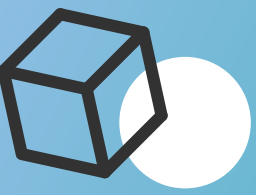
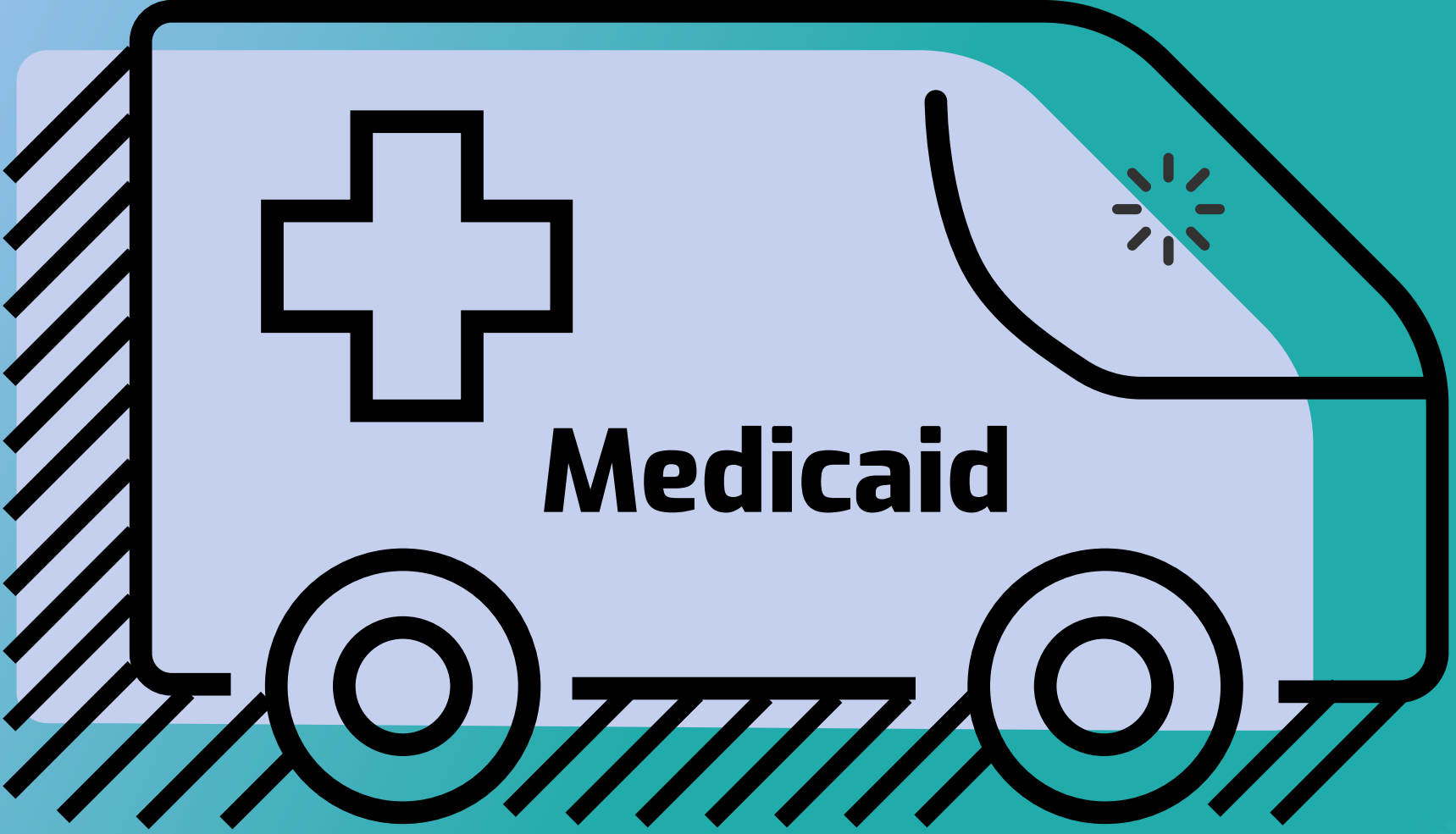
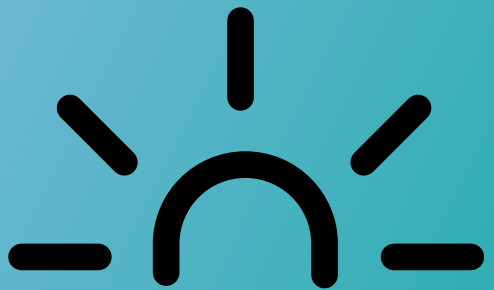
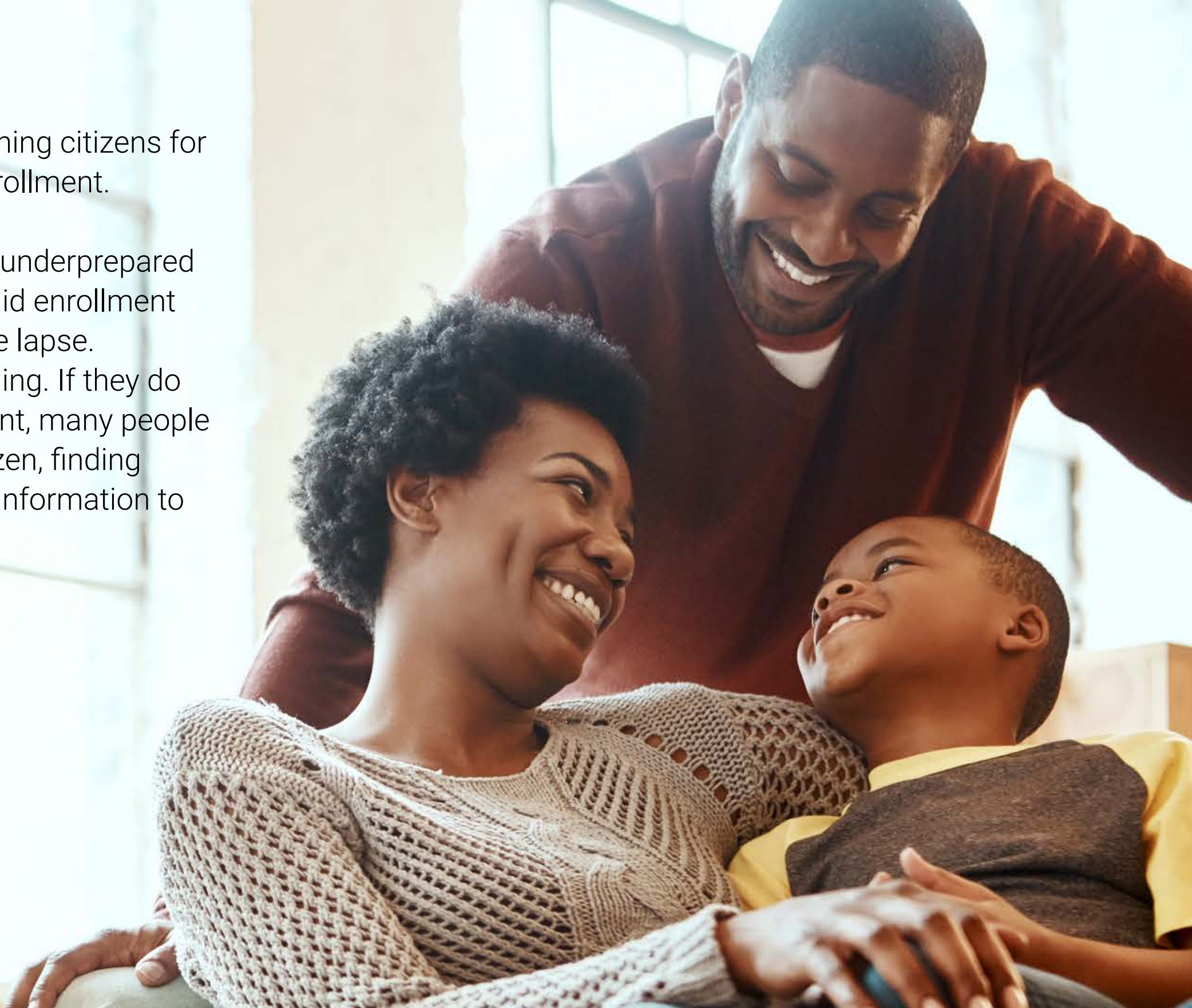


# Making Medicaid Applications and Renewals Constituent Centric



Starting on April 2<sup>nd</sup>, states must start redetermining citizens for Medicaid recertifications to avoid massive unenrollment.

This is a giant undertaking that many states are underprepared for. If they do not find new ways to make Medicaid enrollment simpler, then many people will see their coverage lapse. Simplifying Medicaid enrollment can be challenging. If they do not find new ways to simplify Medicaid enrollment, many people will see their coverage lapse. For an average citizen, finding the time or willingness to sort through pages of information to complete their enrollment is difficult.



Agencies need to shift their thinking from reactive communication models to proactive models. They can drastically increase enrollment numbers by actively engaging constituents who need to enroll. This shift also makes the whole process more constituent-centric, leading to an overall better experience.

Creating a constituent-centric, proactive strategy for Medicaid renewal means more than having an automated chat and emails features. Here are a our most commonly asked questions about the differences between proactive and reactive communication and how Medicaid agencies can begin to make the shift.

**Video: See How ContactEngine Works**

- Data-Driven Context**  
Continuously consuming data from multiple systems, maintaining the constituent context, controlling and adapting the engagement strategy.
- AI Natural Language Understanding**  
Using AI Natural Understanding to determine what constituents want.
- Proactive Engagement**  
Proactively engaging constituents in personalized, contextual and natural conversations via digital channels.
- Automated Transactions**  
Enacting transactions on behalf of the constituent in state systems.
- Human or Virtual Agent Engagement**  
Bringing in human or virtual agents to help constituents during the journey as required.

ContactEngine  
A NICE company



**Q: Our agency has SMS and email sign-ups for our constituents- isn't that enough?**

A: Although it is a good start, simple text notifications and email don't consider:

- **Consumer identity**
- **Consumer language**
- **Consumer account history**

If you have email communications and two-way text to engage beneficiaries, you may not have the capability to fuse these into one conversational journey using all forms of communication: outbound proactive voice, email, webforms and SMS conversations – to have an ongoing conversation with constituents using intelligent data.



**Q: If we have a chatbot, does that mean we are using intelligent communication?**

A: No. Here's why. Agencies may think they have all the channels they need, the problem is that none of the communications channels are interconnected. People assume that because they have a chatbot service that sends texts, they're intelligent, proactive, and constituent-centric, but this isn't enough.

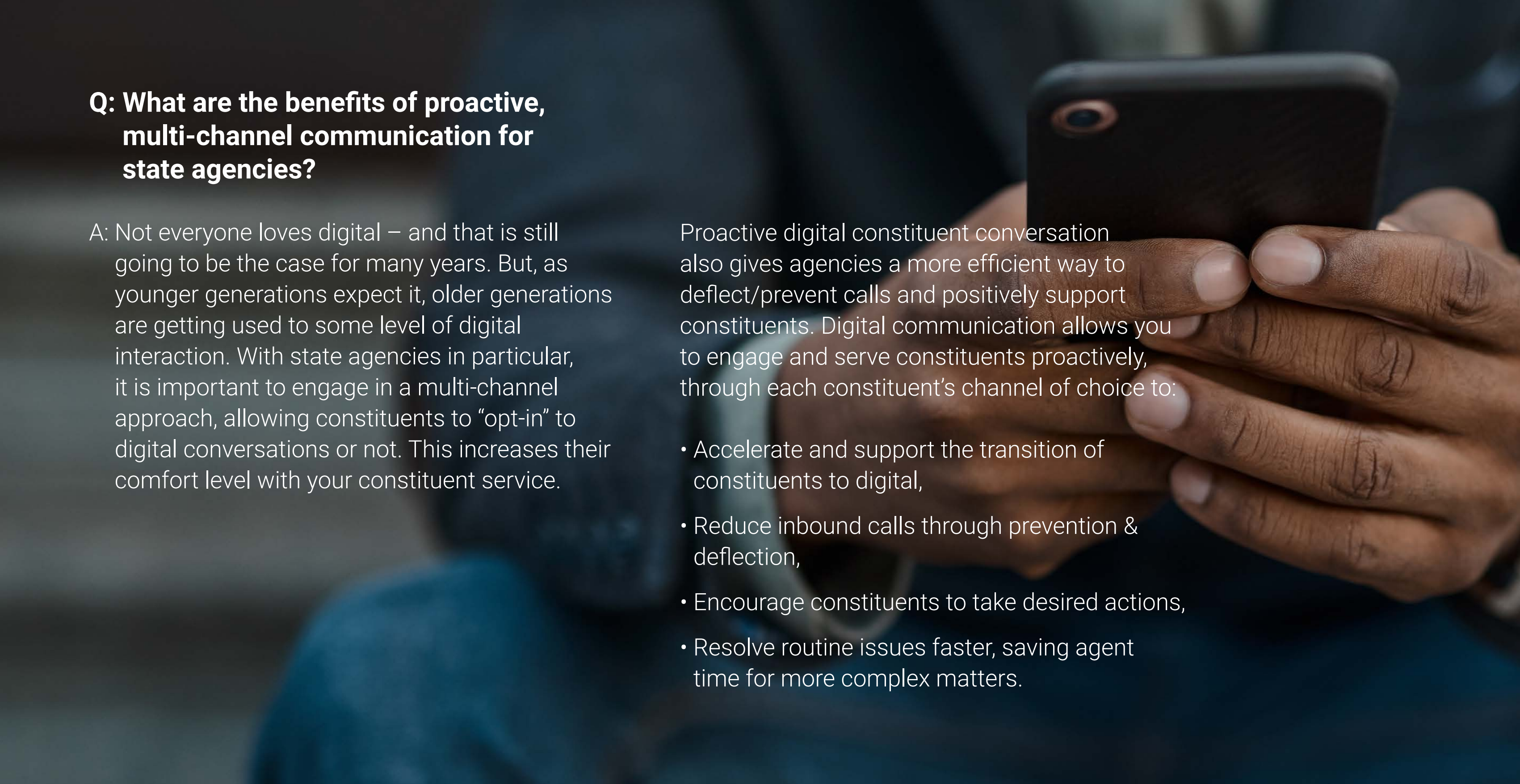


**Q: What does it mean to have an intelligent, proactive system?**

A: Intelligent, proactive constituent service includes the back-end data needed for self-service options and alternative communication methods to streamline the application and recertification processes.

Many people think using a simple chatbot or email notification is helping consumers. And it is to a limited extent – perhaps reminding them of specific deadlines or application requirements.

But these systems are limited in the context they have for individuals, and the workflows and database connectivity to intelligently answer questions, provide updates and complete work without human intervention. Intelligent systems using AI draw on actual constituent information from agency databases to answer questions specific to that individual, in their language of choice, with their account information supplying accurate, actionable information.




**Q: What are the benefits of proactive, multi-channel communication for state agencies?**

A: Not everyone loves digital – and that is still going to be the case for many years. But, as younger generations expect it, older generations are getting used to some level of digital interaction. With state agencies in particular, it is important to engage in a multi-channel approach, allowing constituents to “opt-in” to digital conversations or not. This increases their comfort level with your constituent service.

Proactive digital constituent conversation also gives agencies a more efficient way to deflect/prevent calls and positively support constituents. Digital communication allows you to engage and serve constituents proactively, through each constituent’s channel of choice to:

- Accelerate and support the transition of constituents to digital,
- Reduce inbound calls through prevention & deflection,
- Encourage constituents to take desired actions,
- Resolve routine issues faster, saving agent time for more complex matters.



A: As part of the multi-channel approach, it can be useful to encourage constituents to engage digitally with you in order that you can offer them benefits like:

- Proactively engage in agentless conversation, guiding constituents towards rapid recertification.
- Proactively inform and identify constituents that could benefit from additional assistance, services and support and guide them through the process automatically.
- Alert constituents when a fundamental change occurs that may affect their coverage.
- Simplify communication by making it as easy as sending a text message – which most people are comfortable doing.
- Maintain priority by getting the journey moving and updating with notifications to keep the renewal on track.
- Schedule, confirm, reschedule, and remind using direct connections and links to your own processes and systems.
- Provide flexible escalation routes –rerouting to one of your human agents if needed. This agent will have complete access to previous conversation information so they can be completely rooted in the context of the conversation.





## Q: Why is access to constituent data important?

A: To ensure your teams have access to the right information on the constituent at the point of interaction. With the right data at their fingertips, your agents can understand the full constituent history to better solve concerns and offer targeted solutions.

Proactive, automated communications can be employed to check in with your constituents on an ongoing basis. This can encourage them to set up renewals on time and avoid loss of coverage. Contact center staff need to be able to see why problems are arising and how best to support each constituent based on their history. But this is only useful if it's updated regularly. The benefits of this in terms of employee time saved and increases in productivity and effectiveness are well-documented. No good business decision can be made without access to the right data.

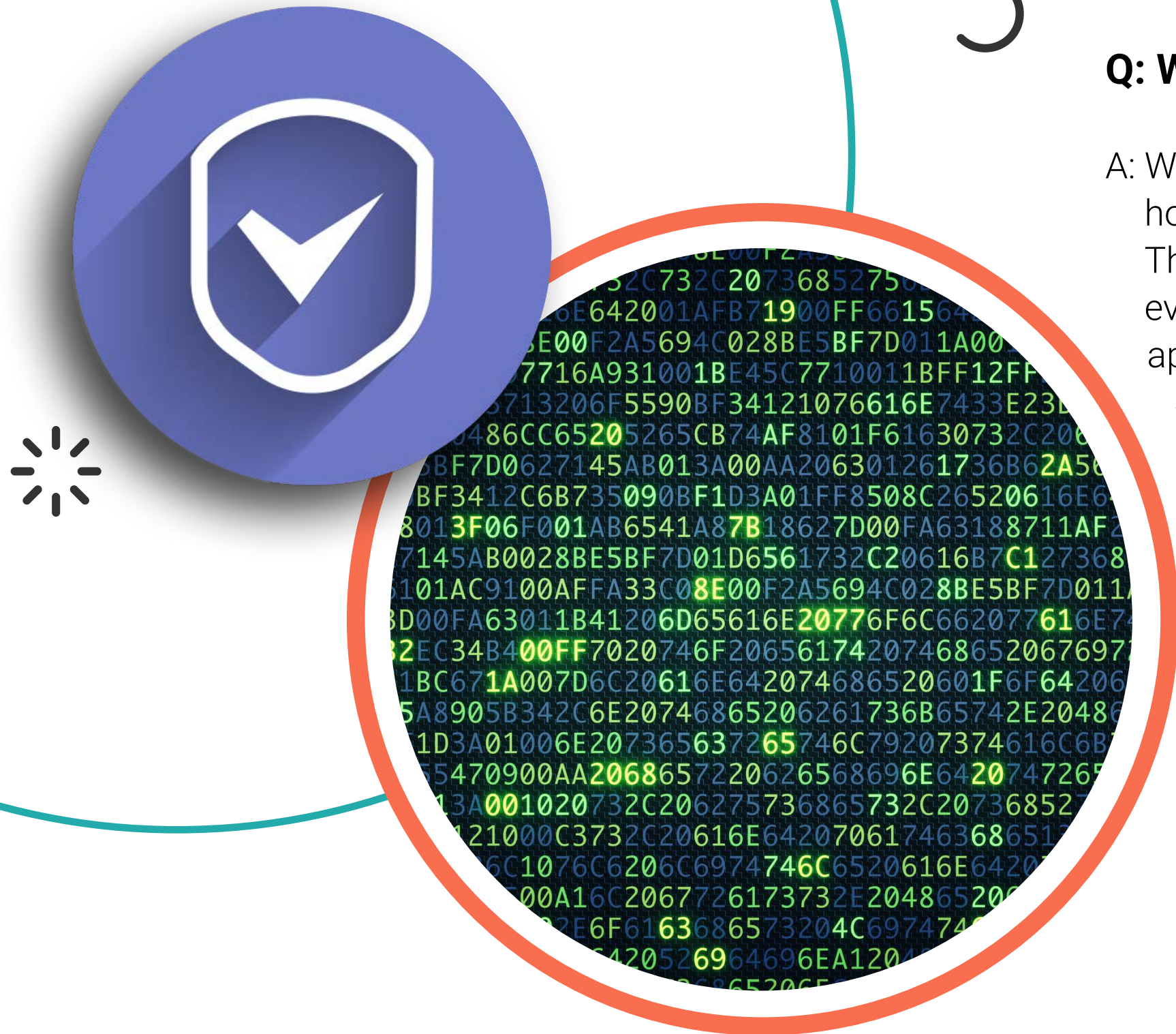


## Q: How does AI address the language barrier?

A: Recent advancements in AI's ability to understand and reflect human language can help here. By using software to talk to the individual in a way they are familiar with, you can increase engagement and a positive constituent interaction. Think about how, say, military veterans and college students might talk to each other (in English, Chinese or Spanish). Conversational, contextual AI thrives on these differences, learning how best to engage not just with each type of person, but with every single person, in multiple languages, with the end goal of achieving a transaction.

Then factor in that government agencies will also have their own terminology, and you have 'communication soup'. With intelligent communications, the system learns your language too, ensuring clear communication from start to finish.





## Q: What about security and compliance?

A: We know that the conversations our government clients hold with constituents must be evidenced for compliance. This is hard-wired into our systems, allowing you to trace every conversation. Whether someone is completing a loan application, filing for benefits (unemployment, Medicaid, SNAP), renewing a license, or even filing taxes, our processes are tailored to comply with legal and reporting requirements. All PII is masked and data is encrypted, resting and active. All this data can be compiled into easy-to-understand reports that can help you further streamline the enrollment process.

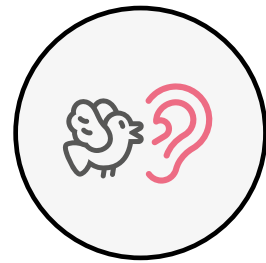
## Q: How does ContactEngine's proactive, conversational constituent service work?

Click to watch a video of ContactEngine in action:

**ContactEngine**  
A NICE company

- Data-Driven Context**  
Continuously consuming data from multiple systems, maintaining the constituent context, controlling and adapting the engagement strategy.
- AI Natural Language Understanding**  
Using AI Natural Understanding to determine what constituents want.
- Proactive Engagement**  
Proactively engaging constituents in personalized, contextual and natural conversations via digital channels.
- Automated Transactions**  
On behalf of the constituent enacting transactions in state systems.
- Human or Virtual Agent Engagement**  
Bringing in human or virtual agents to help constituents during the journey as required.

# How ContactEngine proactively drives better outcomes



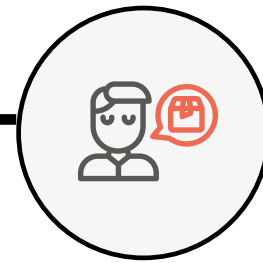
## 1 Listens for conversation triggers

Integrated with your core systems, ContactEngine analyzes your data to identify where a proactive conversation is advantageous. These conversation triggers are key, signaling ContactEngine to start a conversation, or to change the path of an ongoing conversation. As with any good system, the analysis also includes data quality checks to ensure we have the right information to hold the right conversation.



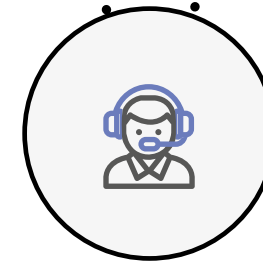
## 2 Identify each conversation's path

Just as every conversation has an objective, every conversation has a preferred path to reach that objective. ContactEngine AI identifies each constituent's preferred path, and in doing so, increases conversion rates - because it's much easier to lead someone down a path they would choose for themselves.



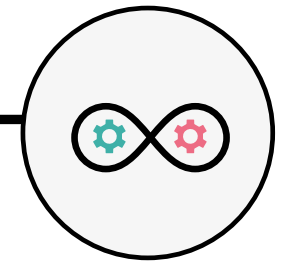
## 3 Starts intelligent conversations

ContactEngine opens, maintains and completes millions of simultaneous conversations 24 x 7 x 365. ContactEngine AI ensures that constituent responses are understood and replied to in less than half a second.



## 3b Brings in an agent

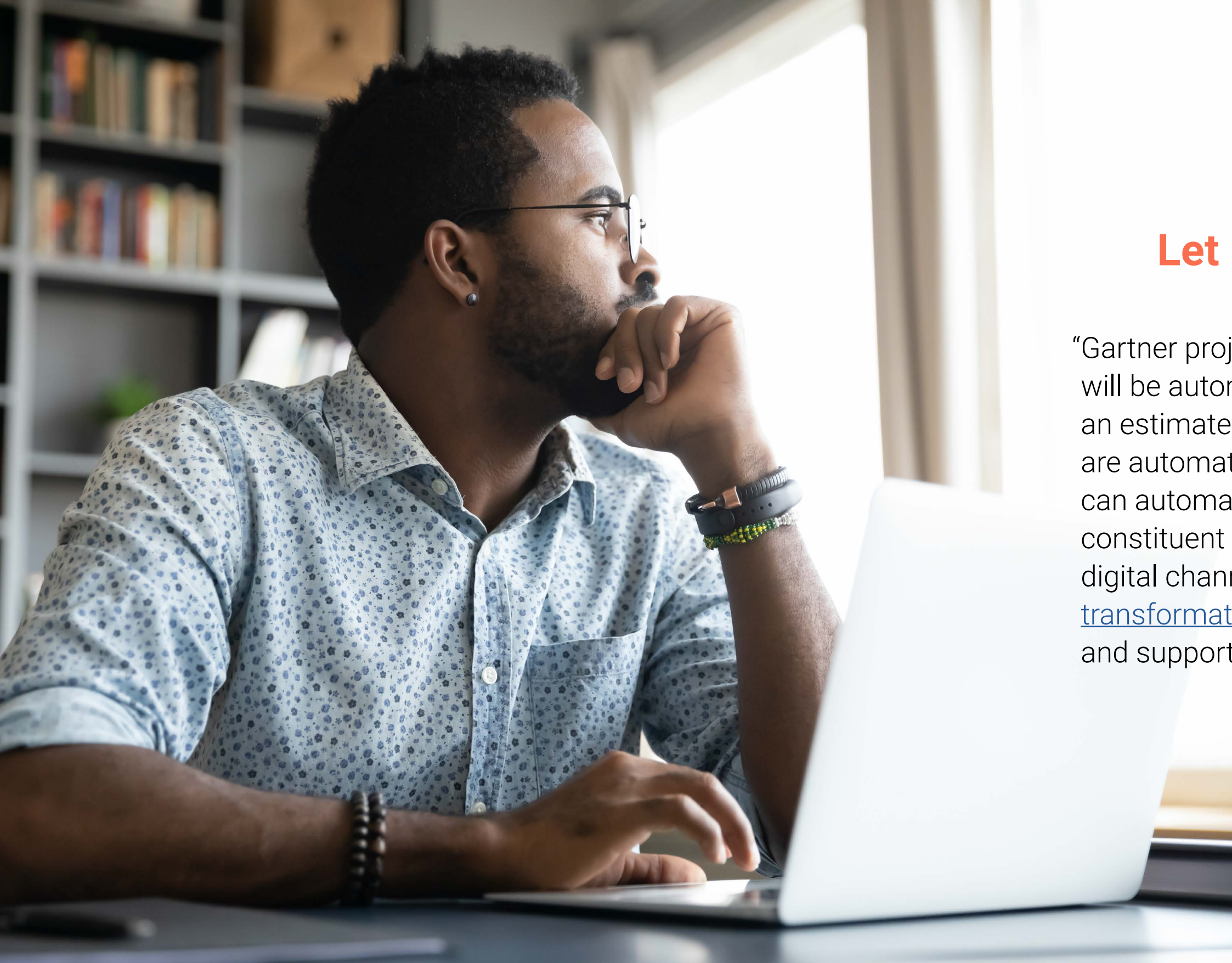
ContactEngine AI monitors conversations and flags up those that need agent intervention. Your agents can work in your own CRM system or the ContactEngine Agent Desktop. Agents are equipped with the full context of the conversation, enabling precise and timely intervention.



## 4 Confirms outcomes to your systems

ContactEngine collects and formats data and automatically feeds it back into your systems, keeping your constituent records fully up-to-date. It analyzes the data at this stage to provide performance reporting. Valuable, actionable insights allow for continuous improvement and process optimization.

States must start redetermining citizens now to avoid massive amounts of citizens being unenrolled in Medicaid. ContactEngine can help millions of US citizens avoid losing medical coverage by automating redeterminations.



## Let us show you how.

“Gartner projects that one in 10 agent interactions will be automated by 2026, an increase from an estimated 1.6% of interactions today that are automated using AI. Conversational AI can automate all or part of a contact center constituent interaction through both voice and digital channels...and it is expected to have [transformational benefits](#) to constituent service and support organizations within two years.”

**Gartner**<sup>®</sup>

## About ContactEngine

Proactive conversational AI by NICE ContactEngine can help states quickly redetermine eligibility by reaching out to beneficiaries and proactively taking them on an eligibility determination journey to get their benefits through their channel of choice – SMS, email, or automated voice. Once redetermined, ContactEngine will continue the journey with constituents, recertifying them digitally to reduce churn in receiving Medicaid benefits.

With digital tools in place, constituents can more easily take advantage of self-service tools without having to spend hours on hold with call centers. When state agencies can proactively initiate and introduce self-service options, like conversations via text, they can not only reduce the time spent in Medicaid recerts and applications, but can help prevent people from losing coverage or missing deadlines in the first place.

Want to learn more? Simplify the steps taken by citizens to redeem the benefits your agency provides. ContactEngine integrates with any process and ensures that a higher percentage of constituents progress to completion.

The results? You'll improve citizen satisfaction and achieve exemplary government agency response resolution.





## Want to learn more?

Simplify the steps taken by citizens to redeem the benefits your agency provides. ContactEngine integrates with any process and ensures that a higher percentage of constituents progress to completion.

The results? You'll improve citizen satisfaction and achieve exemplary government agency response resolution.

[Contact us for a demo](#)





ContactEngine

A **NICE** company