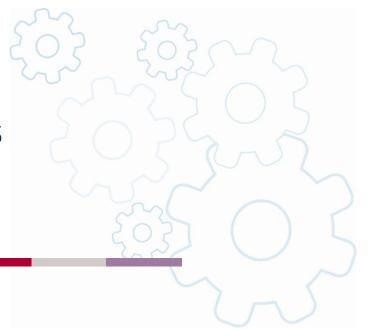# Trends and Directions in Medicaid Enterprise Systems

Customer Experience

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What is Customer Experience (CX)?

CX is the customer's perceptions and feelings caused by the singular and cumulative effect of interactions with an organization's systems, services, products, channels and employees.

While customer service is part of CX, the terms are not interchangeable.

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Trend Alert:
Shift from service-by-system to consolidation

Objective:
Improve the CX

*Based on publicly available information

4 State Medicaid Agencies are moving to a consolidated customer service center.

4 are evaluating a consolidated customer service strategy.

4 are evaluating an expansion of existing consolidation.

And many more are watching how these initiatives play out.

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Why? The Three "C's"

- Three forces have heightened the focus on CX in Medicaid Enterprise Systems (MES)
  - Cloud – provides capacity to use more discrete, targeted solutions but makes data more distributed
  - COVID – highlighted the fractured user experience in a time of great need
  - CX Success Stories – States see results in other sectors and envision improvements in member, provider and employee journeys
- Additionally, there has been a concerted effort to put patients at the center of healthcare, which, in turn, has caused us to reexamine our paradigms

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Trend Directions

- States that have executed a modular strategy are generally those looking at transformed CX

- Consolidation of inbound and outbound communications is seen as the foundation for CX improvements

- Data collection and consolidation for use in communications and transactions is central to strategies

- Member experience tends to rank higher than provider and employee but all three are considered in strategies

- New vendors are entering the space and established ones are responding with new approaches and solutions

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Recommendations

Think "Outside In"

We understand our processes and think we know the CX. Flip the dynamic to understand how your customers see the processes of engagement.

Look for Quick Wins

The trend is toward wholesale consolidation but quick wins in targeted areas will deliver meaningful results.

Network

Develop connections with other states that are at the same place and further ahead than you; brainstorm, share and leverage.

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Thank You!