

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)
- Nancy Archibald (narchibald@chcs.org)

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> 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