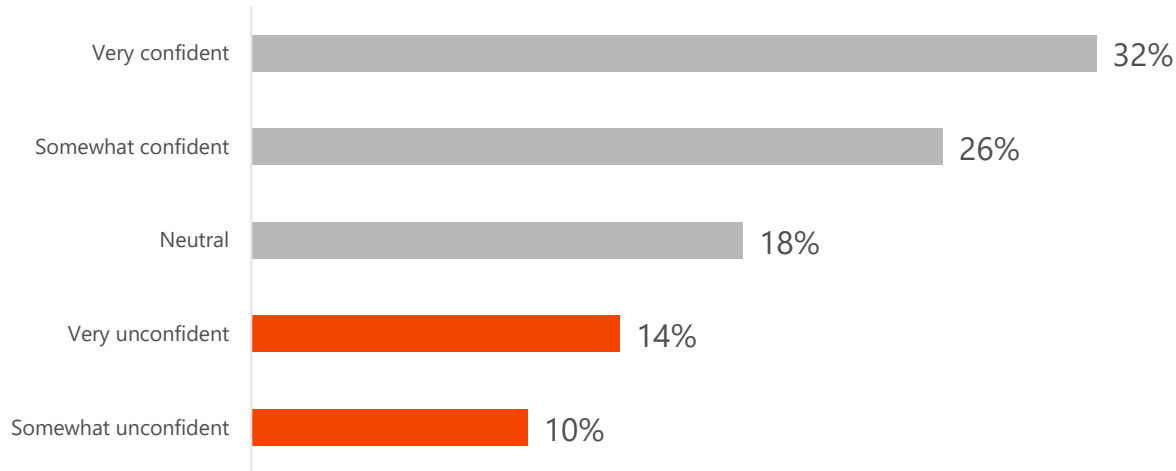
MEDICAID RENEWAL COMMUNICATIONS CHANNEL PREFERENCE

Q: And [considering communications channels only] what would be the best way to communicate with you about renewing your Medicaid coverage?



MEDICAID RENEWAL PROCESS - CONFIDENCE LEVEL

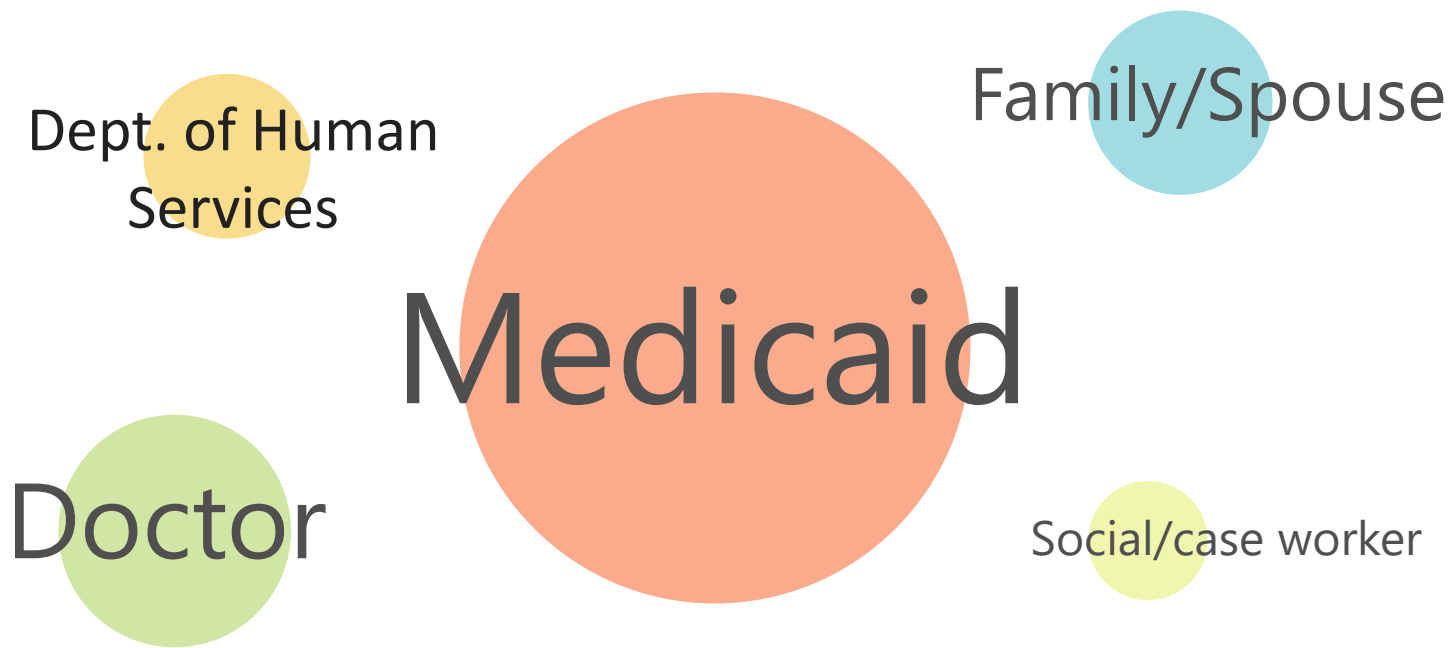
Q: How confident are you in your understanding of the process to renew Medicaid coverage?



24% of Medicaid recipients are somewhat or very unconfident and could use help or encouragement with their Medicaid renewal process.

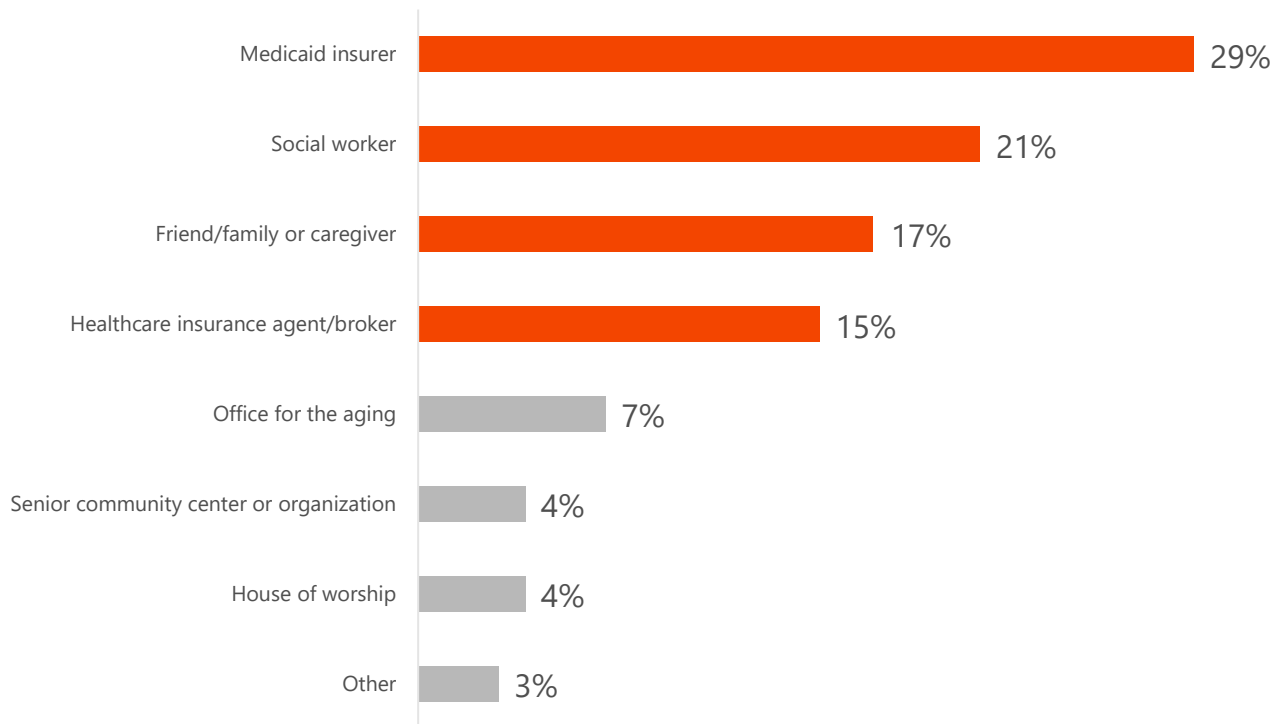
MEDICAID RENEWAL – HELP PREFERENCE

Q: If you needed assistance completing an application to renew Medicaid coverage, what person, professional or office would you think of first for help?



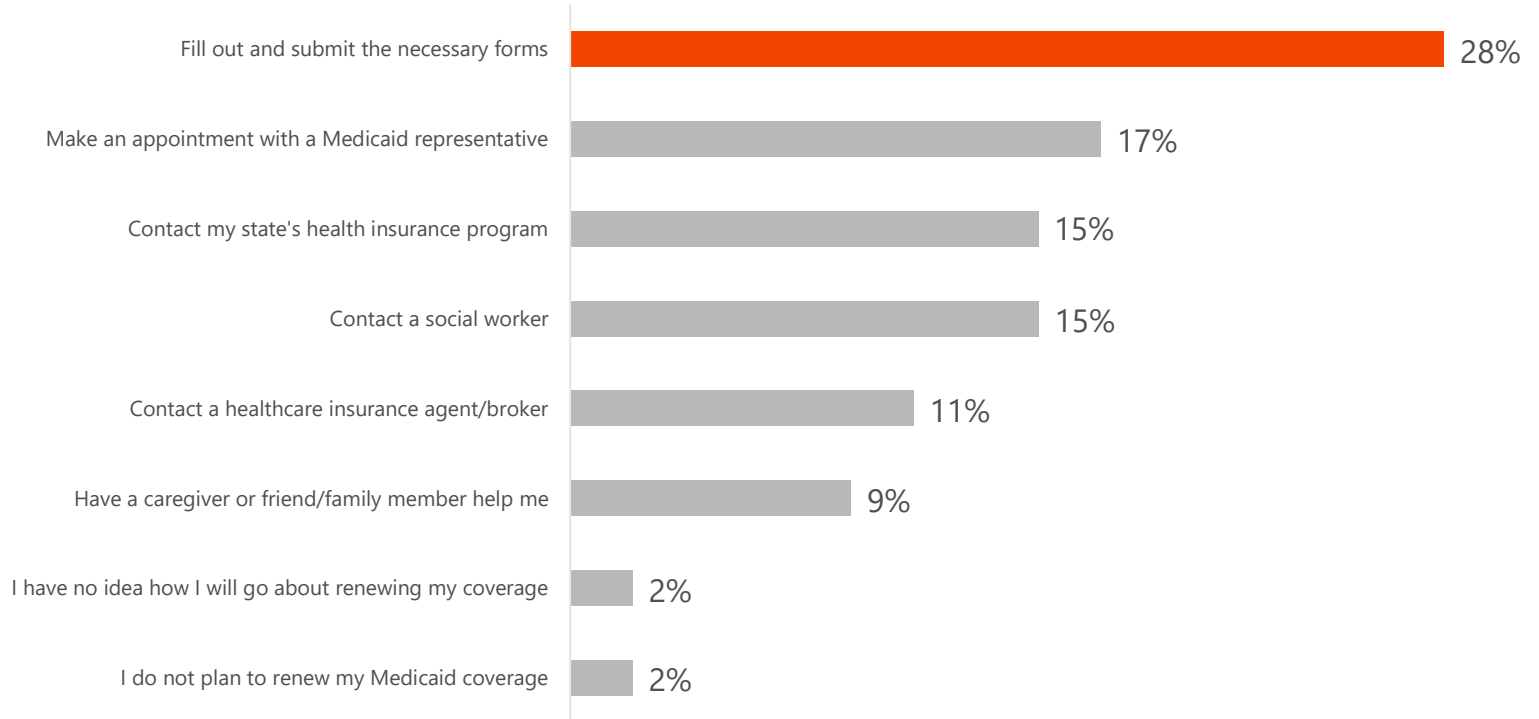
MEDICAID RENEWAL – HELP PREFERENCE

Q: [From the list] Where would you feel comfortable reaching out to for help with the Medicaid renewal process?



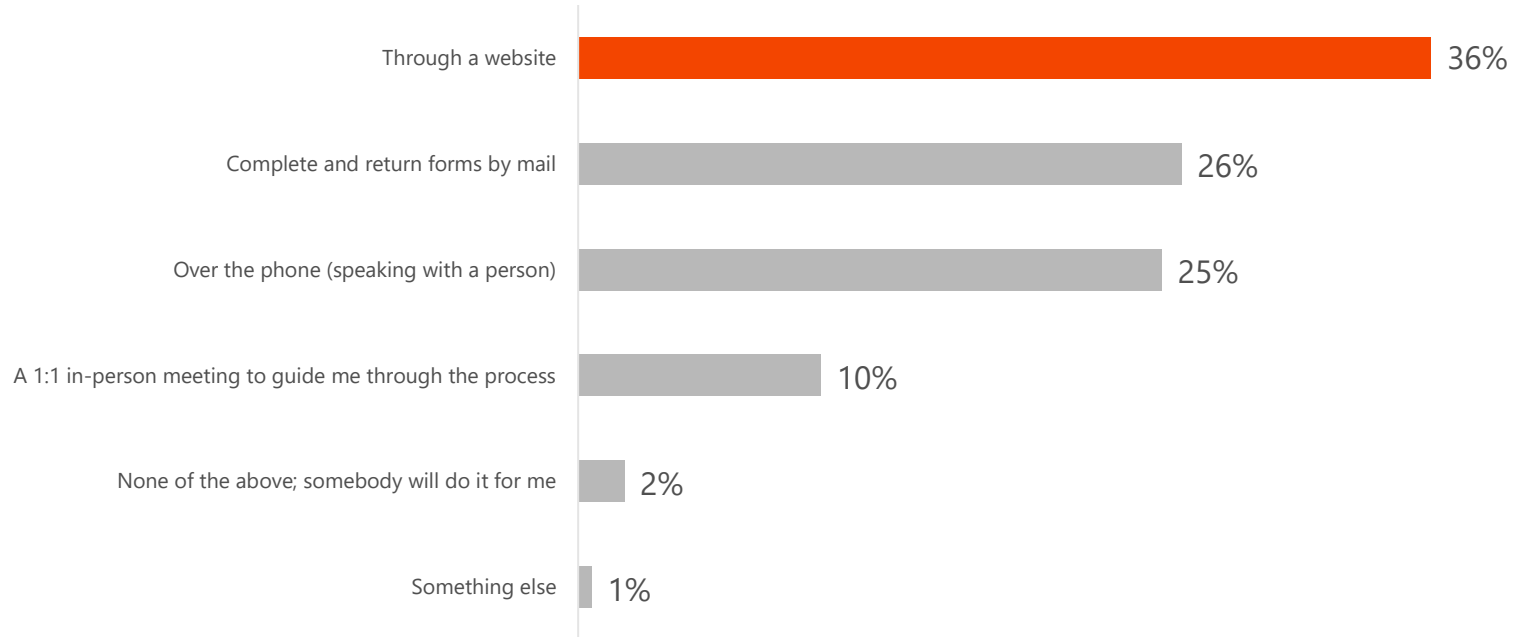
MEDICAID RENEWAL PROCESS PREFERENCE

Q: *[From the list] Which actions would you take to renew your coverage?*



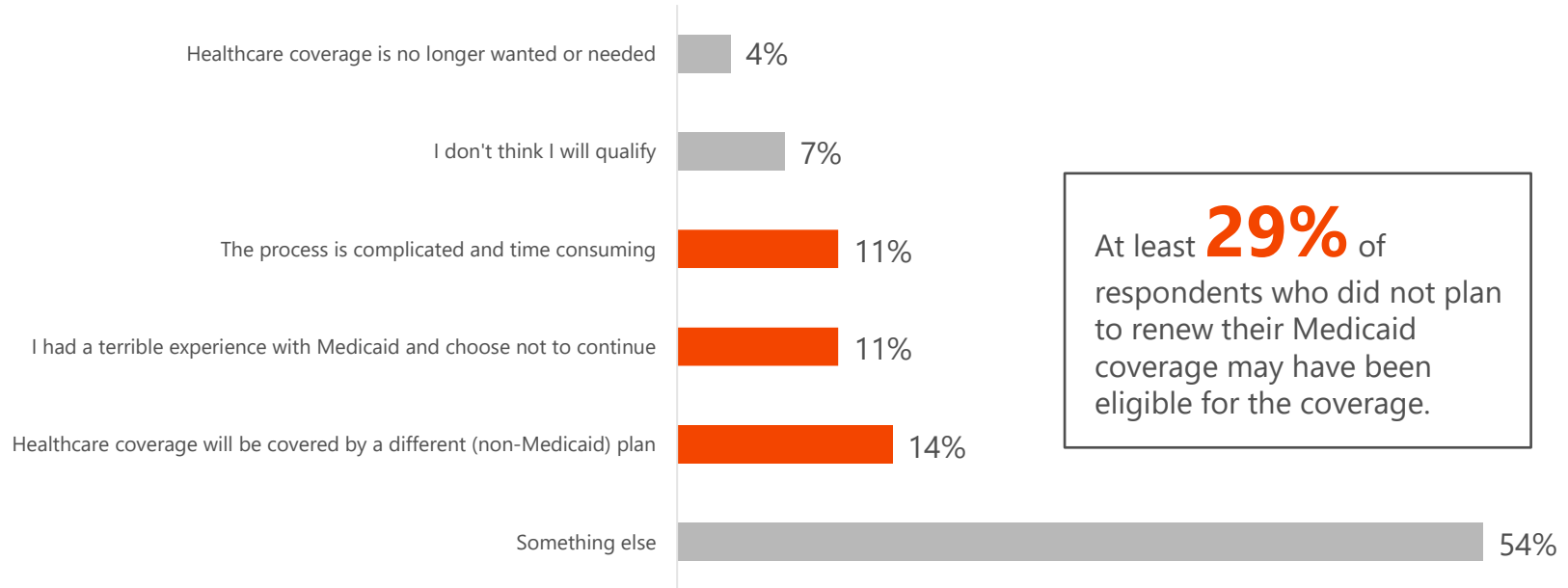
MEDICAID MEMBER RENEWAL PROCESS PREFERENCE

Q: *What would be your preferred method to renew your coverage?*



MEDICAID MEMBER NON-RENEWAL

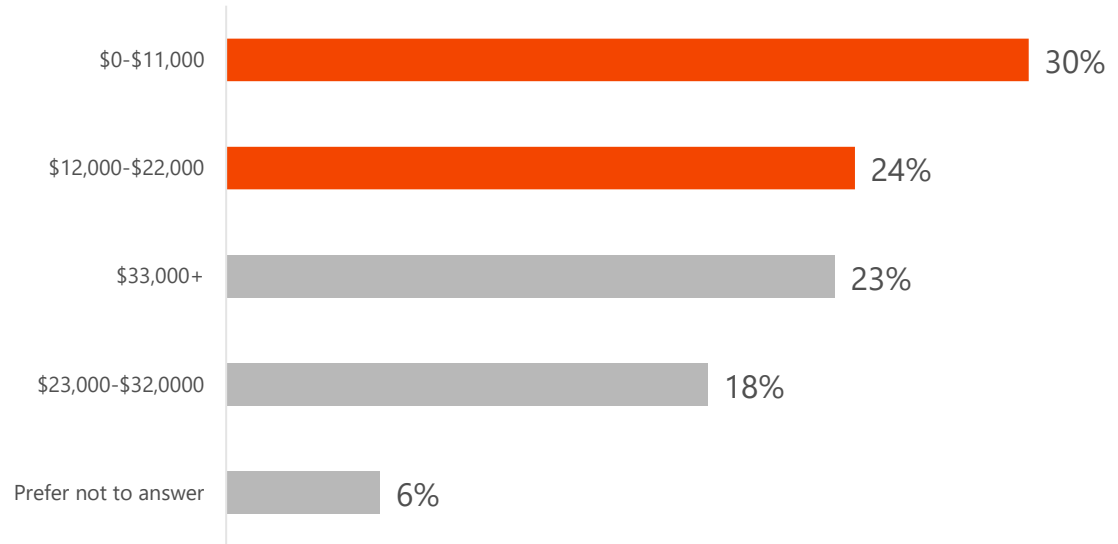
Q: Thinking of yourself, what are your reasons for not planning to renew Medicaid coverage or for doing something else?



MEDICAID MEMBER INCOME

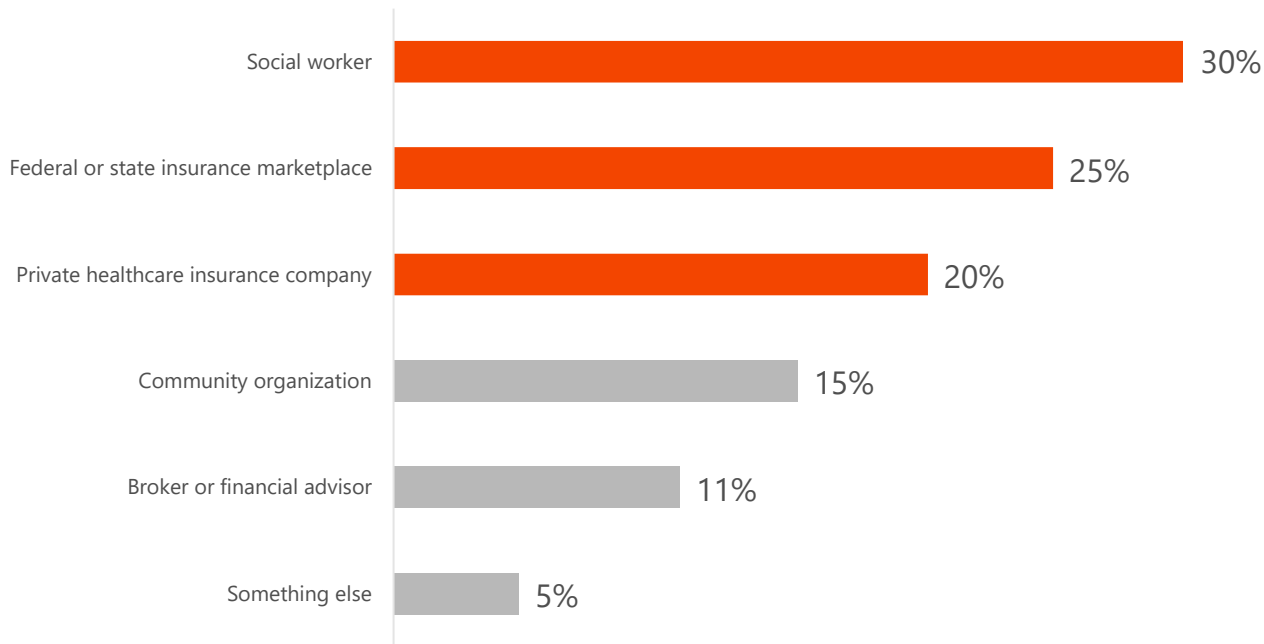
Q: What is your personal income level?

54% of respondents reported a personal income of \$22,000 or less.



MEDICAID INELIGIBILITY – FOLLOW-UP

Q: Suppose you found out that you are not eligible to renew your Medicaid coverage, where else would you look to get your health insurance needs covered?



Takeaways

- The respondents predominantly affected by redetermination of eligibility were people on Medicaid versus other Medicaid-associated plans. Next to Medicaid members, nearly one-third of respondents were people on D-SNP or an equivalent plan.
- Medicaid members often bear the burden of caregiving. Apart from themselves, many respondents also make Medicaid decisions for a child, a spouse or someone else, all of whom tend to be under 65 years old. This may add long-term stress and responsibility to their lives.
- At the time of the survey, more respondents were unaware than aware of states' reinstatement of the Medicaid renewal process following the end of the PHE. To increase awareness, Medicaid insurers should consider promoting the resumption of plan renewals through multiple and varied communications. Mail is considered to be the most effective channel for delivering this information. Email, calls and SMS messages (texts) are also relatively strong communication channels for announcements to the Medicaid audience.

Takeaways

- Respondents indicated all-around comfort using digital media for receiving, searching for and filing Medicaid renewal information.
- While 58% of respondents claimed to be somewhat or very comfortable with the Medicaid renewal process, over 40% would likely benefit from having assistance from a Medicaid office, a social worker or family member/caregiver. At least 29% claimed an issue that inhibited them from renewing their coverage and a personal touch may help to address these problems.

Methodology

In May 2023, Media Logic planned to meet its research objectives regarding Medicaid recertification through an online survey of an aggregated panel of adults 26-74 years old from across the U.S.

N=400
USA Recruitment
Age: 26-74

Gender Distribution:

Male/Female
distribution 50/50

Screening Requirements:

Medicaid member: 100%

Confidence level: 95%

Margin of error: 4.9



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