ELIGIBILITY & ENROLLMENT IN FEDERALLY FACILITATED MARKETPLACE STATES: OKLAHOMA
OCTOBER 13, 2015
Overview

- Non-Medicaid expansion state
- Federally Facilitated Marketplace (FFM) assessment state
- Primarily rural with two (2) large metropolitan areas
- 2nd highest American Indian population in the nation
- 18% uninsured; high rate of children living in poverty
- During SFY2014 some 25% of Oklahomans received services through SoonerCare (Oklahoma Medicaid)
- Primary SoonerCare healthcare delivery system is a state-managed patient-centered medical home program
- In 2014, OHCA launched an online enrollment application that is compatible among multiple browsers and is enhanced for mobile and tablet use along with improved member self-service options such as secure log-on and email notifications.
OHCA Agency Goal #5 – Eligibility and Enrollment

☐ To provide and improve health care coverage to the qualified populations of Oklahoma

☐ Eligibility and enrollment is, and continues to be, a high priority for the OHCA as evidenced by the continual improvement of our online eligibility and enrollment system.

☐ Ensuring qualified populations of Oklahomans have access to quality, affordable medical coverage is paramount to ensuring a healthier, more productive population and workforce and improving health outcomes for Oklahoma.
Enrolling Oklahomans who are currently eligible, especially children, but not yet enrolled; increasing the enrollment of Insure Oklahoma, a private-public partnership premium assistance program.

Educating members and agency & community partners about the ease of applying and renewing online.

Continue availability of SoonerCare’s OE system as an entry point for coverage; launched member e-communication focused on the renewal process; advancing browser-neutrality of applications.

Collaboration with the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS), Oklahoma State Department of Health (OSDH) and the Oklahoma Department of Human Services (OKDHS) allows Oklahomans multiple access points.

Agency/Tribal partners have access to enroll and assist individuals with applications and renewals, to decrease access barriers.

Community Partners across the state assist and educate individuals on the complexities and navigation of the exchange, while assisting with enrollment, questions or concerns related to SoonerCare.
Total SoonerCare Applications Submitted

**Total Applications Submitted - SFY 2013 & SFY 2014**

- **SFY 2013**
  - Jul: 35313
  - Aug: 33134
  - Sep: 30471
  - Oct: 26150
  - Nov: 23264
  - Dec: 19607
  - Jan: 20650
  - Feb: 17047
  - Mar: 20440
  - Apr: 18569
  - May: 20051
  - Jun: 28644

- **SFY 2014**
  - Jul: 36863
  - Aug: 45462
  - Sep: 36863
  - Oct: 41175
  - Nov: 33439
  - Dec: 31365
  - Jan: 41175
  - Feb: 35588
  - Mar: 38427
  - Apr: 26648
  - May: 31085
  - Jun: 28644

**Total Applications Submitted - SFY 2015 & SFY 2016**

- **SFY 2015**
  - Jul: 24067
  - Aug: 29290
  - Sep: 16821
  - Oct: 14193
  - Nov: 17460
  - Dec: 19109
  - Jan: 17456
  - Feb: 19060
  - Mar: 17745
  - Apr: 15619
  - May: 17334
  - Jun: 17334

- **SFY 2016**
  - Jul: 17629
  - Aug: 17617
  - Sep: 17811
  - Oct: 14193
  - Nov: 17460
  - Dec: 19109
  - Jan: 17456
  - Feb: 19060
  - Mar: 17745
  - Apr: 15619
  - May: 17334
  - Jun: 17334
Account Transfer Activity

Inbound (HUB→State) account transfer activity (CY2014).

36,462 = Total number of applications from the FFM

74,823 = Total number of applicants processed

14,690 = Total number determined eligible and enrolled in SoonerCare (includes members known and unknown in the last 12 months)

14,112 = Total number of members determined eligible who were enrolled in SoonerCare anytime during previous 12 months
Account Transfer Activity Contd.

- Total number determined eligible who were enrolled in SoonerCare anytime during previous 12 months
- Total number determined eligible and not enrolled in SoonerCare anytime during previous 12 months

578
4%

14112
96%
Online Enrollment Cont’d.

Online Enrollment - SFY 2014

- New Applicants: 52%
- Renewals: 48%

Online Enrollment - SFY 2015

- New Applicants: 60%
- Renewals: 40%
Renewal Metrics

- Based on August 2015 online enrollment activity 92% or 11,500 of 12,438 renewal applications were accepted

- A recent agency analysis shows that:
  - 78% of SoonerCare members enrolled in June 2014 were also enrolled in June 2013
  - 75% of SoonerCare members enrolled in June 2014 were also enrolled in June 2013
  - 72% of SoonerCare members enrolled in June 2013 were also enrolled in June 2012
Early Lessons

- Recognize that today’s families are technologically diverse; now browser neutral
- Call center staff are critical to success
- Call triage protocols contribute to efficiency
- Invest in member education to self-manage his/her accounts
Effective October 1, 2013, a call center option was added for “to apply for SoonerCare over the phone.”

If all agents are busy, and after an additional 30 seconds of music, callers hear:

“Did you know you can apply for SoonerCare online 24 hours a day, seven days a week? Go to www.mysoonercare.org to create or sign into your account to submit your application.”

After an additional 30 seconds of music, callers hear:

“Please allow 20 minutes to submit your application over the telephone. Please be prepared to provide Social Security Numbers, Dates of Birth, Income and Citizenship information for all members of your household.”

Play through loop again . . .
29,898 calls were answered with an average wait time of 155 seconds
4,122 calls resulted in an application by phone
Each application took an average of 32 minutes
36% of the remaining calls were transferred to online enrollment staff
Contact Information

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