

Health Payer Medicaid Engagement

Proactive support for
Medicaid Redetermination / Recertification



3 WEEK CONTRACT SIGNING TO LAUNCH
OF FIRST USE CASE



362K MEMBERS CONTACTED WITHIN
WEEKS OF FIRST LAUNCH



200% OF THEIR RESPONSE RATE GOAL
ACHIEVED - FAR EXCEEDING INITIAL GOALS!

Challenge

- A large California-based Medicaid plan's most urgent initial use case was to begin to support their member engagement for MediCal Redetermination.
- The first use case involved proactive outreach to their MediCal membership to secure permission to contact and verify contact data (such as details on members of a household as well as mailing addresses and cell numbers) that is now critical to support member redetermination education and process support / hand-holding.

Solution

- Automate interactions over text and Ushur's Invisible App.
- Began with English and Spanish language support and rapidly expanded (Ushur supports more than 60 languages)
- After initial results, rapidly expanding to a large number of additional use cases across their member, provider and pharmacy journeys (redetermination / retention, acquisition, quality / health and wellness and more.)