

## North Carolina Managed Care Enrollment Broker Services Update

*Maximus, the NC DHHS contracted enrollment broker for the 1115 Medicaid Waiver has provided i2i the following information about their operations, services and responsibilities in NC's Medicaid program.*

by Maritza L. Nowakowski

As North Carolina transitions to managed care, MAXIMUS (also known as the NC Enrollment Broker) will work closely with the Department of Health and Human Services (DHHS) to improve the health and well-being of North Carolinians through innovative, whole-person centered care that addresses both medical and non-medical drivers of health.

### NC Enrollment Broker Services

The NC Enrollment Broker provides conflict-free, culturally competent choice counseling services to nearly 70 percent of states with Medicaid managed care programs. It has no affiliations with any health plans or providers allowing for the delivery of unbiased choice counseling to beneficiaries.

The NC Enrollment Broker is committed to ensuring enrollment integrity and efficiency to reduce resource burdens for its state partners. Moreover, its enrollment broker solution enables consumers in North Carolina to select their health plans using digital self-service tools, which in turn encourages personal responsibility. The NC Enrollment Broker supports the NC Medicaid Transformation project by:

- Providing a communication hub for beneficiaries, providers and plans
- Maintaining web and mobile enrollments, including Provider Directory
- Partnering with 100 NC County Department of Social Services (DSS) Offices

The first contact a consumer has with the state program is often through a contact center, making effective delivery of information and assistance to consumers critical. The NC Enrollment Broker takes measures to ensure their customer service representative are highly trained and empathetic to the consumers they serve with the goal of making every single interaction a positive one.

### Focus on Health Literacy

In general, 60 percent of people do not understand their benefits. The NC Enrollment Broker has taken steps to know and understand as much as it can about the populations it serves across North Carolina. Through its Center for Health Literacy, the NC Enrollment Broker ensures people fully understand and comprehend their benefits and options. The NC Enrollment Broker identifies the needs of consumers and determines through qualitative research, including in-depth interviews, focus groups and ethnography, how best to communicate with various populations across the state.

The NC Enrollment Broker delivers information through a variety of channels, customized for the end-users language, culture and behavioral expectations.

- It communicates with consumers the way they prefer – whether by web, phone, email, text, mobile app or in-person.
- It streamlines the decision-making and enrollment processes for beneficiaries, and proactively engages them at critical points to ensure they enroll and re-enroll as necessary.

### **Digital Solutions support changing consumer expectation**

By offering multichannel enrollment, the NC Enrollment Broker will simplify the application and enrollment process for consumers, while satisfying the state's program requirements

- The website provides educational materials, plan comparisons and plan selection, and are tightly integrated with enrollment systems.
- For mobile users, the responsive web design ensures an optimized user interface and experience regardless of the device used.
- High capacity and ultra-reliable telephony systems also support highly personalized assistance and individualized self-service.
- For those who need personal attention, we offer unbiased choice counseling by phone.

### **Outreach**

The NC Enrollment Broker has outreach experience and is able to reach people in rural areas and densely populated cities. Every effort is made to get people connected to the care they need. The Outreach team will provide group presentations and participate in health fairs where applicable. Managed care training is provided through the organization's partnerships with NC DSS and community organizations.

### **NC Medicaid Enrollment Broker: Key Dates**

- Soft Launch June 3, 2019
- Open Enrollment July 15, 2019
- Enrollment Broker Call Center
  - Located in Morrisville, NC
  - Hours of Operations: Monday to Saturday 7:00am to 5:00pm, extended hours during open enrollment Monday to Sunday 7:00am to 8:00pm

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