

ME Manage Applicant and Member Communication

Manage Applicant and Member Communication		
Item	Details	VA “As-Is” Details
Description	<p>The Manage Applicant and Member Communication business process receives requests for information, appointments, and assistance from prospective and current members’ communications such as inquiries related to eligibility, redetermination, benefits, providers; health plans and programs, and provides requested assistance and appropriate responses and information packages. Communications are researched, developed and produced for distribution via Send Outbound Transaction process.</p> <p>NOTE: Inquires from applicants, prospective and current members are handled by the Manage Applicant and Member Communication process by providing assistance and responses to <u>individuals</u>, i.e., bi-directional communication. Also included are scheduled communications such as Member ID cards, redetermination notifications, or formal program notifications such as the dispositions of grievances and appeals. The <i>Perform Applicant and Member Outreach</i> process targets both prospective and current Member <u>populations</u> for distribution of information about programs, policies, and health issues.</p>	
Trigger Event	<ul style="list-style-type: none"> ■ Interaction-based Trigger Events: <ul style="list-style-type: none"> – Inquiry from current or prospective member. – Request to send information packages such as eligibility applications and health plan open enrollment forms. – Request to schedule an appointment to determine eligibility. – Request for assistance, such as a request to change PCCM, health plan, or lock-in provider. – Requests from other processes to develop and produce communications for members such as notifications from the Determine Eligibility process, requests for additional information, new eligible information packages, or determination decisions. – Includes inquiries originating from customer help desk ■ Event-based Trigger Events: <ul style="list-style-type: none"> – Scheduled time to send information, e.g., within 24 hours of new member enrollment; redetermination notification, and monthly communications such as enrollment cards. <p>Follow-up on requests from grievances</p>	

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Result	<ol style="list-style-type: none"> 1. Member receives appropriate assistance, communications, appointment and/or information packages. 2. Tracking information regarding the interchange as needed for the Manage Applicant and Member Communication process and the Monitor Performance and Business Activity process to ensure that applicants and members receive the information they need. 	
Business Process Steps	<ol style="list-style-type: none"> 1. Start: Receive request for communication from Receive Inbound Transaction process or from other processes such as Determine Eligibility or Manage Member Grievance and Appeal to prepare communications 2. Log and track communications request and response processing data 3. Research/develop communication that is linguistically, culturally, and competency appropriate 4. Prepare/package communication 5. Perform Review or Quality Check communication 6. End: Send member communications and information packages to be distributed by the Send Outbound Transaction process. [NOTE: May simply route inbound messages to other processes without creating outbound.] 	<ol style="list-style-type: none"> 2. DMAS doesn't have a central tracking mechanism for communication requests. 3. DMAS makes an effort to do this but it's not always consistent. 5. DMAS spot checks communication but the process could be inconsistent.
Shared Data	<ol style="list-style-type: none"> 1. Benefit Data store: Services and provider types covered; program policy; and health plan contractor information 2. Member Data store: Member demographics, benefit package, eligibility/enrollment data; applicant/member financial, social, functional and clinical data. Updated enrollment data is loaded 3. Contractor Data store: Contracted service areas, MCO provider network and other provider data 4. Provider Data store: Provider data, such as type, location, availability, gender and linguistic and cultural competence 5. Service Directories such as Claims History, Prior Authorization, and Care Planning 6. Ancillary Communication Tracking Systems: Customer Relationship Management (CRM), Help Desk Log, PHI disclosure log, etc... 	

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Predecessor	<ol style="list-style-type: none"> 1. <i>Receive Inbound Transaction</i> 2. <i>Determine Eligibility</i> 3. <i>Manage Member Grievance and Appeal</i> 4. <i>Manage Population & Member Outreach</i> 	
Successor	<i>Send Outbound Transaction</i> process	
Constraints	Communications requested will vary depending on programs supported by the agency, e.g., managed care, waiver, PCCM and lock-in programs require provider assignment which members may request to change. If eligibility is determined outside the agency, then this process may not be requested to send applications or schedule eligibility determination appointments.	{2}Eligibility isn't determined outside the agency. DMAS doesn't have presumptive eligibility.
Failures	<ol style="list-style-type: none"> 1. Inability to provide linguistically, culturally, or competency appropriate information 2. Communication barriers such as lack of internet or phone access connectivity or unavailability of system; failure to access needed or requested information. This failure may occur on either the member or State side of the process. 3. Delivery failures due to erroneous contact information or lack of contact information for mobile communities such as migrant workers or the homeless population. 4. Member does not respond to communication 	4. Foster care communication and outreach is also challenging.
Performance Measures	<p>Examples of Measures –</p> <ol style="list-style-type: none"> 1. Time to complete process of developing communications: By phone __ minutes; by email ___ hours; by mail __days 2. Accuracy of communications = __% 3. Successful delivery rate to targeted individuals = ___% 	DMAS has performance measures but they vary by business entity. Since DMAS doesn't have a central logging system, performance measures are difficult to track.