

Description

During the pandemic, enrollment increased by over 30% in Arizona, presenting critical challenges to ensure continuity in services. Our comprehensive solution introduced proactive communication to Medicaid members, improved public outreach initiatives, decreased agency workloads and improved Arizonan outcomes; all while maintaining federal compliance.

Demonstrate how you led a continuous co-innovation journey using technology and human ingenuity to solve business problems for your client. Highlight how you leveraged latest technologies like Gen AI to accelerate 360° value for your client.

Our client AHCCCS, the Medicaid agency in Arizona, came to us with the challenge of navigating the Public Health Emergency (PHE) Unwind while meeting new federal mandates and increasing member engagement. This challenge came at a time when workloads were already increasing, and call center wait times were growing. We reviewed the agency challenges, and presented back a bundle of innovative solutions, strategically combined to deliver the best outcomes for Arizona. This solution includes: 1. Standing up a Surge Call Center to handle Medicaid renewal related questions and divert these calls from an already overtaxed HHS call center. 2. Robotic Process Automation to process address changes received through a Virtual Agent - saving both the member and the agency staff processing time. 3. QR codes for returned mail to automatically trigger an Address Change BOT notification and resend the renewal packet to the new address - without worker intervention. 4. Virtual Agent trained to respond to member inquiries, including live chat escalation to our Surge Call Center agents. 5. AHCCCS Connect - a multi-modality (text, email, voice) Proactive Communications solution to engage members at more than 10 critical steps in their renewal journey. Our call center journey involved flexibility in the scope of activities our agents could perform (including taking calls, responding to chats, outbound calls, responding to emails) and our training plan continued to evolve over time. In order to provide efficiencies and allow our agents to maximize contributions, we used GenAI to automate call summarization, which increased quality, productivity and agent satisfaction. We are continuing our co-innovation journey with AHCCCS to expand these technologies to reach a new population of Medicaid Providers and replicate the outcomes of improved communication and engagement, education, use of GenAI to enhance our chatbot capabilities & knowledge corpus, and reduced workload for the agency.

Is this innovation scalable?

Absolutely. 1. National scalable offering - The combination of technologies we brought together to address the challenges of the PHE Unwind was the starting point for the Public Services Industry Stage 0 deck used to share this solution across the US to all states where we were currently doing business, or wanted to do business. This solution became the benchmark for how we approached the challenges of the PHE Unwind across the US. 2. Collaboratively sharing our story - We co-presented this solution with our client at MESC (national industry conference), and our own Multi-State Forum attended by 14 states and over 20 agencies. The Arizona client attended project Steering Committee meetings for 2 other Integrated Eligibility clients to provide a deeper dive into the combination of technologies used to address the common challenges of the PHE Unwind. From coast to coast this solution was leading the way for other Accenture delivery teams to encourage open dialogue on how we could better serve the national population of Medicaid recipients in this time of great change. Our project wrap-up video has been shared on social media, across agencies in Arizona, as well as in multiple internal Accenture leadership venues to help share our solution and encourage other states to pursue similar success with their clients. 3. Scaling for the State of Arizona - The AHCCCS leadership team has shared the video with the Governor's office to spread the word of our innovations and encourage other agencies (e.g. corrections, education, secretaries' office) to embrace similar technologies. We are also scaling this solution to grow within the state of Arizona to expand our use cases to include not only Medicaid members, but now also the Medicaid Provider community. Discussions are ongoing, even outside of the HHS industry, to expand the impact of implementing these technologies around proactive communication to improve engagement and simplify interacting with Arizona agencies.

360° Value Meter Dimensions

Custom, Experience, Financial, Inclusion & Diversity, Sustainability

360° Value Meter Impact

Experience: Customers were able to get personalized updates via text, email and phone calls, update their address via a virtual agent, and live chat with our agents as they navigated the Medicaid renewal process, this helped avoid dangerous lapses in coverage for vulnerable Arizona families. In combination with implementing an interface with the National Change of Address (NCOA), we were able to reduce returned mail by over 50%, drastically reducing the workload of agency staff and ensuring Arizonans receive critical updates regarding their Medicaid benefits. Financial: By reducing returned mail by over 50%, we reduced the paper waste of reprinting large Medicaid renewal packets and mailing fees for AHCCCS - saving those funds to be applied to better outcomes for Arizonans. Providing clear and more frequent communication reduced the costly process of re-enrollment when members have an unintentional lapse in coverage, typically caused by unclear communication from the agency. Reducing this process decreases workloads, diverts call center calls, and avoids duplicate mailings. Inclusion & Diversity: We knew that tribal communities comprise a large portion of Arizona Medicaid recipients. We had a strategic approach to including and engaging with these individuals as we created our social outreach campaign and utilized platforms such as Google, Facebook, Instagram and more, making sure our messaging and outreach mechanisms were inclusive of the various demographics within Arizona's diverse population. Sustainability: Encouraging members to update their address, and interfacing with the NCOA, reduced waste in sending large renewal packets to the wrong address. Custom: We gave our client the opportunity to gain statewide recognition for their prioritization of the customer experience. The video we created to highlight our holistic PHE Unwind success was deemed "phenomenal" by the Agency Director and was used to submit the agency for an award with the Governor's office.