

## Why This Blueprint?

Health systems and health plans are facing a perfect storm:

- ▶ Medicaid churn is increasing
- ▶ Administrative costs are rising
- ▶ Policy mandates are shifting faster than workflows can adjust
- ▶ Revenue streams are destabilizing

But buried in this chaos are opportunities to optimize—not just cut costs, but improve outcomes, protect margin, and strengthen connection with the patients and members who need care most.

This Cost Optimization Blueprint is built from real strategies proven in Georgia—and adapted for any health system or plan navigating uncertainty.

## Step 1 Reframe Policy as Growth Pressure

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### What It Looks Like:

- ▶ Don't treat redetermination or work requirements as compliance checkboxes.
- ▶ See them as marketing and growth events.

### Optimization Goal:

Shift internal messaging from “prepare for churn” to “plan for activation.”

### QUICK WIN:

Align compliance, community outreach, and marketing under a single engagement playbook.

## Step 2 Map Risk + Revenue Zones

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### What It Looks Like:

Use claims, payer data, and public records to map zones of:

- ▶ High Medicaid penetration
- ▶ Low redetermination success
- ▶ High uncompensated care rates

### Optimization Goal:

Target growth efforts where risk—and ROI—are highest.

### QUICK WIN:

Launch 3 geo-targeted content pilots (SMS, posters, or QR-based flyers) in highest-risk zip codes.

## Step 3 Deploy Patient Navigation Strategically

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### What It Looks Like:

Embed navigators in high-risk communities:

- ▶ Libraries
- ▶ High schools
- ▶ Churches
- ▶ Pharmacies
- ▶ Grocery stores

### Optimization Goal:

Reduce coverage loss and ED spikes by simplifying navigation.

### QUICK WIN:

Repurpose your call center or community outreach team to include mobile navigation units.

## Step 4 Activate Employer + Workforce Partners

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### What It Looks Like:

Work with local employers and workforce boards to:

- ▶ Track qualifying hours
- ▶ Auto-generate verification forms
- ▶ Promote Medicaid literacy

### Optimization Goal:

Stabilize patient employment + coverage = stabilize volume + revenue.

### QUICK WIN:

Create a 1-page “Employer Medicaid Toolkit” and pilot with top 3 employer partners.

## Step 5 Reimagine Outreach as Growth Campaigns

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### What It Looks Like:

Swap “redetermination alerts” for emotionally resonant content:

- ▶ “We’ve Got You Covered”
- ▶ “Stay Cared For”
- ▶ “3 Easy Steps to Keep Your Coverage”

### Optimization Goal:

Boost retention while building brand affinity and trust.

### QUICK WIN:

Launch a mobile-optimized microsite + SMS drip campaign for coverage retention. Monitor opt-ins, scroll depth, and follow-up appointments booked.

## Step 6 Measure What Matters

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### What It Looks Like:

Track not just compliance stats, but marketing-driven impact on:

- ▶ Medicaid disenrollment rates
- ▶ Net Promoter Scores
- ▶ ED utilization
- ▶ Appointment volume
- ▶ Brand perception

### Optimization Goal:

Connect marketing to margin, retention, and care continuity.

### QUICK WIN:

Create a dashboard that aligns campaign performance with operational metrics (NPS, coverage rate, call volume, etc.)

## Step 7 Conduct a 15-Minute Strategy Call

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This blueprint is just the beginning. ab+a can help you build out a cost optimization model tailored to your community needs, policy pressures, and internal capabilities.

### You'll leave the call with:

- ▶ High Medicaid penetration
- ▶ Low redetermination success
- ▶ High uncompensated care rates

*Let ab+a help you shift from reactive policy response to proactive growth optimization. Because cost cutting shrinks potential—but cost optimization fuels performance.*

**Schedule Your 15-Minute Strategy Call Now**

