



**NC Get Covered Coalition Meeting – NOTES**  
**Medicaid Managed Care: The Role of the NC Enrollment Broker**  
**Friday, March 15, 2019, 10:00 - 11:20 a.m.**  
**NC Community Health Center Association**  
**4917 Waters Edge Drive #165, Raleigh, NC 27606**  
Zoom Link: <https://zoom.us/j/682773259>  
Dial-in Number: 1-929-436-2866  
Meeting ID: 682 773 259

**Desired Outcome**

- Shared understanding of the Enrollment Broker’s role in North Carolina’s Medicaid transformation efforts.

**Meeting Notes**

**Getting to Know the NC Enrollment Broker + Q&A**

*Maritza Nowakowski, Program Director, NC Enrollment Broker*

*Pamela Champagne, Deputy Director, NC Enrollment Broker*

*Carter Wade, Outreach Manager, NC Enrollment Broker*

*Sandy Terrell, Director, Clinical and Operations Section, NC Department of Health and Human Services*

- DSS will determine eligibility; the NC Enrollment Broker will focus on enrollment.
- A “beneficiary” is eligible for Medicaid services; a “member” is enrolled.
- Auto-assignment for fee-for-service members is about 80%.
- To simplify the process, members will have one Medicaid card – a card for fee-for-service or managed care.
- The call center will go live by 6/3, along with the website (*Update: pushed back to 6/28 to allow more time for testing*). A multi-channel approach to enrollment will be used, including telephone (core method for choice counseling), web, mobile app, etc. Services will be offered in English and Spanish, and a language line will be available for other languages. Community events will be loaded on the website.
- All enrollment specialists will receive sensitivity training.
- The NC Enrollment Broker will mail out enrollment notices.
- The NC Enrollment Broker will measure their success through customer satisfaction surveys and call center data (e.g., average speed to answer call, duration of call, etc.). 100% of calls will be recorded. The Enrollment Broker will work to improve voluntary choice rates.

**Q&A**

- MAXIMUS is working in 22 other states that use the same DSS model as NC.
- The NC Enrollment Broker will have up to 200 agents available by phone in Morrisville (dedicated to this effort) and Hampton, VA (backup).
- It is estimated that 95% of calls will be answered within 3 minutes or less + courtesy call back.

- The NC Enrollment Broker is putting together toolkits and brochures for community volunteers. However, it is not their intention to let others do the enrollment... Other entities can help but the beneficiary and an authorized representative must complete the enrollment.
- If a member doesn't actively select a Prepaid Health Plan, they'll receive a notice letting them know they've been auto-assigned, along with instructions on how to make a different choice. If outreach is effective, the auto-assignment rate should drop.
- Hours of operation: 7am-7pm, 7 days a week (during launch)/ 7am-5pm, Mon-Sat (normal hours)
- All outreach materials must be approved by the state.
- Primary Care Providers must contract with a Prepaid Health Plan to become a part of their network. There will be one credentialing process.
- The Ombudsman number is not currently on the enrollment notices, but the NC Enrollment Broker will talk to the state about including it.

*Questions submitted online are still being reviewed/approved.*

*This meeting was made possible by the generous support of the Kate B. Reynolds Charitable Trust.*

