



## Use of the Communicator for Medicaid Recertification Reminders

### Background

This customer is an IPA with a network of 21 member organizations serving 27 counties across upstate NY. Its member organizations include 13 community health centers (FQHCs), 7 behavioral health organizations, and a rural health network. This IPA customer believes in the purpose shared across its member organizations: to serve their communities better by connecting community health centers, behavioral health organizations, and community-based organizations to develop innovative solutions to drive successful outcomes.

### Situation

Medicaid enrollment increased fourfold<sup>1</sup> at the start of the pandemic, primarily due to the continuous enrollment provision. Federal regulations that were suspended for the public health emergency during the pandemic were reinstated and New York State Medicaid recipients were required to recertify and reenroll in the program starting in July of 2023. Statewide communication campaigns were implemented to connect with Medicaid enrollees at risk of losing coverage since many individuals were unaware of this change in required recertification. Our customer needed a way to support communication to individuals with upcoming recertification deadlines to help ensure that eligible participants were aware of the need to enroll.

### Solution

Our customer leveraged Garage's Communicator Application - an all-in-one, HIPAA-compliant text messaging service that enables easy, secure, and fast SMS campaigns or one-on-one conversations with patients. This application gave them the ability to send text message campaigns to thousands of Medicaid patients, urging them to recertify and re-enroll and providing information on how to do so.

This Communicator campaign established three phone lines dedicated to the three customer-operated member organizations participating in this initiative. Communications are dispatched monthly, targeting patients whose Medicaid coverage is nearing expiration. The campaign emphasizes a clear call to action for patients, underscoring the criticality of maintaining uninterrupted coverage. The message includes a recertification website and phone number along with a reminder that their health center enroller is also available to help with the recertification process.

### Outcomes

The use of Garage's Communicator application provided a highly efficient additional layer of communication to the target population in a way that eliminated the administrative burden of



alternative 1:1 communication pathways such as individual phone calls or mailings. In the first 5 months of this ongoing campaign, our customer has outreached to over 7,000 individuals with a 19% subscription rate, resulting in over 1,300 people actively interacting with the recertification message.

*"Communicator leverages the most common method of communication-text messages-which allows FLIPA to efficiently reach large numbers of our patients. Centralizing this work within the Communicator application means that FLIPA is able to oversee this campaign, allowing our member organizations more time for patient care."*

-Chief Clinical Officer

Interested in learning how The Garage can empower your organization?  
Request more information [here](#).