

# LDSS Communications and

## Customer Service

- Local Business Plans
  - Each LDSS has completed a Business Plan to help our front desk staff, our local telephone/call center staff and our case managers understand how to serve our customers' health care coverage needs. When a customer visits or calls our office, we must assess the customer's particular health care need by determining if the application should be entered into CARES or SAIL, or into the MHC.
- Greeter Form
- Front Desk Training
- Customer Connection Center



# Data-driven outreach strategies

- DHR has created extensive reports to identify those customers experiencing, or about to experience, a gap in coverage.
- LDSS staff will make individual outreach efforts for all customers at risk of experiencing gaps and track the outreach by customer.
- The new tool has a scheduling function built in, so that appointment confirmation forms are generated as soon as the appointment is made.

# Customer Appointments

In order to meet customers' needs, LDSS will proactively schedule individual and group appointments those customers who require additional assistance submitting their application using MHC. Here is an example of the appointment letter that auto-generates.



Maryland's Human Services Agency  
Department of Human Resources | 1001 North Avenue | Suite 2000 | Baltimore, MD 21201 | 410-386-7000

## MEDICAL ASSISTANCE REDETERMINATION INFORMATION FORM

ANNAPOLIS

Client ID #: 22

Date: 6/25/2015

Customer: EBI  
182  
AN

It is time for you to re-apply for Medical Assistance. At this time, you need to apply in a new system called the Maryland Health Connection. Your current Medical Assistance coverage already ended on:

May 31, 2015

You can apply using any computer that has internet access by going to this website, [www.marylandhealthconnection.gov](http://www.marylandhealthconnection.gov). You can also apply by calling 1-855-642-8572.



# DHR Central Efforts

- The DHR Bureau of Health Care Initiatives will continue to act as SuperUsers, provide overrides for all cases with Special Circumstances, and provide necessary training to all LDSS staff.
- DHR's Bureau of Local Operations' out-stationed staff continue to address the MHC verification tasks
- DHR's Bureau of Systems Support assists with resolving cases that must be processed through the Interim Data Base before becoming active in MHC.



# Next Steps

- Outreach, outreach, outreach! To keep the currently active MA customers active as they transition from CARES to MHC.....AND recover those whose MA closed at the end of the April and May cert periods but still need MA.
- Assist in the identification and suggested fixes for defects and cracks that customers fall through in MHC.
- Provide trouble-shooting or escalate issues with MHC to the appropriate entity for resolution.
- Look forward to the next Open Enrollment.