



Modern Medicaid  
ALLIANCE

# Year-End Partner Meeting

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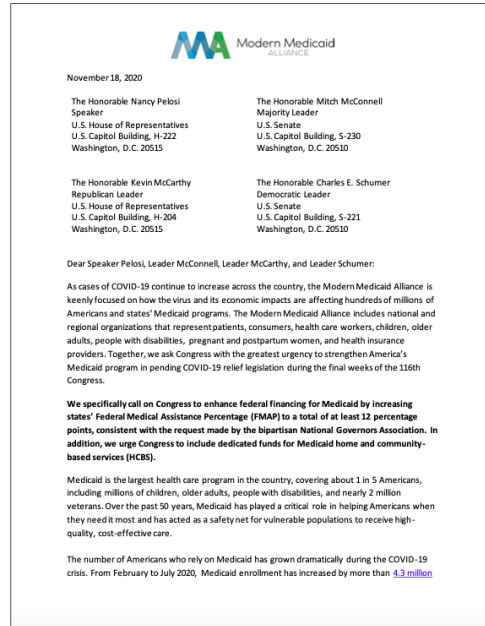
DECEMBER 2020



# 2020 Overview

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# Congressional Sign-On Letters



- July and November sign-on letters garnered signatures from 39 and 40 partners, respectively
- Urged Congress to increase states' federal match (FMAP) and provide designated funding for HCBS
- Promoted among Hill, press, and Beltway audiences

*“We specifically call on Congress to enhance federal financing for Medicaid by increasing states’ Federal Medical Assistance Percentage (FMAP) to a total of at least 12 percentage points, consistent with the request made by the bipartisan National Governors Association. In addition, we urge Congress to include dedicated funds for Medicaid home and community-based services (HCBS).”*

# Medicaid Advocacy Tools

## Medicaid Funding

## Maternal Health



### Strengthening Medicaid Amid COVID-19 Crisis

As cases of COVID-19 continue to increase across the country, the Modern Medicaid Alliance is keenly focused on how the virus and its economic impacts are affecting hundreds of millions of Americans and states' Medicaid programs. It is critical that policymakers prioritize strengthening America's Medicaid program in pending COVID-19 relief legislation.

Specifically, Congress must enhance federal financing for Medicaid by **increasing state Federal Medical Assistance Percentage (FMAP) to a total of at least 12 percentage points and include dedicated funds for Medicaid home and community-based services (HCBS).**

Medicaid's **Vital Role for America** – Medicaid is the largest health care program in the country, covering more than 73 million people, or about 1 in 5 Americans.

- Over the past 50 years, Medicaid has played a critical role in helping Americans receive high-quality, cost-effective care.
- Medicaid is a safety net for vulnerable populations when they need it most, including millions of children, older adults, people with disabilities, and veterans.

**Increased Enrollment During COVID-19** – The number of Americans who rely on Medicaid has grown dramatically during the COVID-19 crisis.

- From February to June 2020, Medicaid enrollment increased by more than **3.4 million** people, or 4.8% nationwide.
- The **fastest enrollment growth** has occurred among non-elderly, non-disabled adults.
- States expect Medicaid enrollment and spending to increase by more than **8%** in fiscal year 2021.
- At the same time, state revenues are dropping significantly, and overall state budget shortfalls are **projected** to reach \$555 billion through 2022.

**Consequences of Inaction** – Without increased funding for Medicaid, hardworking Americans could be denied access to the essential care they need and deserve. This is especially true for some of the hardest hit community members like frontline workers, those with substance use disorders and behavioral health concerns, and communities of color. Enrollees stand to face **devastating consequences**, such as:

- Threatening children's access to care, due to **lower payments** to children's hospitals and pediatric providers.
- Fewer older adults able to stay in their homes and communities, as programs **reduce or eliminate** home and community-based services and supports.
- Decreased access to mental health and substance use disorder treatment, at the same time that opioid overdoses skyrocket across the country, due to **cuts to Medicaid funding**. Medicaid is the largest payer for mental health care, and one-third of those in the expansion population have mental health and substance use disorder needs.
- Longer waitlists for people with intellectual and developmental disabilities, as crucial home and community-based services **may be eliminated**.

November 2020



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**83% of voters think increasing funding for Medicaid amid COVID-19 should be a priority for Congress**



That includes...



**Without increased funding for Medicaid, hardworking Americans most at-risk could be denied access to the essential care they need and deserve.**

### Women and Children



**Less access to care for America's children**, due to lower payments to children's hospitals and



**Less access to preventive and behavioral health services** received through schools, due to cuts to school-based services.



**Lacking postpartum coverage** for new mothers, threatening maternal health and exacerbating health disparities.

**MODERN MEDICAID ALLIANCE URGES CONGRESSIONAL ACTION TO ADDRESS MATERNAL HEALTH CRISIS**

On average, **in one day** Medicaid covers:

Nearly **4,500 births**



First-trimester prenatal care visits for **more than 3,000 women**



Nearly **97,000 children's health screenings**



Dental services for **over 54,000 children**



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# Partner Collaborations

**Black Women's Health Imperative:** [Maternity Health in the COVID-19 Era](#)

**Alliance for Aging Research and Justice in Aging:** [Importance of Medicaid for Americans 65+](#)

**National Immunization Awareness Month:** [Alliance Partners Disseminate National Immunization Month Awareness Content](#)

**Medicaid Anniversary:** [Modern Medicaid Alliance Partners Celebrate 55<sup>th</sup> Anniversary of Medicaid](#)

**ADA Anniversary:** [Modern Medicaid Alliance Partners Release Resources Around 30<sup>th</sup> Anniversary of ADA](#)

**Association of Maternal & Child Health Programs:** [Q&A on Innovations in Maternal Health](#)

**Men's Health Month:** [Q&A Blog Post on Men's Health Month](#)



*Importance of Medicaid for Americans 65+*



*Modern Medicaid Alliance Partners Release Resources Around 30th Anniversary of ADA*

# Partner Collaborations cont'd

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- [Alliance for Aging Research](#)
- [American Association of Nurse Practitioners](#)
- [American Association of People with Disabilities](#)
- [American Cancer Society Cancer Action Network](#)
- [Association of People Supporting Employment First](#)
- [Association of Maternal & Child Health Programs](#)
- [Black Women's Health Imperative](#)
- [Children's Hospital Association](#)
- [Health Care Service Corporation](#)
- [Justice in Aging](#)
- [Men's Health Network](#)
- [National Alliance of Mental Illness](#)
- [National Association of Pediatric Nurse Practitioners](#)
- [National Association of School Nurses](#)
- [National Military Family Association](#)
- [National Organization on Disability](#)
- [Nurse-Family Partnership](#)
- [The Arc](#)
- [ZERO TO THREE](#)

# Medicaid Expansion, Americans 65+, Veterans Resources

- Missouri & Oklahoma expansion resources
  - [Medicaid Expansion Could Cover 250,000 More Oklahomans](#)
  - [What Neighboring States Can Tell Us About Medicaid Expansion in Oklahoma](#)
  - [Missourians To Vote On Expanding Medicaid](#)
- Americans 65+ and Medicaid
  - [Medicaid Plays An Essential Role in the Lives of Americans 65+](#)
  - [Medicaid is a Vital Safety Net for Americans 65+](#)
  - [Medicaid's Critical Role in Providing LTSS](#)
  - [Modern Medicaid Alliance Partners Discuss Importance of Medicaid for Americans 65+](#)
- Veterans and Medicaid
  - [How Medicaid Strengthens Mental Health Services for Veterans](#)
  - Add'l resources to come

**Medicaid is a Vital Safety Net for Americans 65+**

Medicaid provides health care coverage for **7.3 million Americans 65+**.

Americans 65+ make up a significant portion of Medicaid enrollment in many states across the country, including 38% in Maine, 31% in Florida, 12% in Wisconsin, and 12% in Virginia and Alabama.

Medicaid plays an important role in covering certain services that are critical to Americans 65+, including long-term services and supports (LTSS), and access to social services.

More than **24 million Americans** needed LTSS in 2015.

Medicaid is the primary provider of LTSS.

**How Medicaid Strengthens Mental Health Services for Veterans**

Veterans have a higher likelihood of mental and behavioral illness related to their military experience and are among those who benefit from Medicaid coverage of mental health treatment. In fact, more than 1 in 10 veterans have been diagnosed with substance use disorder (SUD), and more than 3 out of every 10 veterans returning from Iraq and Afghanistan report having a mental health or cognitive condition.<sup>1</sup> Medicaid coverage provides support for veterans who suffer from these and other mental health conditions.

1. Nearly 2 million veterans rely on their Medicaid coverage for routine checkups and mental health services, especially 2.8 million for their Veterans Administration (VA) facility.
2. Veterans with Medicaid coverage have complex health needs. For example:
  - 54% have a disability
  - 15% have a chronic mental illness
  - 12% have a substance use disorder
  - 30% describe their health as fair or poor
3. Among veterans covered by Medicaid, nearly 40% have Medicaid as their only source of health care coverage. For the remaining 60%, Medicaid supplements other coverage, helping to improve both their health and financial security.<sup>2</sup>
4. Many state Medicaid programs cover services that address mental illness and substance use (e.g., peer support services)—where individuals use their own lived experience recovering from SUD to support others in recovery—and other programs that promote productivity for adults.<sup>3</sup>
5. Veterans make up 12% of people experiencing homelessness in the United States. Medicaid has been found to improve mental health and social health for veterans experiencing homelessness, who often lack access to other sources of coverage and have high rates of chronic health conditions, disabilities, mental health issues, and alcohol or substance use disorder.<sup>4</sup>
6. State Medicaid programs often cover behavioral health benefits for enrollees experiencing mental illness or SUD—including many veterans—such as psychiatric services, inpatient psychiatric care, and intensive SUD treatment. Some state Medicaid programs also cover supported employment services (the personal care, transportation, and job coaching that help people with mental illness obtain and maintain employment).<sup>5</sup>

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# New Partners in 2020

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Alliance for Aging Research

AmeriHealth Caritas

Centene

HMS

Justice in Aging

LeadingAge

Lutheran Services in America

Missouri Association of School  
Psychologists

National Adult Day Services Association

National Association of Community Health  
Centers

National Association of State Directors of  
Special Education

National Caucus & Center on Black Aging,  
Inc.

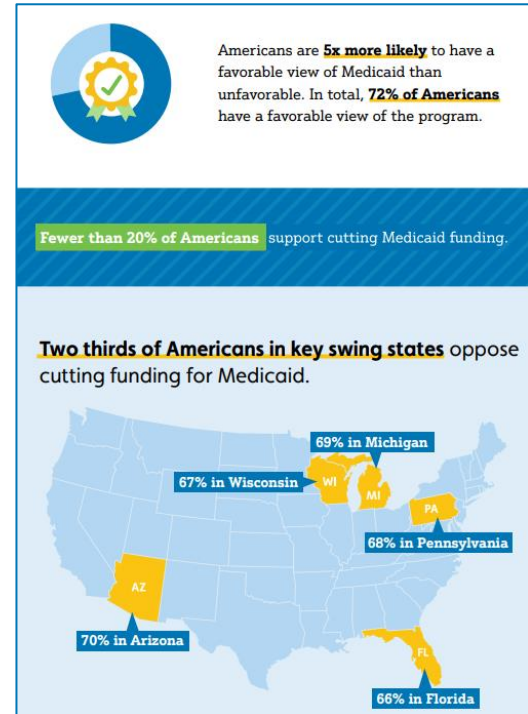
National Hispanic Council on Aging

Nurse-Family Partnership



# Updated Medicaid Dashboard

- Updated in September, the Medicaid Dashboard provides the latest national and state level enrollment and polling information
- Essential resource for federal and state leaders looking for up-to-date information, including state-specific reports for all 50 states plus DC
- Updated with [COVID-19 data](#) this month
- Visit [Data.ModernMedicaid.org](https://Data.ModernMedicaid.org)



# Suggested Dashboard Uses

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Advocacy organizations are using the Medicaid Dashboard to pull national and state-specific data about Medicaid for several uses. Below are some [tips for leveraging the Dashboard](#) data in your daily work:

- Demonstrate the overwhelming support for Medicaid through advocacy tools and educational resources.
- Advocate for specific policy changes by sharing with state chapters to compare their Medicaid programs to neighboring states.
- Identify potential new partners based on population-specific data (e.g., children, people with disabilities, older adults) provided by the Dashboard.



# Digital Media Update

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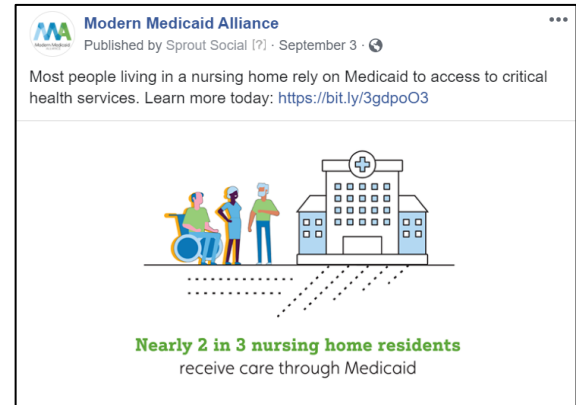
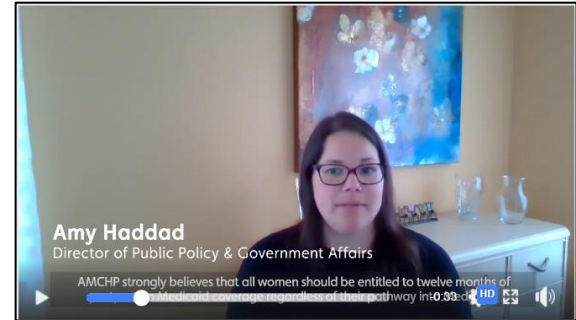
# MMA Digital Update

- Starting in April, we took a more proactive stance around our actions on federal Medicaid issues on social media
- Promoted new resources with paid media in the Beltway to aid advocacy objectives:
  - Testimonials
  - One-pagers
  - Infographics
  - Press releases
  - Statements
- Engagement increased **more than 200%** year over year
- People **clicked to learn more over 66,800 times**
- We saw an increase in web traffic year over year of **more than 700%**



# Social Media Learnings from 2020

- **Show your expertise:** audiences enjoyed viewing partner expertise in our video-based content and infographics
- **Keep it simple:** audiences were more likely to engage with social posts that featured messages that were short, sweet, and to the point
- **Use COVID-19 appropriate visuals:** audiences were more likely to positively engage when posts used images that were sensitive to the COVID-19 crisis
- **Prioritize using original graphics:** audiences were more likely to engage with posts that were original images





# Looking Ahead

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# Looking Ahead

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- **Monitor remainder of lame duck**
- **COVID-19 Dashboard Update** - Launching December 14
- **MMA 2021 partner planning meeting** – Q1
- **Social Determinants of Health** – Starting Q1
  - Send innovations and programming
- **Implement partner feedback** - Ongoing



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# Thank You!

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