

Tip Sheet on Communicating with State Medicaid Partners

Public health and Medicaid have similar missions and goals, yet what they focus on and how they go about it—including the vocabulary they use—can be quite different. Understanding what drives CMS and their state Medicaid partners, and the language they use to communicate their priorities, is foundational to creating or strengthening a relationship with them. As the Austrian-born philosopher Ludwig Wittgenstein said, *“You cannot enter a world for which you do not have the language.”* (Wittgenstein, 1889–1951).

This tip sheet is designed to help you become more familiar with the language and priorities of the Medicaid program and the Centers for Medicare and Medicaid Services (CMS).

The table below highlights ways in which you can communicate the value of your IIS in terms of the broad CMS and state Medicaid goals for health system transformation and improved health outcomes.

Broad CMS Goals	Example ways to communicate how IIS supports the goals
Data utilized to improve delivery and outcomes	• IIS can supply valuable data regarding complete and consolidated immunization records for Medicaid members. This supports Medicaid program and provider goals for immunization rate measurement, including HEDIS, pay-for-performance, and other initiatives. • IIS use secure data exchange to provide not only records, but also clinical decision support (CDS) to facilitate age-appropriate vaccination and disease prevention for Medicaid members, thus improving outcomes. • Standardized CDS algorithms ensure forecasted vaccines are in line with medical expert recommendations and facilitate rapid introduction of recommendations on new vaccines or changes in the vaccine schedule. This assists Medicaid providers and ensures a more up-to-date Medicaid population. The consolidated immunization record also drives accurate vaccine forecasting. • The IIS can produce reminders and recalls for immunizations due or past due that can be leveraged by statewide Medicaid programs and Medicaid providers.
Connect to public health	• IIS are among the most mature and robust public health information systems, designed for use in clinical settings and supporting the bridge between public health and private providers serving Medicaid patients. • IIS support vaccine management through ordering and inventory for publicly-purchased vaccines, a significant portion of which is accessed by providers serving children who are eligible for the federal Vaccines for Children (VFC) program.
Care coordination	• By consolidating immunization records across private and public providers, IIS

Broad CMS Goals	Example ways to communicate how IIS supports the goals
	help ensure coordinated care and avoid duplicative/unnecessary vaccinations and their associated costs.
Enhance access and continuity	- IIS accurately record, validate and consolidate vaccination information regardless of setting (e.g., Medicaid providers, pharmacies, school-based clinics and health departments). - IIS ensure that the most complete immunization information is available for managing the patient in the medical home.
Patient self-management	IIS can provide consumer access to their immunization records or those of their children, assisting consumers/patients in driving their own care.
Support of population health	- Assessment of up-to-date immunization rates is often available at multiple levels, including the clinic, health plan (for HEDIS purposes), accountable care organization, county, census tract or full jurisdictional population. - Data over time allow Medicaid programs to set goals for immunization coverage attainment and to measure outcomes. - Immunizations can serve as a proxy for consistency of well-child visits for Medicaid populations.

CMS/Medicaid Terminology

Below are some of the key terms you are likely to encounter when working with your Medicaid colleagues. The more you know these terms and understand their uses in the context of CMS and Medicaid, the smoother your communications and planning are likely to be.

Terms specific to the funding application process:

Advance Planning Document

- The Advance Planning Document (APD) process governs the procedure by which states obtain approval for federal financial participation (see term definition below).
- There are implementation APDs and operational APDs.
- Obtaining Medicaid funding at the 90% match level requires an approved implementation APD (IAPD) or an operational APD (OAPD) at the 75% match level.

Federal Financial Participation (FFP)

- The formal term used for the federal matching fund programs. FFP is part of many CMS initiatives.

Cost Allocation

- A set of federal principles and regulations to ensure the federal share of costs is equitable and is shared by states and/or other entities.
 - If an IIS activity would benefit everyone in the state/IIS, a 75% FFP would be allowed only for that proportion of a state's population that is on Medicaid. For example, if 26% of a state's population is on Medicaid, then CMS might fund 75% of 26% of the total cost; that is, the 75%-25% match is only eligible and applied to the proportion of the population that is on Medicaid.
- Be sure to ask questions to ensure you and your program and agency leadership understand how cost allocations will be applied. It is critically important that you know how much Medicaid will provide and where you need other funds to support the remainder.

State Medicaid Enterprise System

States are transitioning to a modular Medicaid Enterprise System (MES). A fully functional IIS enables seamless, real-time immunization data exchange with healthcare providers statewide. This functionality can enhance the State Medicaid Agency's ability to access, analyze, and act on immunization data for Medicaid beneficiaries.

- Every state has a State HIT Coordinator who may or may not be part of the Medicaid program. If not, that person may have been more responsible for developing and administering the MES transition plan than the Medicaid program itself. If you have not already seen this plan to identify how your IIS may fit in, this would be a good time to do so.

Broader terms of key relevance:

Medicaid Providers

- Within the Medicaid program, "providers" most often refers to *individual* practitioners, not clinic facilities as IIS often defines providers. This will be especially important to remember when working with data on the number of Medicaid providers participating in the IIS or your goals for adding new providers. *A challenge for many IIS programs in applying for Medicaid funding was in getting accurate counts of individual providers who access or could access the IIS, since most IIS only track "providers" as clinic facilities, not the individual licensed professionals working within those clinics.*

Health Information Exchange (HIE)

- As a *noun*, Health Information Exchanges (HIE), sometimes referred to as Health Information Organizations (HIO) or Health Information Service Providers (HISP), are typically collaborative efforts designed to facilitate, or act as an intermediary in, the secure exchange/sharing of health information for the ultimate purpose of improving care and outcomes. They may be local, regional or statewide, and are most often non-governmental or quasi-governmental.
- As a *verb*, the secure sharing of health information, generally regardless of how it is done or for what purposes.
- When using the acronym "HIE," it is best to be clear about which way you are using the term to avoid any confusion, especially if you have an HIE organization/entity in your jurisdiction.



Medicaid Managed Care and Medicaid Managed Care Organizations

- Medicaid managed care provides for the delivery of Medicaid health benefits and additional services through contracted arrangements between state Medicaid agencies and managed care organizations (MCOs) that accept a set per member per month (capitation) payment for these services.
- IIS data can potentially be used to both support and improve immunization practice and levels in managed care providers, and to measure provider performance/coverage levels by the MCOs.