

# Unwinding the Public Health Emergency

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With a nearly 20% increase in Medicaid enrollment and complex policy landscapes, States must carefully balance the need to address their administrative redetermination backlogs – while still maintaining continuous coverage and effective customer service for vulnerable populations.<sup>1</sup>

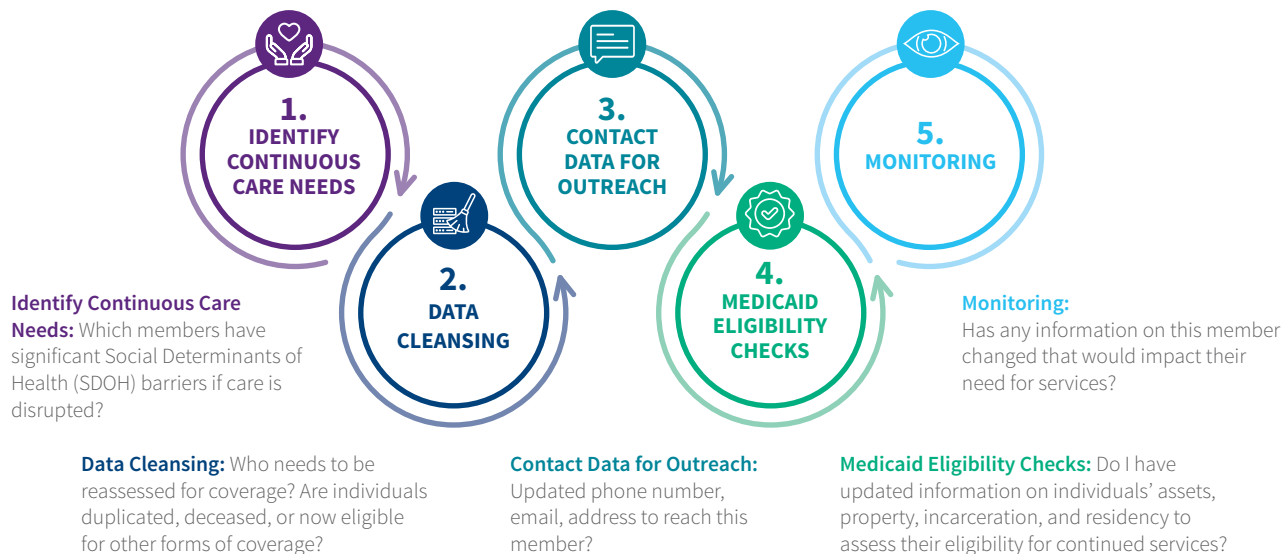
## Unprecedented Challenges Require Medicaid Organizations to Look Outside their Data

Medicaid agencies are challenged with limited views, and outdated insights associated with the populations they serve.

Something as fundamental as incorrect or outdated mailing addresses could put millions at risk of losing coverage – and create administrative challenges for years to come. Sensitive decisions about unwinding can be fine-tuned with more data from alternative sources. LexisNexis Risk Solutions brings 13,000 sources of individual-level public records and credit-based data to provide deeper insight and precision into understanding each individual and enrollee.

## How LexisNexis Risk Solutions alternate data sources assist in Medicaid unwinding decisions

### Introducing the Power of AmplifyID™ for Unwinding





## Strengthen Outreach with Updated Contact Data

Even with the best outreach efforts, Medicaid organizations may fall short of having the most up to date contact data to connect their population to appropriate resources. AmplifyID™ for Unwinding can help overcome critical gaps by leveraging thousands of data sources to improve contact data, as well as suggestions on which is most likely to be information critical for targeted outreach.



**Increase in Moves & Temporary Relocation** - Over 11% of Americans have moved since the beginning of the pandemic. Underserved populations are most likely to be impacted by relocation – as 20% of those who move said it was due to financial reasons or challenges affording housing.<sup>1</sup> Most “temporary” or recent moves are not formally reported on a change of address form, resulting in Medicaid organizations housing multiple, conflicting, or outdated addresses for each member.<sup>1</sup>

## Statewide Health Outreach Campaign

LexisNexis Risk Solutions analyzed internal data on 1.1M residents

*The analysis determined the best address and phone for contact, plus the amount of deceased population and duplicate counts within the data population.*



### Identified “better address” for 40% of the population

- Most common reasons for a “better address” were more recent data points, as well as incomplete or incorrectly entered addresses (e.g. missing an apartment number)
- Over 18,000 individuals had a better address that was out of state



### Discovered active phone numbers on 92% of the population (over 946,000 individuals)

- LexisNexis Risk Solutions identified multiple phone numbers for 85% of the population<sup>2</sup>



**Residency impacts to eligibility** – A foundational step to unwinding the Public Health Emergency (PHE) is to assess which members may have moved out of state and how long they have been consistently out of state. With this information, agencies can initiate outreach – and prioritize updating phone numbers or emails to avoid sending mail to outdated addresses.

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### **Understand & Prioritize Continuous Coverage through Real-World SDOH Data**

Knowing that clinical data does not always reflect the full context of health, Medicaid organizations understand that their members may need additional support to navigate the complicated healthcare ecosystem – especially when transitioning from Medicaid to a State-based exchange or other forms of healthcare coverage.

Instead of relying on point-in-time social determinants of health (SDOH) assessments or zip code census data, Medicaid organizations can immediately unlock clinically validated data on each individual’s socioeconomic factors, such as housing instability, social isolation, food insecurity, or financial instability.

AmplifyID™ for Unwinding includes LexisNexis® Socioeconomic Attributes and Scores that provide agencies a population-level assessment of members’ SDOH profiles and relative risk for medication adherence gaps or readmission risks. Most importantly, AmplifyID™ for Unwinding provides agencies individual-level, ranked, SDOH care-drivers that point a care coordinator to specific SDOH care gaps that can be addressed to mitigate risk and improve access.



### **Streamline Eligibility Processes with Continuous Monitoring**

Leveraging AmplifyID™ for Unwinding provides each state agency with the tools to help mitigate the risk of inappropriate terminations and churn, as well as ensure that the state also resumes timely processing of new applications. Enriching data by consolidating identities, removing, and flagging deceased or incarcerated individuals and enhancing the understanding of the populations served, are critical components of continuous care needs.

For More Information:

<https://risk.lexisnexis.com/government/medicaid-program-management>  
1.888.216.3544



#### About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com), and [www.relx.com](http://www.relx.com).

#### Sources:

1. Frost, Riordan “Have More People Moved During the Pandemic” November 29, 2021. <https://www.jchs.harvard.edu/blog/have-more-people-moved-during-pandemic>
2. March 2022 “Public Health Data Analysis and Outcomes” to determine total population data hygiene such as counts on duplicate contacts, deceased population, best address and phone results. Analysis conducted by LexisNexis Risk Solutions Special Investigative Unit.

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