




Michelle Lujan Grisham, Governor  
Kari Armijo, Secretary  
Lorelei Kellogg, Acting Medicaid Director

## Letter of Direction #94-1

**Date:** December 18, 2023

**To:** Centennial Care 2.0 Managed Care Organizations

**From:** Lorelei Kellogg, Acting Director, Medical Assistance Division 

**Subject:** Monthly Tracking MCO Outreach Efforts  
Repeal & Replace LOD #94

**Title:** MCO PHE Unwinding Outreach Report

The purpose of this Letter of Direction (LOD) is to inform the Centennial Care 2.0 Managed Care Organizations (MCOs) of the Public Health Emergency (PHE) Unwinding Outreach reporting expectations of the Human Services Department (HSD). MCOs are expected to complete and submit the attached report by the 5<sup>th</sup> of each month to [Charles.Canada@hsd.nm.gov](mailto:Charles.Canada@hsd.nm.gov) and [HSD-MCOTDeliverables@state.nm.us](mailto:HSD-MCOTDeliverables@state.nm.us), beginning Friday, January 5, 2024. Reports are due on the 5<sup>th</sup> of each month. If the 5<sup>th</sup> of the month falls on a holiday or weekend, the report is due on the next business day.

### Report instructions

**File name protocol:** The file name “[MCO] [Month Year] Unwinding Outreach Report Template” should be modified to reflect the MCO name and the report month and year. Template should be removed from the file name.

**Reporting period:** The previous calendar month.

### **Member Calls Tab**

1. In cell 1A, replace [reporting month & year] with the month and year of the report
2. In cell 1B, replace [MCO] with the name of the reporting MCO
3. MCOs should report the metrics listed below for the reporting period. The reporting fields should be populated with either the requested data or N/A if this metric is not being tracked at this time. If a metric is not being tracked, please provide an explanation in the Notes section.
  - Members scheduled for direct calls
  - Number of calls made

- Answered
  - No Answer
  - Voicemail
  - Hung up
  - Terminated call/hung-up
  - Contact completed (member reached; information conveyed)
  - Agent Enrolled on [MCO] Off HIX
  - Already Insured-with Another Carrier
  - Already Insured-with beWellnm
  - Already Insured-with Employer Group
  - Moved out of NM
  - Working with Member on HIX enrollment
  - [MCO] Premium too high
  - Reapplying for Medicaid by mail or in person to ISD
  - Reapplying for Medicaid online
  - Renewed Medicaid
  - Average call duration
  - Member inbound calls related to recertification
4. Notes section: Please provide an explanation and the anticipated data collection start date for any data not collected. Please also include any additional comments if necessary.

### **Outreach Completed Tab**

1. In cell 1A, replace [reporting month & year] with the month and year of the report
2. In cell 1B, replace [MCO] with the name of the reporting MCO
3. MCOs should report the metrics listed below for the reporting period. The reporting fields should be populated with either the requested data or N/A if this metric is not being tracked at this time. If a metric is not being tracked, please provide an explanation in the Notes section.
  - Members targeted
  - Special COEs/Groups targeted (including Community Benefits & Institutional Care)
  - Member Letters/Direct Mail
  - Emails
    - Email 1
    - Email 2
  - Postcards
  - Text messages
    - Text message 1
    - Text message 2
    - Text message 3
    - Text message 4
  - Robocalls
  - Efforts targeting the closed population (provide a narrative describing the efforts your MCO is making to reach out to the closed population to encourage them to complete their renewal or transition to acquire coverage through beWellnm.)
4. Notes section: Please provide an explanation and the anticipated data collection start date for any data not collected. Please also include any additional comments if necessary.

This Letter of Direction will sunset upon HSD's determination that outreach efforts have concluded and reporting is no longer necessary.