

# Virginia

Over the grant period, Virginia's overall goal for Maximizing Enrollment was to enhance and streamline processes for enrolling and retaining children by:

1. Developing an analytic agenda and creating a data warehouse to consolidate, merge and analyze eligibility and enrollment information
2. Improving retention rates and decreasing administrative denials
3. Identifying and targeting eligible but uninsured children
4. Establishing better communication between DMAS, the central Medicaid and CHIP administering agency, and the state and local DSS agencies

## Participating State Agencies

- Department of Medical Assistance Services (Administers Medicaid and CHIP)
- Virginia Department of Social Services (Administers human services programs, i.e. SNAP, TANF, and responsible for local eligibility offices)

## Prior to Maximizing Enrollment: Where Virginia Started

In 2009, the initial phase of the Maximizing Enrollment program focused on a diagnostic assessment of the strengths and opportunities for improvement in each grantee state's enrollment and retention systems. Virginia's assessment determined the following:

### Strengths

- Adopted a "No Wrong Door" approach, allowing families to apply for coverage by mail, fax, online, or in person at any office
- Committed leadership, valued partnerships with stakeholders, and a strong sense of mission regarding children's coverage
- Reduced paperwork requirements during renewals

### Challenges

- Complexity of program management
- Limited ability to exchange data between Medicaid and the separate CHIP program hampers program management



## As a Result of Maximizing Enrollment: Major Simplifications Implemented

### **Data-driven policymaking:**

Designed and implemented a data warehouse software tool to combine enrollment data with Medicaid application data from 120 local offices and application data from the state's CHIP Central Processing Unit to better understand statewide enrollment trends

Focused targeted enrollment strategies in counties with highest percentage of uninsured through partnerships with school district to engage parents

### **Improving systems to reduce paper documentation:**

Clarified and re-launched an "ex parte" renewal process to inform Medicaid eligibility workers across the state, which increases the likelihood they will use the strategy (check available data sources for eligibility information before asking the consumer for it) and reduce the burden on families.

Eliminated the need for a wet signature at the CHIP Centralized Processing Unit by accepting electronic signatures during the telephonic application process and on-line

### **Culture change:**

Held focus groups with local eligibility workers to both engage them in Maximizing Enrollment and identify areas for further improvement to enroll and retain eligible children.

Improved communication between agencies responsible for health and human services eligibility and enrollment by involving multiple agencies in workgroups, creating one-page communications documents, and holding statewide meetings to get everyone informed.

## Beyond Maximizing Enrollment: Lessons Learned

- Sharing data on enrollment successes can be motivating to all stakeholders and encourage buy in.
- Networking and learning from other states can generate ideas and support for trying new policies and procedures.
- Executive leadership engagement was critical for success.

*This state profile provides a sample of the policy and system changes made and does not represent all of Virginia's Maximizing Enrollment accomplishments.*