Churn: What It Is, and What We Are Doing About It

Robert W. Seifert
University of Massachusetts Medical School

Let us know how access to this document benefits you.
Follow this and additional works at: https://escholarship.umassmed.edu/commed_pubs

Part of the Health Economics Commons, Health Law and Policy Commons, Health Policy Commons, Health Services Administration Commons, and the Health Services Research Commons

Repository Citation

This material is brought to you by eScholarship@UMMS. It has been accepted for inclusion in Commonwealth Medicine Publications by an authorized administrator of eScholarship@UMMS. For more information, please contact Lisa.Palmer@umassmed.edu.
Churn
What It Is, and What We Are Doing About It
Robert Seifert
Center for Health Law and Economics
Defining Terms

- Type 1: “Classic” churn
- Type 2: “New” churn

Different causes, different remedies…
Why Is Churn a Concern?

- It happens a lot
- Interruptions in coverage can be bad for your health, and your wallet
- It’s an inefficient use of public resources
Strategies to Reduce Churn
What is the Goal?

Make public coverage and publicly subsidized coverage as close as possible to the simplicity of enrolling in and retaining employer-sponsored insurance
Strategies to Reduce Churn

ENROLLMENT VOLATILITY IN MASSHEALTH: A PROGRESS REPORT

Prepared for the Massachusetts Medicaid Policy Institute by Robert Safier and Amanda Litell Clark of the University of Massachusetts Medical School's Center for Health Law and Economics

UMASS MEDICAL SCHOOL | COMMONWEALTH MEDICINE
CENTER FOR HEALTH LAW AND ECONOMICS
Strategies to Reduce Churn

• Administrative renewal
• “Express Lane” renewal
• Citizenship verification
• Improved use of job update form
• Electronic document management
• Virtual Gateway/My Account page
Current Situation

- MassHealth redeterminations resumed
- Information to MCOs re members coming up for review
- Reminder calls
- Enrollment events across the state
- Worked with advocacy groups
- Some renewal extensions
Change in MassHealth Enrollment

Thousands


1,395  2,030  1,833
Coming Soon

• HIX development and implementation
  • Auto-renewal functionality April 2016
  • If auto-renewal not possible, pre-populated forms
• Express Lane will remain in MA-21
• Role for CCC grantees and others?