



CABINET FOR HEALTH
AND FAMILY SERVICES

Key Findings – Medicaid Surveys and Data

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Kentucky PHE-related Renewals

Renewals resumed May 2023 for Medicaid members, who had not gone through a renewal since the PHE began.

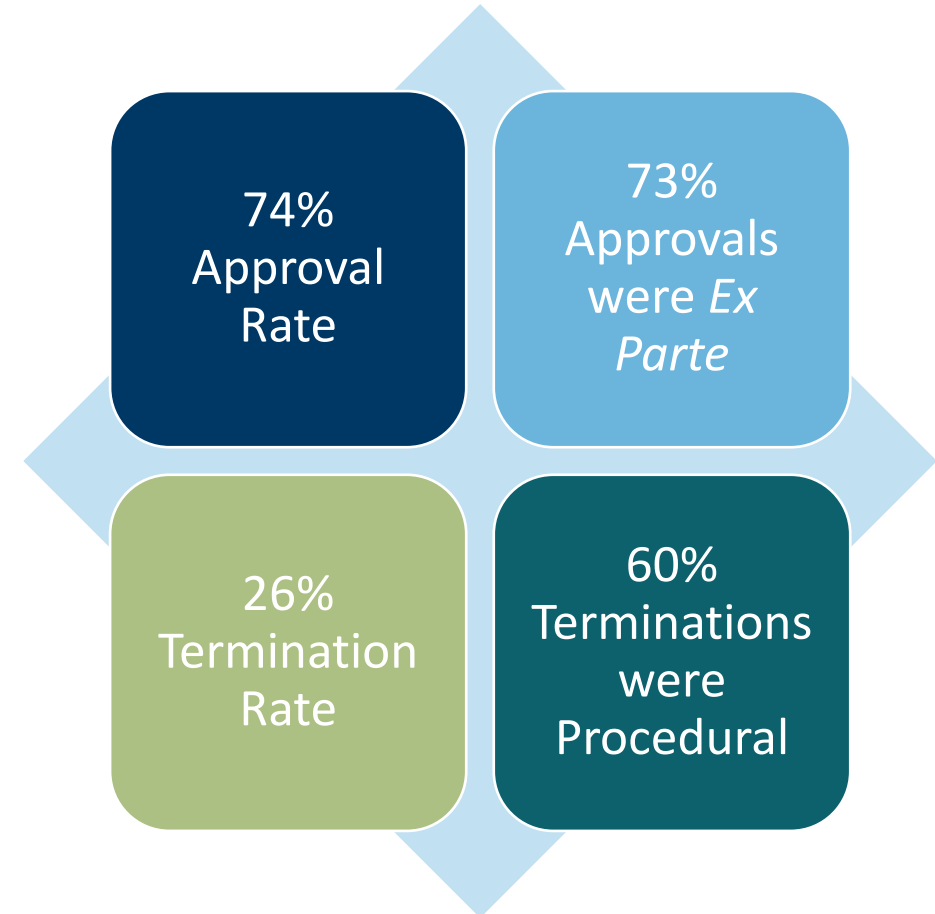
Outreach and communication efforts focused on ensuring members knew what to expect and how to respond.

Partners engaged across the entire Unwinding period to reinforce outreach and support for members.

Data tracked and monitored for reporting and refinement of approaches as needed.

Summary of KY Data – Key Metrics

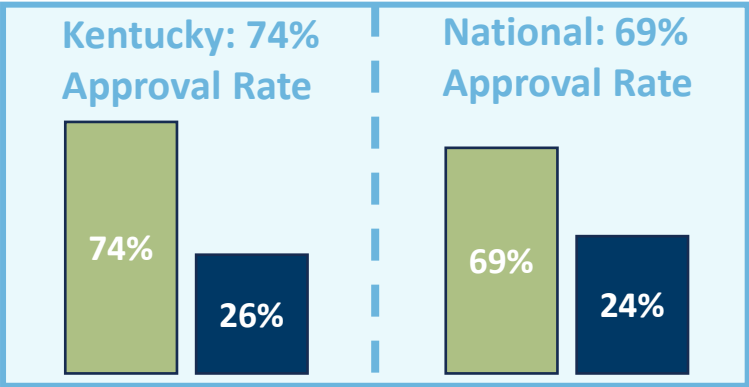
- Through September 13, 2024, Kentucky has monitored PHE-related Renewals and summarized key data metrics:
 - **74%** of renewals ended with approval and continued Medicaid coverage
 - Of those, **73%** were renewed *ex parte*
 - **26%** of renewals ended in termination of coverage
 - Of those...
 - **40%** were terminated due to determination of ineligibility
 - **60%** were due to lack of response to notices (procedural terminations)



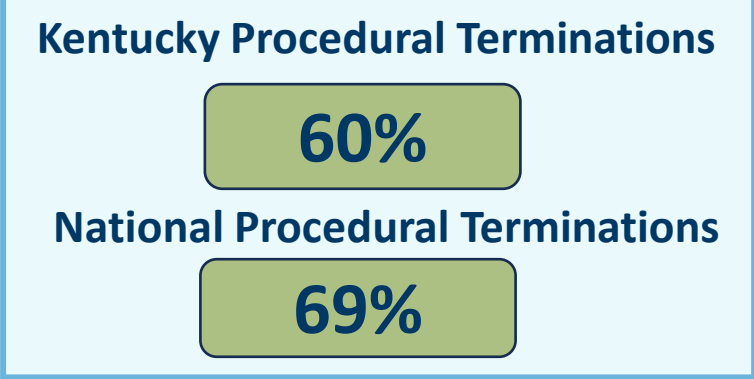
Kentucky Compared to National Averages

KFF's Medicaid Renewals Tracker shares updated state information and national averages. As of September 12, 2024, here is how Kentucky compared:

- ✓ Higher approval rate
- ✓ Higher *ex parte* approval rate
- ✓ Higher rate of terminations based on eligibility
- ✓ Lower procedural termination rate



Kentucky's 73% *Ex Parte* approval rate far higher than national average of 61%



Beyond the Numbers – Medicaid Surveys

What – Kentucky Medicaid conducted multiple surveys this summer:

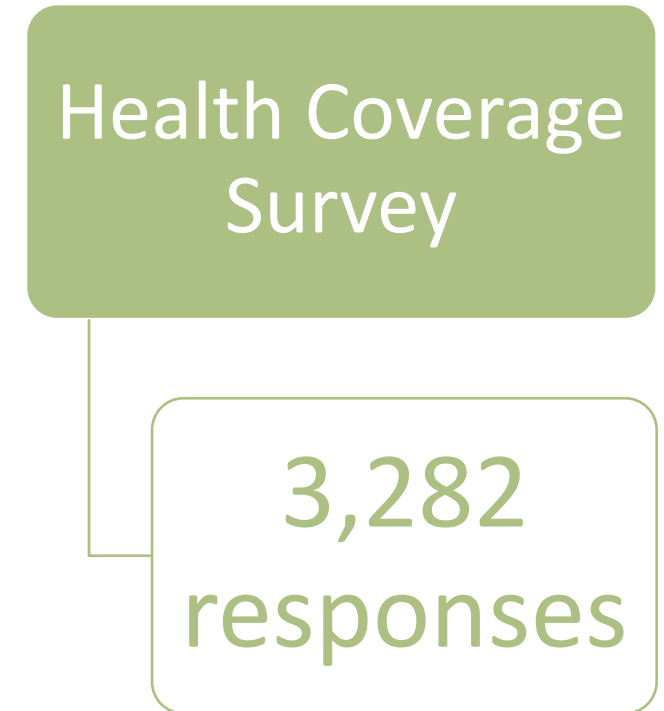
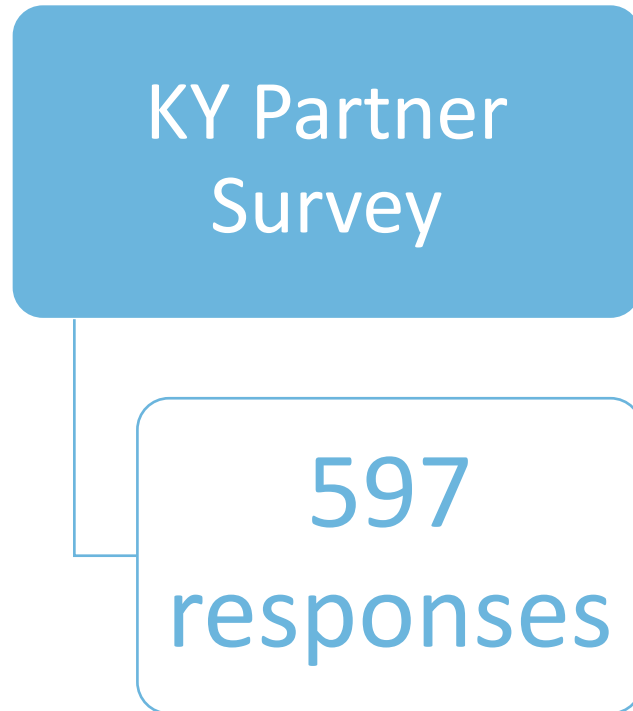
- Kentucky Medicaid Member Survey
- Kentucky Medicaid Partner Survey
- Kentucky Alternative Coverage Survey

Why – Aim was to gather feedback and information from multiple audiences on their experience through renewals and their health coverage.

How – Took multiple routes, depending on the survey, including:

- Emailing surveys to Kentucky Medicaid Members that renewed
- Emailing and promoting Medicaid partner survey through distribution lists
- Linking the Alternate Coverage survey through social and kynect webpage

Response Rates



Reviewing Findings and Data for Key Themes



Goal was to understand experiences to strategically identify where process could improve or communications efforts could focus.

Multiple data briefs summarized key takeaways that can inform:

- Understanding of most impactful outreach mode
- Value of resources and platforms used
- Experiences and challenges during renewals
- Means to resolve issues and receive help

Kentucky Medicaid Partner Survey – Key Findings

- Over half of respondents were **providers** (32%) and **caregivers** (20%), followed by **advocates** (14%)
- Positive awareness and value of the PHE website, **Monthly Unwinding Public Forums**, and unwinding **email communications** and **social media** updates
- Half (50%) of respondents **preferred email** communication for receiving information from Medicaid
- Results showed **Facebook** was the most followed social media platform, with a positive value score associated with it

Key Medicaid Partner Takeaways

- KY will take a further look at approaches for how to continue to build awareness
- KY will continue to promote social media to ensure the value of regular updates and information sharing has a greater impact on partners
- Email listservs seem to be strong and will continue to be leveraged, perhaps even to increase engagement across other areas
- Future communications and websites plans can lean on the success of the PHE website

Kentucky Member Survey – Key Findings

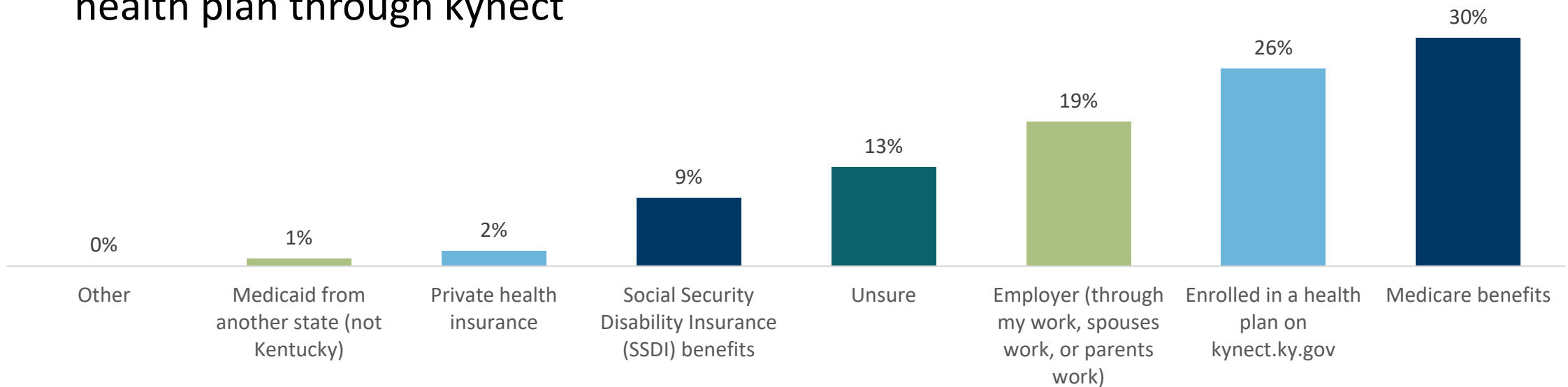
- Majority reported having **some combination of Medicaid and Medicare benefits** (71%)
- 79% of respondents rated their experience with Medicaid favorably
- Reported that communication was most often received through **written letter** from Medicaid
- Results showed **Facebook** was the most followed social media platform and many accessed information and news through the **Medicaid website**
- Majority (78%) of respondents indicated they **had taken action to renew Medicaid**, with the most common approach being **updating information in kynect** or **returning an RFI or renewal packet**
- Many respondents (39%) reported they were **able to use kynect with ease and as needed**
- More than a third (38%) of respondents reported having **reached out to DMS, DCBS or kynect with a question, complaint, or problem** – of those, 35% noted the **issue was resolved that same day** and 19% indicated it **took less than a week to resolve**

Key Member Survey Takeaways

- A majority of respondents had insurance. Among the 10% who did not, 62% of them had attempted Medicaid renewal, but experienced a barrier.
- State communications (letter, email, phone call, text) were most effective.
- Respondents had an overall positive view of Medicaid.
- Most issues were resolved by DMS same day or within 7 days, but 21% reported their issue unresolved.

Health Coverage Survey – Key Findings

- Majority of respondents (76%) reported that they or a member of their household **lost coverage in the last year**
- A large portion of those individuals (56%) **reported being currently uninsured**
- Respondents who reported having coverage indicated their type of insurance they held, with most either now receiving Medicare benefits or enrolled in a health plan through kynect



Key Coverage Survey Takeaways

- Need to continue outreach to members who are uninsured
- Take further efforts to understand employer coverage across the state, as able
- Continue efforts to ensure members determined ineligible for Medicaid are connected to plans on KHBE and understand opportunities for APTC



Questions