

Preparing for Medicaid Community Engagement Requirements Under H.R. 1

Preserving Coverage While Strengthening Compliance and Readiness

Community Engagement Requirements Are More Than a Compliance Exercise

Community engagement requirements can introduce a new operational challenge for Medicaid agencies: contacting beneficiaries, validating exemptions, and documenting compliance—at scale—without increasing administrative burden or risking coverage loss.

With the reintroduction of federal community engagement requirements under H.R. 1, Medicaid agencies are entering a new phase where policy expectations and operational execution must move in lockstep. **These requirements place renewed emphasis on consistent, multi-channel beneficiary outreach and timely, reliable validation of exemptions such as employment or student status.**

For agencies, this can raise the bar for operational performance—requiring scalable processes that can support real-time verification and produce auditable records of outreach, eligibility decisions, and compliance activity.

While compliance remains essential, successful implementation can depend on delivering low-friction, accessible engagement experiences that make it easier for beneficiaries to respond, stay connected, and maintain coverage. The greatest risk may not be noncompliance—it may be failing to connect eligible individuals with the pathways they need to remain covered.

As agencies prepare, there is an opportunity to adopt modular, system-aligned approaches that can strengthen engagement, improve verification accuracy, and support continuity of coverage—all while working within existing environments. These approaches could include supporting individuals—such as those covered through Affordable Care Act (ACA) Medicaid expansion or Medicaid Section 1115 demonstration waivers—in maintaining eligibility by making it easier to meet engagement requirements, as states work to preserve coverage for eligible populations while implementing new federal expectations.





Key Challenges for Agencies



Beneficiary Outreach and Engagement

Many Medicaid agencies continue to face challenges reaching beneficiaries due to outdated contact information, returned mail, unanswered calls, and limited engagement channels.

Without effective outreach strategies, agencies may experience:

- Missed beneficiary communications
- Increased call center demand
- Delayed compliance activities
- Higher rates of preventable coverage loss among eligible individuals



Eligibility and Exemption Verification

Community engagement requirements may require agencies to validate employment status, student enrollment, income, and other exemption criteria.

Reliance on manual processes or self-attestation can increase workload, slow eligibility decisions, and create challenges during audits or reviews.

Agencies are increasingly looking for ways to improve verification accuracy while reducing burden on both staff and beneficiaries.



Compliance Readiness and Documentation

As requirements evolve, agencies should be prepared to demonstrate that outreach, verification activities, and eligibility determinations are conducted consistently and in accordance with federal guidelines.

This could include the ability to:

- Track beneficiary engagement efforts
- Maintain verification records
- Support audit and oversight activities
- Document compliance activities throughout the beneficiary lifecycle

What This Means for Medicaid Agencies

Community engagement requirements can introduce new, interconnected demands across outreach, verification, and compliance. Agencies should be prepared to operate with greater speed, accuracy, and visibility—to help ensure that beneficiary engagement efforts are effective, eligibility decisions are well-supported, and compliance activities are fully documented and audit-ready.

Without a coordinated approach, gaps in any one area can create downstream risk across the program—impacting operational performance, audit readiness, and continuity of coverage for eligible individuals.



What Successful Agencies Are Prioritizing

As agencies prepare for implementation, certain areas are emerging as critical to long-term success:



Beneficiary Engagement

Ensuring notices, reminders, and outreach efforts reach the right person through the most effective communication channels.



Eligibility and Exemption Verification

Improving confidence in eligibility decisions through timely, reliable verification processes that reduce reliance on manual review.



Operational Efficiency

Reducing administrative burden through automation, modular enhancements to existing workflows, and improved access to trusted data sources.



Compliance Readiness

Establishing processes and documentation practices that support reporting, oversight, and audit preparedness supported by solutions that integrate with existing systems and documentation processes.

Supporting Medicaid Agencies Through Change



Successfully implementing community engagement requirements can require more than policy compliance, and can require a **coordinated approach to beneficiary engagement, verification, operational efficiency, and program integrity.**



LexisNexis® Risk Solutions can help Medicaid agencies meet community engagement requirements through a **modular, flexible approach** that integrates into existing systems and workflows. Our solutions are designed to support **low-friction beneficiary engagement**, enabling individuals to respond quickly and easily, while helping agencies improve compliance, verification accuracy, and operational efficiency without adding unnecessary complexity.



Whether agencies are evaluating communication strategies, verification approaches, or operational readiness efforts, we can help identify opportunities **to reduce administrative burden, improve accuracy, and support compliance goals while helping eligible beneficiaries maintain access to critical services.**

Questions Medicaid Leaders Should Consider

As agencies assess readiness for community engagement requirements, several key questions can help identify potential gaps and opportunities:

- ✔ How confident are we that we can successfully reach beneficiaries affected by community engagement requirements?
- ✔ Do we have reliable and efficient methods for validating exemptions and eligibility factors?
- ✔ Which verification processes still depend heavily on manual review or self-attestation?
- ✔ How will we track outreach activities, verification actions, and compliance documentation?
- ✔ Are our systems and workflows prepared to scale as requirements expand?
- ✔ How can we reduce administrative burden while maintaining program integrity and beneficiary access?

Designed for Modern Medicaid Environments



Low-friction engagement:

Helps beneficiaries to respond quickly with fewer steps



Modular deployment:

Supports phased adoption across outreach, verification, and compliance



Platform-aligned:

Integrates with existing eligibility and case management systems



Scalable design:

Adaptable as federal and state requirements evolve



Workflow-enhancing:

Can strengthen current processes without disruption

The Opportunity Ahead

While community engagement requirements can introduce new complexity, *the requirements can also create an opportunity for agencies to modernize outreach, strengthen verification processes, improve program integrity, and enhance the beneficiary experience.*

Agencies that prepare now can be better positioned **to meet compliance obligations, support operational efficiency, and help eligible individuals maintain access to the services they depend on.**

Preparing for Community Engagement Requirements?

Learn how Medicaid agencies are strengthening beneficiary outreach, streamlining verification, and improving compliance readiness while reducing administrative burden.

Connect with our team to explore how a low-friction, modular approach can support operational readiness, strengthen compliance, and help eligible beneficiaries maintain coverage.



Contact us to learn more about how we can help.
Scan QR code or call 1-800-869-0751

