

Why This Matters

As Medicaid redeterminations, work requirements, and shifting eligibility rules sweep the country, health plans and systems face a new kind of growth challenge: **Retention**.

The Urban Institute projects that 18M Americans could lose Medicaid coverage during the redetermination process—many due to procedural errors, not ineligibility. The result? Higher churn, lower continuity of care, and rising uncompensated costs.

But some plans and systems are fighting back—with targeted, high-impact strategies that connect faster, retain longer, and build trust under pressure.

Five Fast-Track Medicaid Retention Plays

- Play 1

Build a Zip-Code Level Risk Map. Use claims + enrollment data to identify geographic “churn zones.”

Look for:
 - High Medicaid concentration
 - Low digital access
 - High procedural error rates
 - High ER utilization

Then:
 - Deploy geo-targeted ads + mailers
 - Partner with CBOs in those zip codes
 - Staff mobile enrollment navigators
- Play 2

Treat Redetermination as a Marketing Event. Don’t let compliance own the conversation.

Create branded campaigns with:
 - Emotional messaging (“Keep Your Care Going”)
 - SMS nudges + live call follow-up
 - Spanish + multilingual materials
 - Campaign landing page with renewal guides

Measure:
 - Message open rates
 - CTA conversion
 - Coverage retention in target segments
- Play 3

Activate Employer-Based Verification Work with regional employers, staffing agencies, and unions to:

- Pre-fill verification forms
 - Provide HR-approved packets to members
 - Host on-site enrollment days

Pilot impact from similar plans:
 - 42% drop in coverage interruptions in high-risk workers
- Play 4

Embed Support in Trusted Community Touchpoints & Deploy enrollment help where members are:

- WIC offices
 - Food pantries
 - Churches
 - Community colleges
 - Public libraries

Provide:
 - Multilingual support
 - Tablet-based signup
 - Eligibility screeners

BONUS: Co-brand events with local orgs to build visibility and trust.
- Play 5

Launch a Digital Retention Hub & Create a mobile-first portal that:

- Offers a 3-step coverage checklist
 - Includes state-specific renewal links
 - Provides live chat/text help
 - Houses multilingual video explainers

Track:
 - Daily engagement
 - Bounce rate
 - Renewal starts via digital funnel

Policy-Responsive Messaging Ideas

Theme:	Messaging Sample:
Access	“Let’s Keep Your Care Going.”
Simplicity	“One Step Away from Staying Protected.”
Urgency	“Renew Now. Stay Covered.”
Trust	“We’ve Got You Covered—Every Step of the Way.”

Match tone to life events: back to school, flu season, pregnancy, new job.

Campaign Strategy Tips: Doing More with Less

- Use churn modeling to focus budget on most at-risk groups
- Repurpose assets across SMS, email, print, and digital
- Leverage PCPs + pharmacists as trusted messengers
- Integrate live support tools (chat, phone, text) on key pages
- Test-and-learn micro pilots before scaling to broader markets

Final Word: Retention Is the New Growth

In a post-PHE world, acquisition isn’t enough. To grow sustainably, health plans and systems must treat every policy mandate as a retention opportunity.

The result? Lower churn. Higher trust. Real ROI.

Let’s Design Your Retention Strategy

- We’ll help you:
- Identify top churn zones
 - Craft policy-responsive messaging
 - Activate retention plays that work fast

Schedule Your 15-Minute Strategy Call