

# Enrollment Broker

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NCIOM Annual Meeting  
September 5, 2019



# About the Enrollment Broker

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The Enrollment Broker is responsible for choice counseling for Health Plan and PCP selection; as part of this, the Enrollment Broker is also responsible for mailing all notices and handling enrollment.

***“ An Enrollment Broker is an entity that performs choice counseling or enrollment activities, or both. Eligibility services are completed by NC Medicaid, not by the Enrollment Broker. Enrollment Brokers and subcontractors must not have direct or indirect financial ties to any Health Plan or healthcare provider that furnishes services in the same state where the Enrollment Broker work is performed. ”***

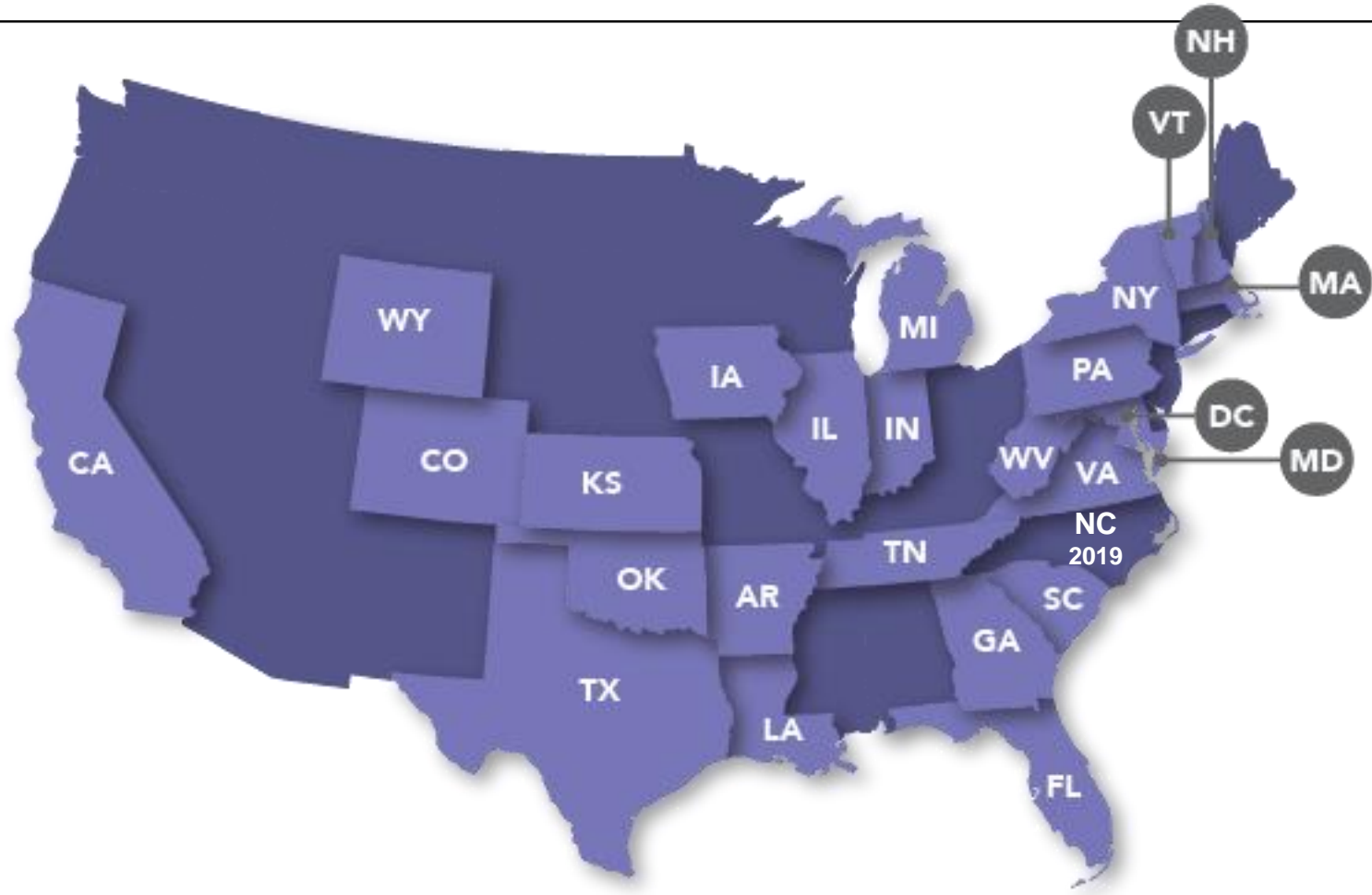
Source: The Centers for Medicare & Medicaid Services (CMS) Code of Federal Regulations 42 CFR § 438.810 - Expenditures for enrollment broker services

# The Largest Medicaid Administrative Services Provider

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**70%**

market share of  
Medicaid managed care



# Enrollment Broker Services in North Carolina

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Communications hub



Choice counseling



Enrollment



Outreach and education

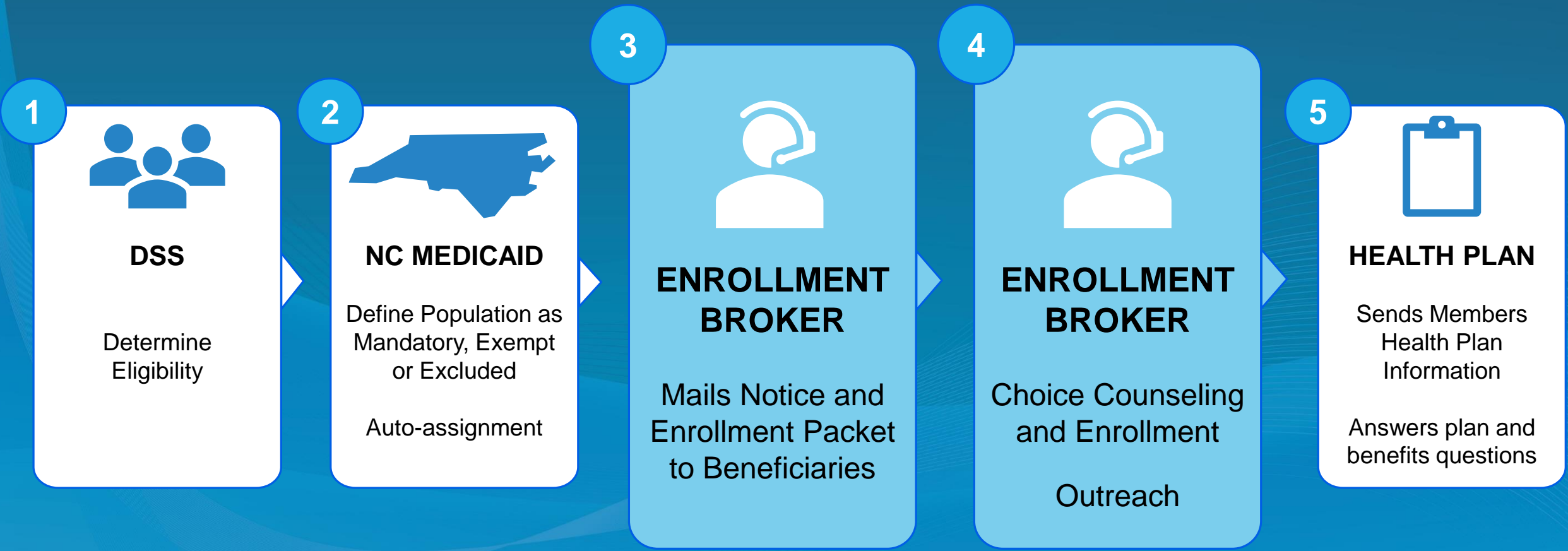


Partnering with DSS  
and local organizations



Website and mobile app

# Roles and Responsibilities





# Choice Counseling

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Delivering information and assistance effectively to consumers

- Provide unbiased, culturally competent choice counseling services to beneficiaries
- Simplify the application and enrollment process so it's easy for consumers to understand, and satisfy program requirements
- Achieve improved voluntary choice rates for better health outcomes



Trained customer  
service team



Responsive and  
empathetic



6th grade level  
of health literacy

# Enrollment Assistance

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Streamlining the decision making and enrollment process

- Communicate with consumers on their preferred channels – whether by web, phone, email, text and mobile app
- Proactively engage beneficiaries at critical points to ensure they enroll as necessary



Multichannel  
including mobile



Self-service



60% of consumers  
don't understand  
their benefits

# Options for Beneficiaries

1. Direct them to [ncmedicaidplans.gov](https://ncmedicaidplans.gov) to learn more
2. Direct them to [ncmedicaidplans.gov](https://ncmedicaidplans.gov) to chat with an Enrollment Specialist
3. Direct them to download and use the NC Medicaid Managed Care mobile app
4. Tell them to call 1-833-870-5500 to speak with an Enrollment Specialist. The call is free.
5. Individuals with hearing impairments may contact an Enrollment Specialist via the TTY line 1-833-870-5588.
6. Beneficiaries can also enroll by mailing or faxing their completed enrollment form

## CHANNELS FOR ENROLLMENT



Enrollment  
Services  
Website



Mobile App



Web Chat



Enrollment  
Specialist



TTY



Mail/Fax





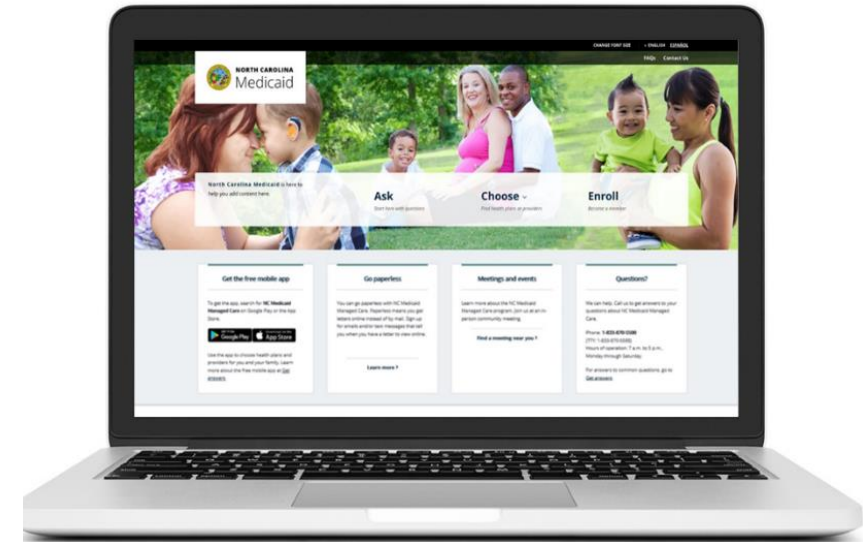
# Website: [ncmedicaidplans.gov](https://ncmedicaidplans.gov)

The NC Medicaid Managed Care website provides an integrated experience for beneficiaries to manage their enrollment needs. This is a great resource to direct beneficiaries to for questions about enrollment. The website includes the following tools and information:

- Health plan comparison charts and lists of benefits
- Provider network search capability
- Program information, brochures and enrollment forms (as downloadable PDFs)
- Questions and answers
- List of events in their county

Available in English and Spanish, it can be accessed at [ncmedicaidplans.gov](https://ncmedicaidplans.gov).

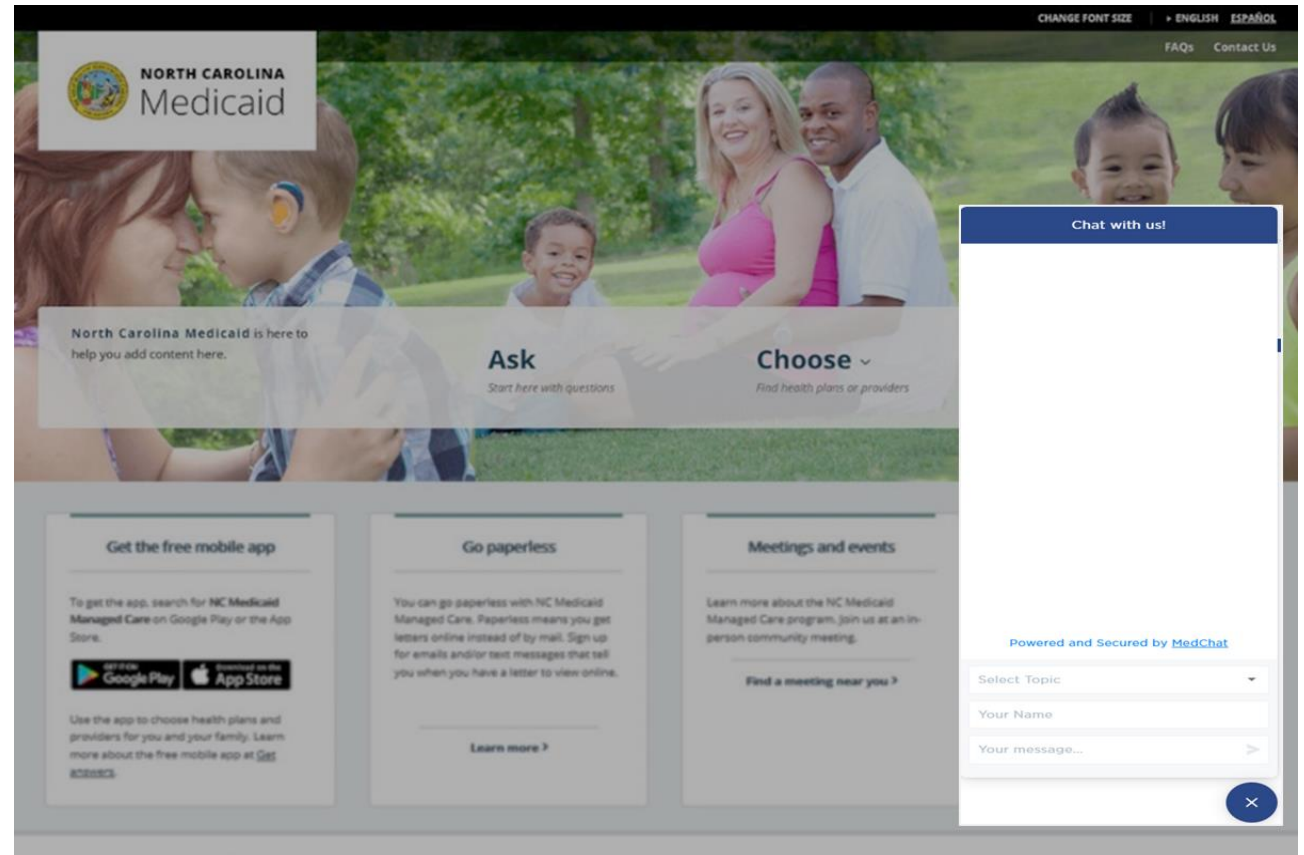
Enrollment Specialists are available via a chat tool to answer questions.





# Web Chat

- Web chat service is available via a secure web portal
- Web chat adds an online alternative for real-time assistance for users
- Members can begin a web chat conversation from any page on the website via the “Chat with Us!” button
- Web chat is also compatible with iOS and Android operating systems for mobile users
- Enrollment Specialists will provide chat assistance, answering questions and directing members to appropriate pages of the website to learn more



# NC Medicaid Managed Care Mobile App

## Multilingual

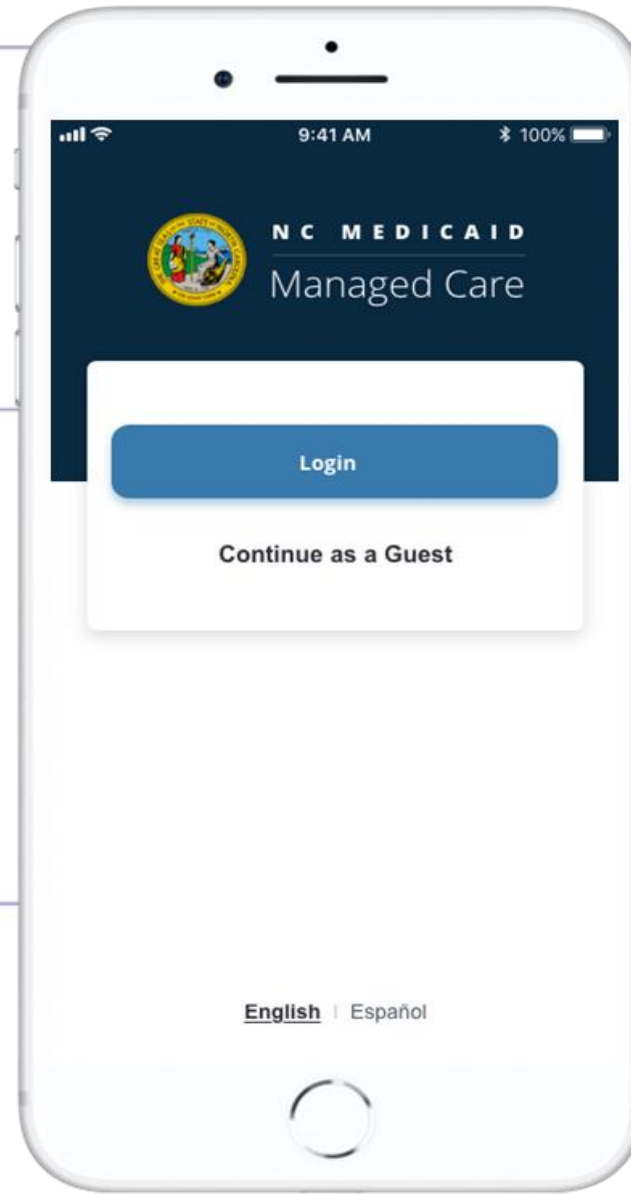
In English or Spanish, beneficiaries can authenticate, view their enrollment status and enroll by choosing a Medicaid provider and health plan.

## Realtime Data

The data-driven mobile app presents information and options specifically matched to each beneficiary's Medicaid case. This allows individuals to quickly enroll with the same provider and health plan or to choose providers and health plans that are right for their different needs.

## Plan Comparison

Beneficiaries can easily compare health plans to enable informed coverage decisions. They can view health plan descriptions, ratings by independent reviewers and accreditations.



## Profile Access

Logged-in users can review and edit their profile information, helping to maintain accurate and up-to-date beneficiary information.

## FAQs / Help

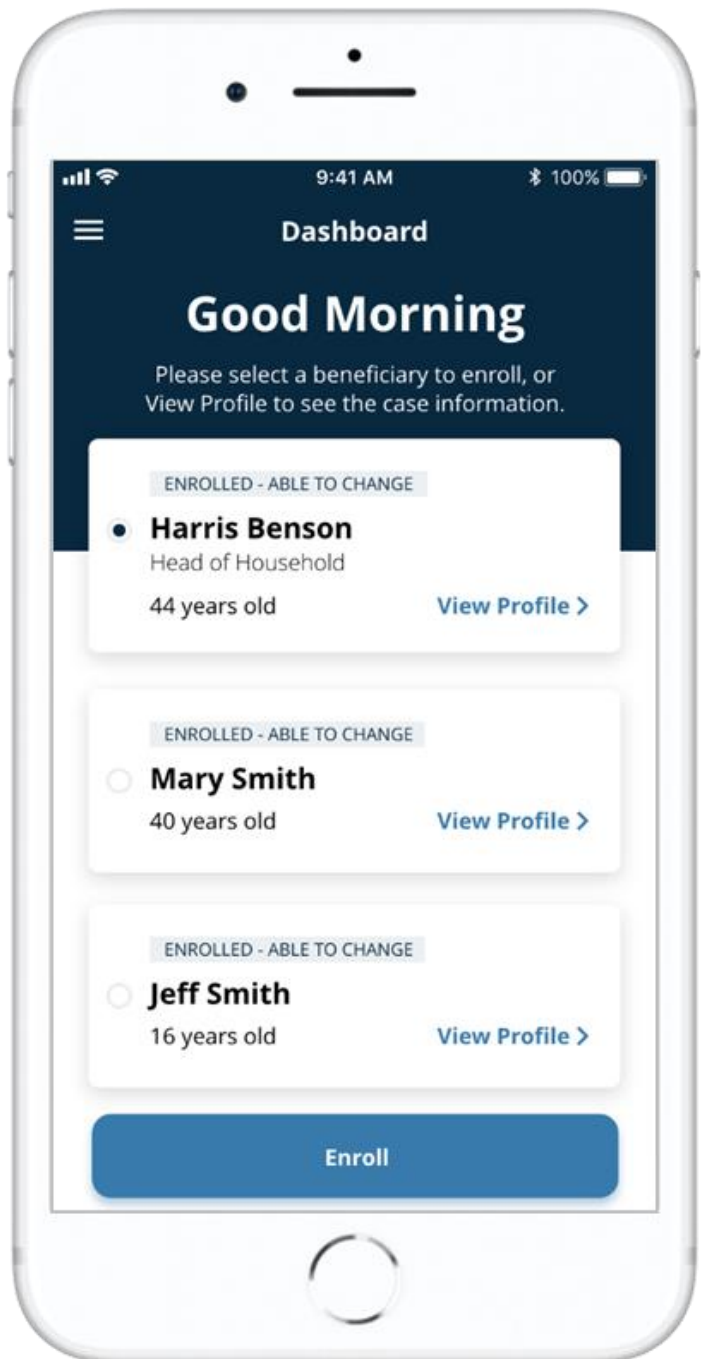
Beneficiaries can access built-in help features, frequently asked questions and tutorial screens for ease of use. For additional assistance, contact information is provided for the call center, including easy to tap buttons to call instantly.

## Provider Search

Beneficiaries can easily search providers by name, city, county, zip code, provider languages, provider gender, clinic name, specialty or affiliated hospital. Provider listings also include the plans they support.







# App Features

- The mobile app allows for seamless connection and interaction with beneficiaries
- With the app, the Head of Household can:
  - View all case contact information
  - Alter some case contact information
  - View all member enrollment information
  - Alter all member enrollment information



**EXTENDED HOURS  
DURING OPEN  
ENROLLMENT:  
7 a.m. – 8 p.m.  
7 days a week**

**ALL OTHER TIMES:  
Monday – Saturday,  
7 a.m. – 5 p.m.**

# Enrollment Call Center



Enrollment Specialists are available at the call center for support. Beneficiaries can call toll free: 1-833-870-5500.

We are available to:

- Provide choice counseling
- Support search for preferred PCP
- Compare Health Plan services
- Enroll members in selected Health Plan
- Assist with some demographic changes
- Disenroll members as needed
- Process Enrollment Broker complaints and grievances
- Facilitate appeals process
- Receive warm transfers
- Provide support for the website and mobile app
- Provide assistance for deaf, blind and non-English speaking beneficiaries

# Outreach and Education

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Ensuring a seamless and streamlined beneficiary experience, the Enrollment Broker will:

- Partner with North Carolina's county DSS offices and community organizations to provide managed care training
- Provide member materials that are understandable and accessible
- Conduct outreach services that meet consumer's cultural and behavioral expectations



In-person services,  
group presentations,  
enrollment events  
and health fairs



Distribution of  
information and  
educational materials



Training



# Outreach Events: Home Page

**NCDHHS**  
NC Medicaid  
Division of Health Benefits

CHANGE TEXT SIZE | ENGLISH ESPAÑOL

Contacts and links | Get answers | Words to know | Member resources

**Learn** *Learn about NC Medicaid Managed Care*

**Choose** *Find providers and health plans*

**Enroll** *Choose a provider and join a health plan*

**Get the free mobile app**

To get the app, search for **NC Medicaid Managed Care** on Google Play or the App Store.

Use the app to choose providers and health plans for you and your family. Learn more about the free mobile app at [Get answers](#).

**Go paperless**

You can go paperless with NC Medicaid Managed Care. Paperless means you get letters online instead of by mail. Sign up for emails or text messages that tell you when you have a letter to view online.

[Learn more >](#)

**Meetings and events**

Learn more about NC Medicaid Managed Care. Join us at a community meeting in person.

[Find a meeting near you >](#)

**Questions?**

We can help. Call us to get answers to your questions about NC Medicaid Managed Care.

Phone: **1-833-870-5500**  
(TTY: 1-833-870-5588)  
Hours of operation: 7 a.m. to 8 p.m., seven (7) days a week

Or use the chat tool to chat with us online.

For answers to common questions, go to [Get answers](#).

Contact us | Non-discrimination | Site map | Privacy Policy

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# Partner Engagement & Member Outreach

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## Partner Engagement Events



### Types of Events:

- Onboarding sessions
- Cross-functional trainings
- Monthly webinars
- Readiness



### Types of Materials:

- Managed care toolkit
- Presentations
- Recordings
- Systems training

## Member Outreach Events



### Types of Events:

- Member education:
  - Enrollment events
- Community events
  - Meet & greet
  - Informational booth



### Types of Materials:

- Media campaigns
- Marketing materials
- Flyers, fact sheets, etc.

# Outreach Materials

## POSTER

**THERE IS A NEW WAY TO GET MEDICAID HEALTH CARE**

Most people will get the same Medicaid services in a new way – through health plans. You will be able to choose the health plan that is best for you. You can also choose a primary care provider (PCP).

**WHAT YOU NEED TO DO**

- Choose a primary care provider (PCP):** To keep your doctor, clinic or other health care provider as your PCP, find out which health plans they work with. You can also choose a new PCP.
- Choose a health plan in NC Medicaid Managed Care:** A health plan is a group of doctors, hospitals and other providers. They work together to give you the health care you need. Learn more: [ncmedicaidplans.gov/choose/compareplans](http://ncmedicaidplans.gov/choose/compareplans)
- Enroll in one of these ways:**
  - Go to [ncmedicaidplans.gov](http://ncmedicaidplans.gov)
  - Use the NC Medicaid Managed Care mobile app
  - Call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588)
  - When you receive an enrollment form, fill it out and mail or fax it back

**IF YOU HAVE MORE QUESTIONS**

- About your eligibility: Contact your local Department of Social Services (DSS) office. Find contact information here: [ncdhhs.gov/localdss](http://ncdhhs.gov/localdss)
- About choosing or enrolling in a health plan: Go to [ncmedicaidplans.gov](http://ncmedicaidplans.gov) (chat features available), use the NC Medicaid Managed Care mobile app or call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588)
- About your health plan or benefits: Call your health plan.
 

WellCare	1-866-799-5318	(TTY: 711)
UnitedHealthcare Community Plan	1-800-349-1855	(TTY: 711)
HealthyBlue	1-844-594-5070	(TTY: 711)
AmeriHealth Caritas	1-855-375-8811	(TTY: 1-866-209-6421)
Carolina Complete Health*	1-833-552-3876	(TTY: 711 or 1-800-735-2962)

\*Only offered to people who live in these counties: Alexander, Anson, Bladen, Brunswick, Cabernus, Catawba, Cleveland, Columbus, Cumberland, Gaston, Harnett, Halifax, Iredell, Leno, Lincoln, Macon, Madisonburg, Montgomery, Moore, New Hanover, Perdue, Richmond, Robeson, Rowan, Sampson, Scotland, Stanly, Union

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## FACT SHEET

**THERE IS A NEW WAY TO GET MEDICAID HEALTH CARE**

Most people will get the same Medicaid services in a new way – through health plans. You will be able to choose the health plan that is best for you. A health plan is a group of doctors, hospitals and other providers. They work together to give you the health care you need. Everything – physical health, mental health and medicine – will come from the same health plan.

You will also choose a primary care provider (PCP). A PCP could be your family doctor, clinic or other health care provider. They will help you with your health care needs.

Most people receiving Medicaid must choose a health plan. A small number of people will not need to choose a health plan because of the type of health services they need. They will stay enrolled in NC Medicaid Direct.

**WHAT YOU NEED TO DO**

- Choose a primary care provider (PCP)**  
Health plans work with different PCPs. To keep your doctor, clinic or other health care provider as your PCP, find out which health plan they work with. You can also choose a new PCP. For a list of doctors for each health plan, go to [ncmedicaidplans.gov](http://ncmedicaidplans.gov), use the NC Medicaid Managed Care mobile app or call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588). If you do not choose a PCP, your health plan will choose one for you.
- Choose a health plan in NC Medicaid Managed Care**  
Compare the health plans and choose the best one for you. These are the health plans available in NC Medicaid Managed Care:
 

WellCare	AmeriHealth Caritas
UnitedHealthcare Community Plan	Carolina Complete Health*
HealthyBlue	

\*Only offered to people who live in these counties: Alexander, Anson, Bladen, Brunswick, Cabernus, Catawba, Cleveland, Columbus, Cumberland, Gaston, Harnett, Halifax, Iredell, Leno, Lincoln, Madisonburg, Montgomery, Moore, New Hanover, Perdue, Richmond, Robeson, Rowan, Sampson, Scotland, Stanly, Union
- Enroll in one of these ways:**
  - Go to [ncmedicaidplans.gov](http://ncmedicaidplans.gov)
  - Use the NC Medicaid Managed Care mobile app
  - Call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588)
  - When you receive an enrollment form, fill it out and mail or fax it back

After you enroll, your health plan will mail you a welcome packet and Medicaid card. You will use your Medicaid card to get health services.

**IF YOU HAVE MORE QUESTIONS**

- About your eligibility: Contact your local Department of Social Services (DSS) office. Find contact information here: [ncdhhs.gov/localdss](http://ncdhhs.gov/localdss)
- About choosing or enrolling in a health plan: Go to [ncmedicaidplans.gov](http://ncmedicaidplans.gov) or call us at 1-833-870-5500 (TTY: 1-833-870-5588). The call is free. The website also has a chat feature where you can get answers to your questions.
- About your health plan or benefits: Call your health plan.
 

WellCare	1-866-799-5318	(TTY: 711)
UnitedHealthcare Community Plan	1-800-349-1855	(TTY: 711)
HealthyBlue	1-844-594-5070	(TTY: 711)
AmeriHealth Caritas	1-855-375-8811	(TTY: 1-866-209-6421)
Carolina Complete Health	1-833-552-3876	(TTY: 711 or 1-800-735-2962)

You can view more information for the health plans at [ncmedicaidplans.gov/choose/compareplans](http://ncmedicaidplans.gov/choose/compareplans)

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## Q&A

**GET ANSWERS**

We're here to help you understand your primary care provider (PCP) and health plan choices. Here are answers to questions you may have.

If you have other questions, call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588). Or use the chat tool to chat with us online.

**What is NC Medicaid Managed Care?**  
NC Medicaid Managed Care helps you get the most out of your Medicaid benefits. Instead of one Medicaid program there are many health plans to choose from.

All health plans are required to have the same Medicaid services, such as office visits, blood tests and X-rays. Health plans may also offer added services such as programs to help you quit smoking, eat healthier and have a healthy pregnancy. Health plans work with different doctors and health care providers. Each plan has its own network of qualified doctors and health care providers. To keep your doctor, clinic or other provider, find out which plans they work with. Then choose one of those plans.

**What is NC Medicaid Direct?**  
Some people will be in NC Medicaid Direct because it provides services that meet specific needs. For example, it provides the same services currently covered for developmental disability, mental illness, traumatic brain injury and substance use disorder. To learn more about NC Medicaid Direct, call 1-888-245-0179.

**Is Medicaid eligibility changing?**  
No. Medicaid eligibility rules are not changing. If you have questions about your eligibility, contact your local Department of Social Services (DSS) office. Find contact information at [ncdhhs.gov/localdss](http://ncdhhs.gov/localdss).

**What is a primary care provider (PCP)?**  
Your PCP is your family doctor, clinic or health care provider. Your PCP will help you with your health care needs. They will also coordinate your care with other health providers.

**What is a health plan?**  
A health plan is a group of doctors, hospitals and other providers. They work together to give you the health care you need.

**Do I have to choose a health plan?**  
It depends. Most people in NC Medicaid must choose a health plan. Some people can choose to stay in NC Medicaid Direct. They will not need to choose a plan.

To find out if you must enroll, go to [Who must enroll in NC Medicaid Managed Care?](http://ncmedicaidplans.gov/learn/who-must-enroll-in-nc-medicaid-managed-care) at [ncmedicaidplans.gov/learn/who-must-enroll-in-nc-medicaid-managed-care](http://ncmedicaidplans.gov/learn/who-must-enroll-in-nc-medicaid-managed-care). If you still have questions, call us toll free at 1-833-870-5500 (TTY: 1-833-870-5588). Or use the chat tool to chat with us online.

## PALM CARD

**NC MEDICAID IS CHANGING**

You have a choice of health plans

**WHAT YOU NEED TO DO**

- Choose a primary care provider (PCP)
- Choose a health plan
- Enroll:
  - Go to [ncmedicaidplans.gov](http://ncmedicaidplans.gov)
  - Use the NC Medicaid Managed Care mobile app
  - Call toll free
  - Fill out and fax

**QUESTIONS?**

- About eligibility: Contact your local Department of Social Services (DSS) office: [ncdhhs.gov/localdss](http://ncdhhs.gov/localdss)
- About choosing or enrolling in a health plan: Go to [ncmedicaidplans.gov](http://ncmedicaidplans.gov) or call 1-833-870-5500 (TTY: 1-833-870-5588). The call is free.
- About your benefits: Call your health plan. [ncmedicaidplans.gov/choose/compareplans](http://ncmedicaidplans.gov/choose/compareplans)

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Carolina Complete Health*	1-833-552-3876

\*Not offered in all counties

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## FLYER

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- About your health plan or benefits: Call your health plan. Find contact information here: [ncmedicaidplans.gov/choose/compareplans](http://ncmedicaidplans.gov/choose/compareplans)

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Download at: [medicaid.ncdhhs.gov/county-playbook-medicaid-managed-care](http://medicaid.ncdhhs.gov/county-playbook-medicaid-managed-care)



# Introductory Video

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## The NC Medicaid Managed Care Introductory Video addresses:

- What is a primary care provider (PCP)
- What is a Health Plan
- The Health Plans available
- What beneficiaries need to do
- What happens after beneficiaries enroll
- The phases for enrollment and key dates
- How to get answers to additional questions



# Key Takeaways

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# How Members Enroll

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There are several ways that members can enroll. Online and mobile app are recommended.



## ONLINE

Enroll using a computer by going to [ncmedicaidplans.gov](http://ncmedicaidplans.gov), where they can also chat with an Enrollment Specialist



## MOBILE APP

Available on Android or iPhone  
To get the free app, members should search for NC Medicaid Managed Care in Google Play or the App Store



## CALL

Enroll by speaking with an Enrollment Specialist via phone at 1-833-870-5500 (the call is free)  
Language lines are available.  
TTY 1-833-870-5588

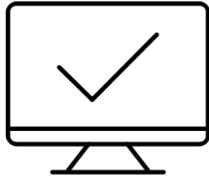


## MAIL

Mail completed form to NC Medicaid Enrollment Broker  
P.O. Box 613  
Morrisville, NC 27560  
Or fax the completed form to 1-833-898-9655



# For More Information



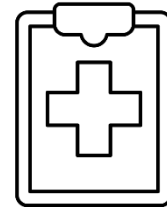
## **ABOUT ELIGIBILITY**

Contact their local DSS  
Find contact information  
at [ncdhhs.gov/localdss](https://ncdhhs.gov/localdss)



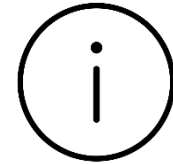
## **ABOUT NC MEDICAID DIRECT BENEFITS AND CLAIMS**

Call the Medicaid Contact  
Center toll free:  
1-888-245-0179



## **ABOUT CHOOSING A PLAN OR PCP AND ENROLLING**





Go to  
[ncmedicaidplans.gov](https://ncmedicaidplans.gov)  
(chat available)  
Use the NC Medicaid  
Managed Care  
mobile app  
Call 1-833-870-5500  
(the call is free)  
(TTY: 1-833-870-5588)



## **ABOUT NC MEDICAID MANAGED CARE PLAN OR BENEFITS**

Call their Health Plan

# Health Plan Contact Information

Health Plan	Website	Phone
 WellCare Beyond Healthcare. A Better You.	<a href="http://www.WellCare.com/nc"><u>www.WellCare.com/nc</u></a>	1-866-799-5318 (TTY: 711)
 UnitedHealthcare Community Plan	<a href="http://www.UHCCommunityPlan.com/NC.html"><u>www.UHCCommunityPlan.com/NC.html</u></a>	1-800-349-1855 (TTY: 711)
 HealthyBlue	<a href="http://www.HealthyBlueNC.com"><u>www.HealthyBlueNC.com</u></a>	1-844-594-5070 (TTY: 711)
 AmeriHealth Caritas North Carolina	<a href="http://www.AmeriHealthCaritasNC.com"><u>www.AmeriHealthCaritasNC.com</u></a>	1-855-375-8811 (TTY: 1-866-209-6421)
 carolina complete health	<a href="http://www.CarolinaCompleteHealth.com"><u>www.CarolinaCompleteHealth.com</u></a>	1-833-552-3876 (TTY: 711 or 1-833-552-2962)

*Carolina Complete Health will be available in Phase 2 starting on October 14, 2019. It will only be offered to people who live in these counties: Alexander, Anson, Bladen, Brunswick, Cabarrus, Catawba, Cleveland, Columbus, Cumberland, Gaston, Harnett, Hoke, Iredell, Lee, Lincoln, Mecklenburg, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Rowan, Sampson, Scotland, Stanly, Union*

# Questions?

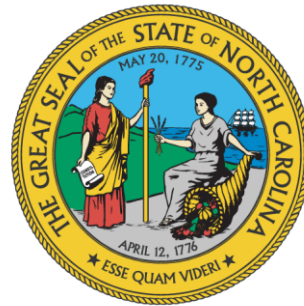
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# Thank you!

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NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**  
Division of Health Benefits