NEW YORK STATE | Department of Health

Continuing Medicaid Eligibility Modernization

PROJECT UPDATE

Sara Oberst, Deputy Director, Division of Eligibility and Marketplace Integration

Jace Perkins, Eligibility Program Manager

JANUARY 30, 2025

WELCOME & INTRODUCTIONS

The Continuing Medicaid Modernization Update session provides an opportunity to learn more about the project's timeline, key milestones, and benefits.

Agenda

01 Overview of the Continuing Medicaid Eligibility Modernization Project

02 MECM Project Updates

03 MECM System Demo

04 MECM Project Lookahead

05 NYSOH Updates

05 Q&A

PROJECT OVERVIEW

PROJECT OVERVIEW

The Continuing Medicaid Eligibility Modernization will further enhance the way New Yorkers access health care.

DOH

MISSION

DOH protects, improves, and promotes the health, productivity, and wellbeing of all New Yorkers.

DOH prioritizes health equity for New Yorkers, working to equalize health conditions for those who have experienced injustices or disadvantages.

VISION

New Yorkers will be the healthiest people in the world - living in communities that promote health, protected from health threats, and having access to quality, evidence-based, cost-effective health services.

VALUES

Dedication to the Public Good, Innovation, Excellence, Integrity, Teamwork, Efficiency.

CONTINUING MEDICAID ELIGIBILITY MODERNIZATION

Provide personalized, compassionate support when helping members understand, receive, pay for, and make critical decisions around health care services.

NON-MAGI POPULATION MIGRATION

An iterative migration of the non-MAGI Medicaid population that is not supported by NY State of Health.
The non-MAGI population will be migrated to a new modern cloud-based system called MECM.

APPEALS

The creation of a singular, centralized eligibility hearings and appeals system.

NEW YORK STATE | Department of Health

GUIDING PRINCIPLES

To help steer the modernization, DOH leaders defined a set of guiding principles in April 2023. These principles will play a critical role in driving the activities and goals at every stage of development.

PRIMARY OBJECTIVE
CONSUMER-CENTRICITY

Provide personalized, compassionate support when helping members understand, receive, pay for, and make critical decisions around health care services.

| SIMPLIFY PROCESSES | PROVIDE CONSISTENT CONSUMER EXPERIENCES | COMMUNICATE TRANSPARENTLY | CREATE A SINGLE SOURCE OF TRUTH | BUILD FOR LONGEVITY |

NEW YORK STATE | Department of Health

MECM PROJECT UPDATES

APPEALS SOLUTION

The Appeals Solution will be used to facilitate the end-to-end NY State of Health eligibility appeals process. The Appeals Solution will be used to facilitate the process of evaluating and responding to appeal requests that are received through the MECM and NY State of Health systems.

Enable the calendaring of hearings, prefilling decision notices to the extent possible, and the tracking of timeliness

Generate both ad hoc and canned reports for tracking and auditing purposes

Facilitate workflow routing and workload management to reduce the need for manual tracking of appeals

Support the tracking and management of both NY State of Health and MECM appeals

Key Features

Utilize a singular, common system for tracking and managing appeals from receipt through adjudication
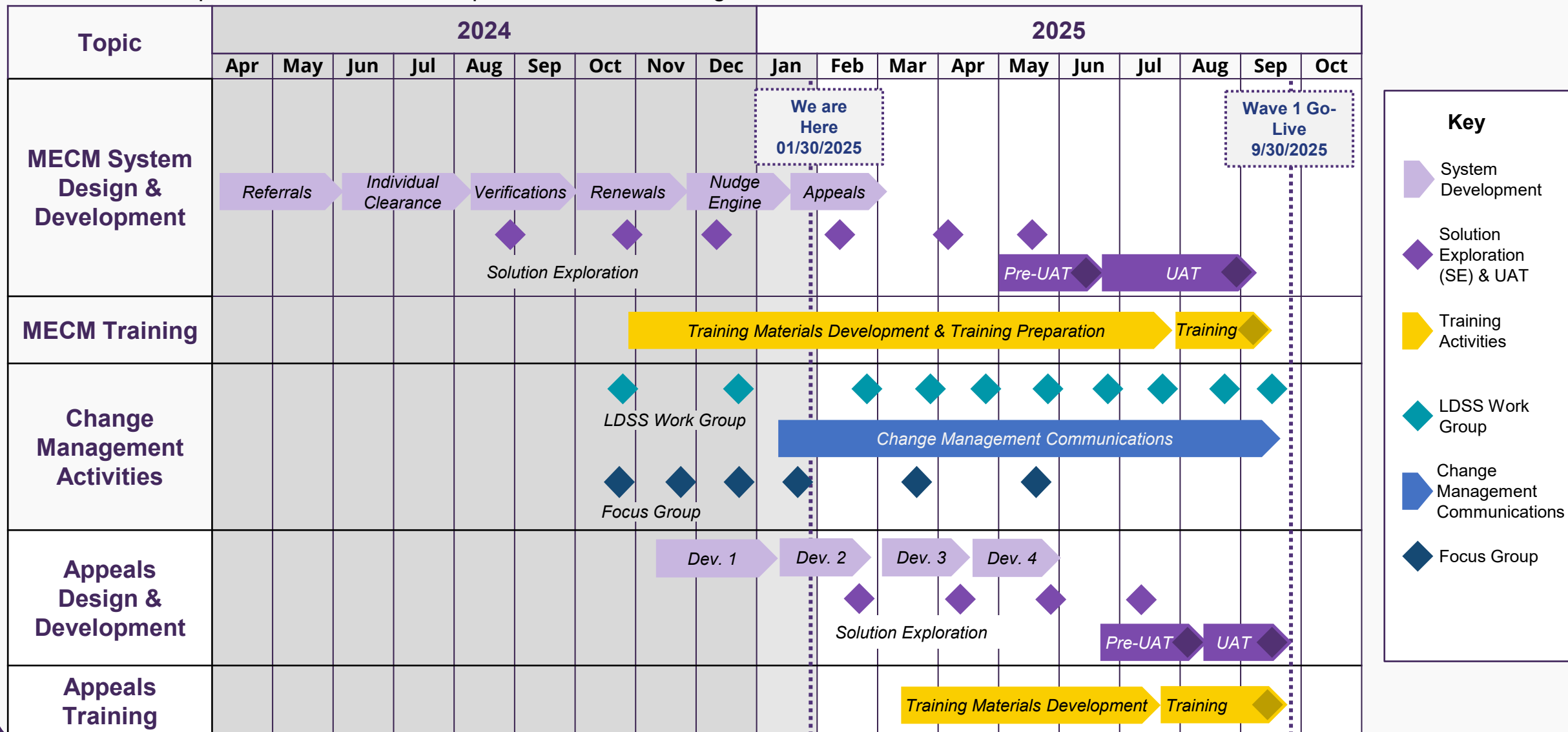
Utilize Salesforce platform for system configuration and customization to meet system requirements
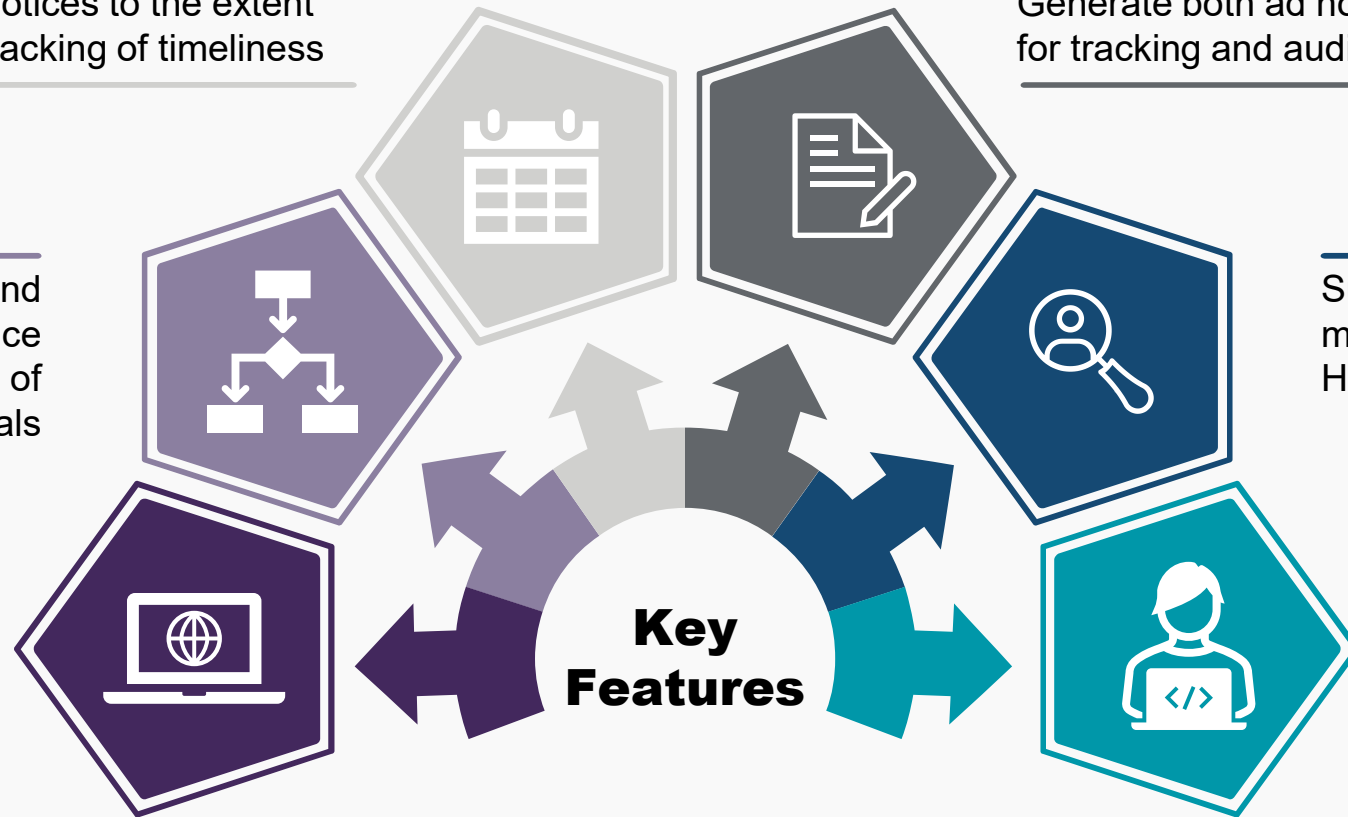
MECM WAVE 1 TIMELINE

The table below presents an overview of updates to MECM throughout 2024 and 2025.

READINESS ACTIVITIES: OCTOBER 2024 - NOW

LDSS Work Group
October 2024 – September 2025

Work Group Overview

- The LDSS Work Group comprises of individuals selected from across the 58 LDSS District Offices who are engaged to help facilitate change in preparation for MECM Wave 1

Work Group Goals

- Facilitate communication and engagement across the Districts to help achieve a cohesive rollout of MECM
- Help align the goals of the MECM rollout with specific population needs and experiences with case processing

- The LDSS Work Group comprises of individuals selected from across the 58 LDSS District Offices who are engaged to help facilitate change in preparation for MECM Wave 1
- Over the last two LDSS Work Groups the following content has been discussed

MECM Overview

Modernization Goals

Communication Overview

Balancing Personal Touch

MECM Member Portal Demo

NEW YORK STATE | Department of Health

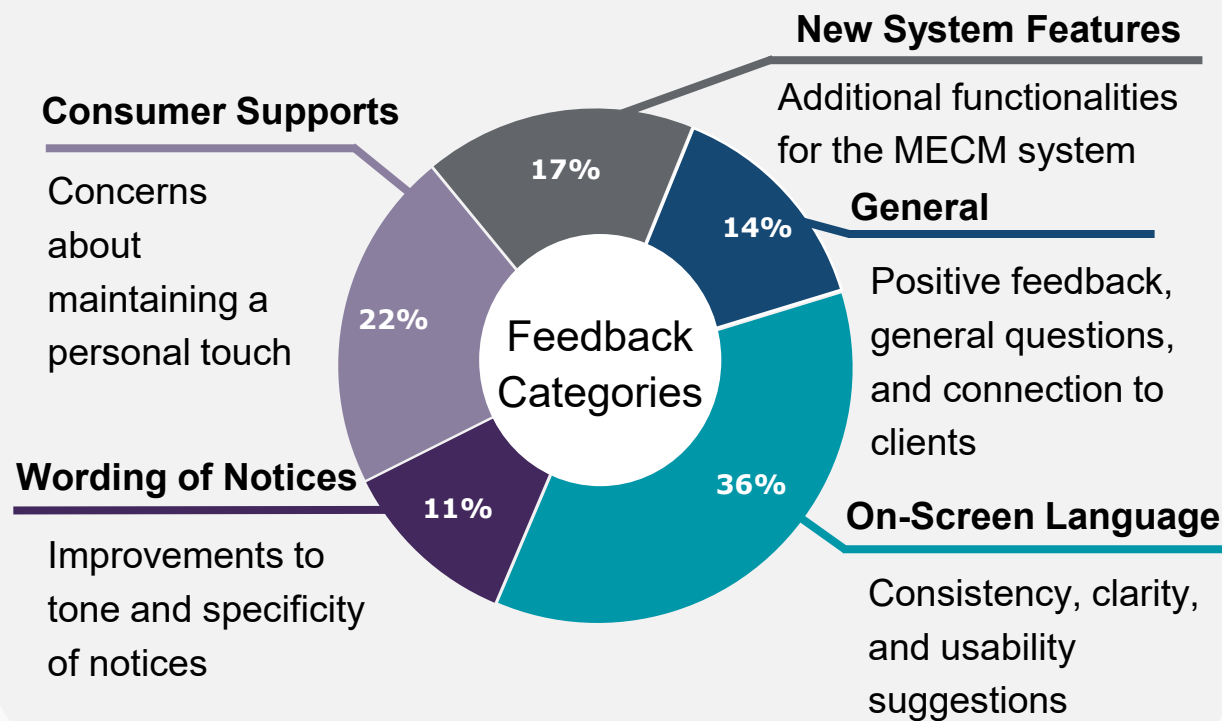## Focus Groups
October 2024 – May 2025

Focus Group Overview

- Focus Groups provide an opportunity to hear directly from the non-MAGI population, assistors, and advocates about MECM and support needs
- Completed eight Focus Groups and seven virtual interviews between October and January

Focus Group Goals

- Facilitate communication and engagement across the Districts to help achieve a cohesive rollout of MECM
- Help align the goals of the MECM rollout with specific population needs and experiences with case processing

- Focus Groups consisted of over 51 participants representing Members and Assistors in Albany and NYC
- Feedback from the Focus Groups was broken down into the five categories shown below

Feedback Categories

New System Features — 14%
Additional functionalities for the MECM system

General — 36%
Positive feedback, general questions, and connection to clients

On-Screen Language
Consistency, clarity, and usability suggestions

Wording of Notices — 11%
Improvements to tone and specificity of notices

Consumer Supports — 22%
Concerns about maintaining a personal touch

17%

COMMUNICATION CHANNELS - LDSS

Communication channels are the methods or pathways through which information is shared. Channels include verbal, written, visual, or digital formats and the best channel depends on the message. Communications began in January 2025 and will continue until Go-Live.

Push Communications
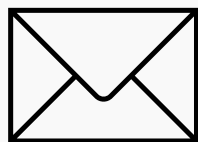
"Dear Commissioner" Letters

Medicaid Update Newsletter

MRT Listserv System

Engagement
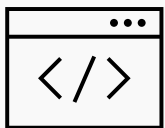
NYPWA Conference

M-TAG Meetings

LDSS Work Group Sessions

Internet/Self-Service

NY State of Health Website

NYSDOH Website
- DOH Landing Page
- FAQ's

NEW YORK STATE | Department of Health

MECM SYSTEM DEMO

System Showcase

Introduction to MECM Member Portal

During today's session, a quick demonstration will be provided of the new MECM Member Portal functionalities for Members.

Video Highlights:

- How Members **start an application** on a webpage that is built under the NYSOH brand umbrella

- How Members will input **Account Holder**, **Address**, and **Household Member** information

- Summary of a member's **Earned** and **Unearned Income** screens

- Summary of how a member enters **Resources**

- Key website features including **Help Text, Progress Bar,** and **Mandatory fields**

NEW YORK STATE | Department of Health
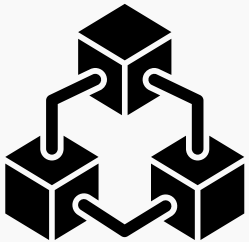
PROJECT LOOKAHEAD

NEW YORK STATE | Department of Health

SYSTEM LOOKAHEAD

Throughout the next six months, system development will continue to progress. Major development milestones are shown below.

Nudge Engine

The Member Portal Nudge Engine uses information from third-party data sources to prompt members into providing more accurate information, for example with respect to their income and resources. This ultimately results in less documentation required from members and reviewed by the workforce.

Centralized Screener

Before entering MECM, applicants can complete a screening tool that helps determine the appropriate system (NYSOH, WMS, or MECM) for the applicant in real time. The applicant will be directed to the correct system. The "No Wrong Door" approach to MECM will enable anyone filling out an application to receive timely, relevant assistance.

Translation

The MECM system will be available in Spanish. Additionally, the ChatBot feature will be used to translate questions on-the-fly into languages not otherwise available on Day 1 (not English or Spanish) to maximize the number of members able to use the system.
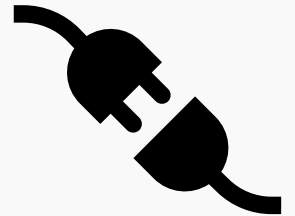
NEW YORK STATE | Department of Health

READINESS LOOKAHEAD

In the upcoming six months system readiness will continue, staff training will commence; Change Management activities will continue and expand in the next six months for both staff and members.

System

Staff

Members
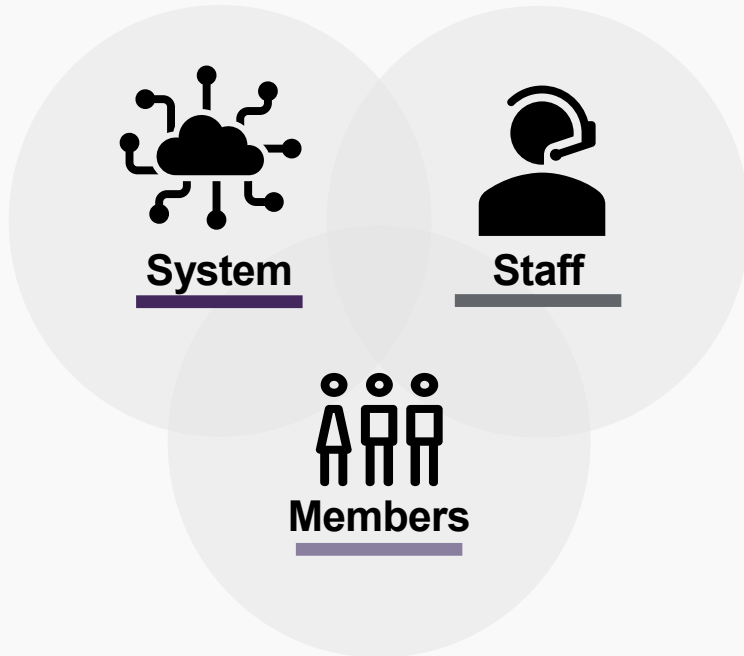
System

System readiness will be tracked through a robust System Readiness Checklist, which provides a list of activities/items that will assist with maintaining transparency and confirm that the system is ready to proceed.

Part of system readiness includes connecting the MECM system with 40+ interfaces to enable MECM to interact with other systems and entities.

Staff

The LDSS Work Group will meet **monthly** from February through August 2025. Future topics include MECM system demos, maintaining member trust, personalization in member interactions, and impact on existing workforce.

Training will occur beginning summer of 2025 and conclude through September.

MECM project updates will continue to be sent through various communication channels.

Members

At Go-Live members' and their information will be transferred to MECM from NY State of Health.

Communications will be distributed through existing channels to prepare members for the transition to MECM, such as:
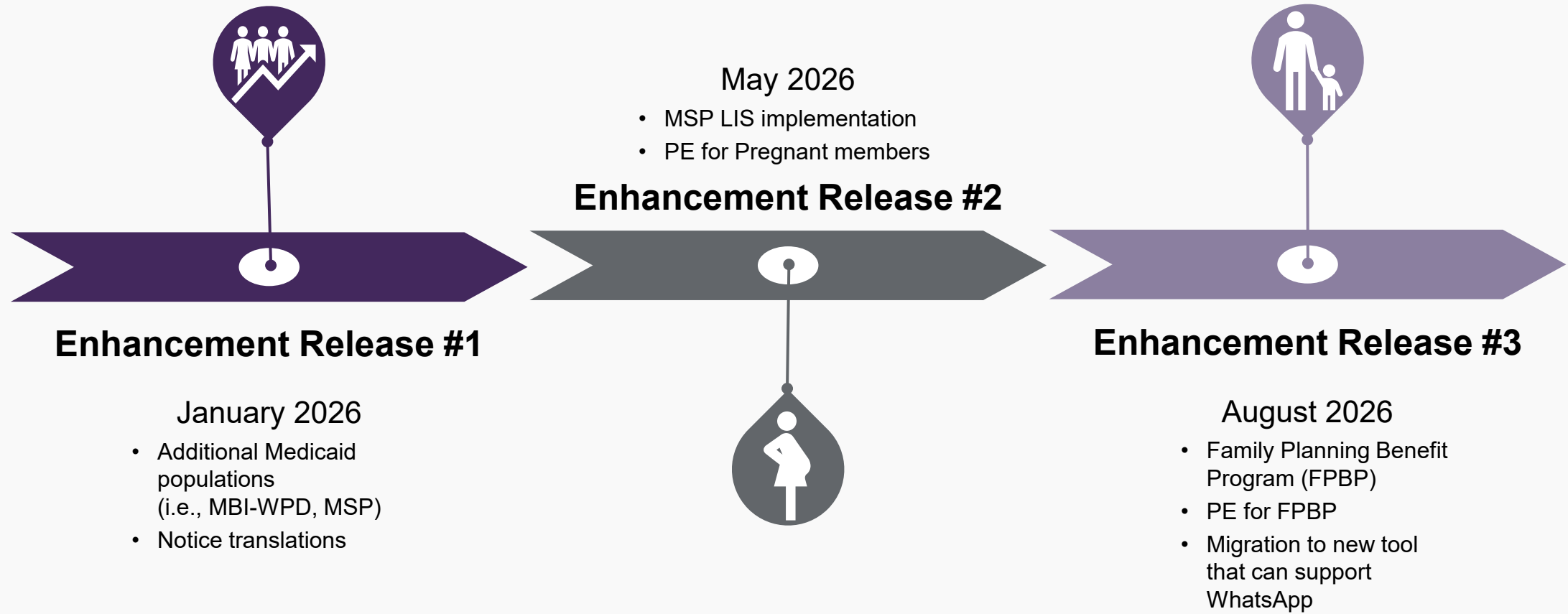
- NYSDOH Website
- DOH Social Media

NEW YORK STATE | Department of Health

ENHANCEMENT RELEASES

After wave 1 there will be a series of system releases that will further enhance the MECM functionality and add eligibility rules for additional non-MAGI population. The waves and their tentative release dates are shown below.

May 2026
- MSP LIS implementation
- PE for Pregnant members

Enhancement Release #2

Enhancement Release #1

Enhancement Release #3

January 2026
- Additional Medicaid populations (i.e., MBI-WPD, MSP)
- Notice translations

August 2026
- Family Planning Benefit Program (FPBP)
- PE for FPBP
- Migration to new tool that can support WhatsApp

NEW YORK STATE | Department of Health

NY STATE OF HEALTH UPDATES

ADMINISTRATIVE RENEWAL IMPROVEMENTS

Ongoing improvements to the NY State of Health administrative renewal process will enable members remaining in the system to continue receiving benefits. Administrative renewals rose over 10%, from 50% in 2019 to 61% in 2024.

Four Improvements

DOH OTDA SNAP Data Sharing for Redeterminations

August 2023

- DOH developed an interface with OTDA that would allow existing members to be administratively renewed based off SNAP data

Administrative Renewal Exclusion Criteria Updates

December 2023

- Populations that were previously excluded from Administrative Renewal query will now be included

People Without Social Security Number (SSN) Should be Considered for Administrative Renewal

January 2024

- The system will allow accounts with members that have No SSN or Citizenship of 'Other' to process as Admin Renewal if certain conditions are satisfied

Individual Eligibility for Renewal Population

September 2024

- Eligibility determination process for administrative renewals was shifted from an account level to an individual level
- This allows administrative renewals to proceed at the individual level regardless of whether other members of an account are also eligible for administrative renewal

NEW YORK STATE | **Department of Health**

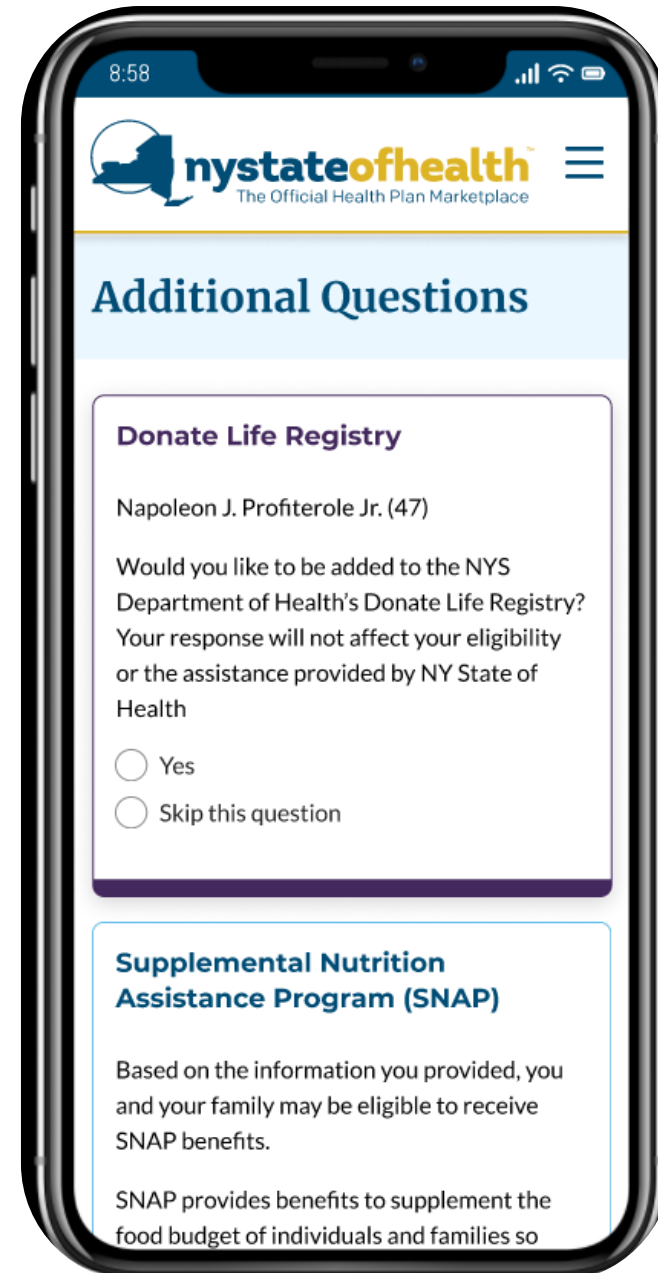# NY STATE OF HEALTH IMPROVEMENTS: MOBILE FRIENDLINESS

The New York State of Health online application is in the process of being transformed into a mobile-friendly platform. After implementation, the NY State of Health website's screen layout and design will adapt to all devices: desktops, tablets, and smartphones.
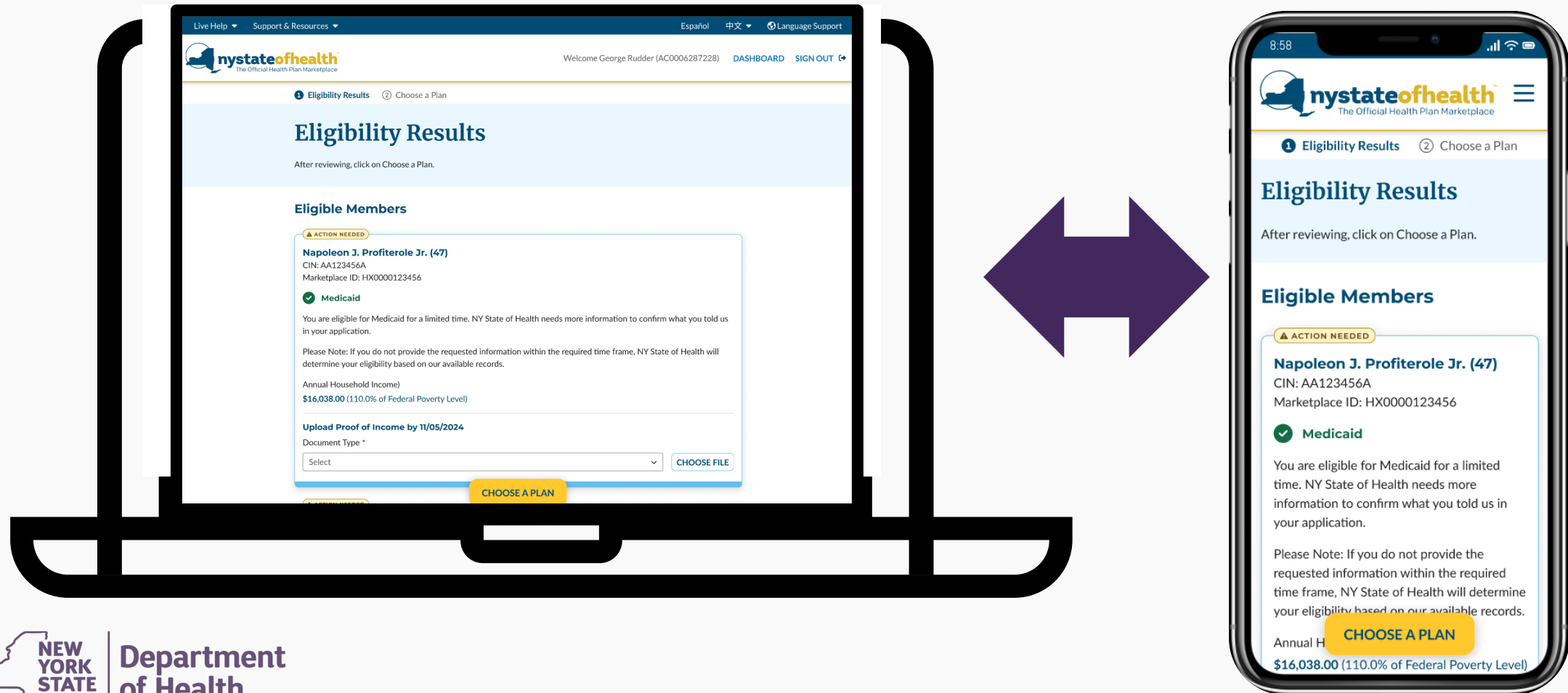
Mobile Responsiveness Demo

Q&A

THANK YOU

New York State Department of Health