

# PROVEN MEDICAID SOLUTIONS THAT MAKE A DIFFERENCE

**1 IN 4 MEDICAID RECIPIENTS WILL EXPERIENCE AT  
LEAST ONE CHANGE IN COVERAGE THIS YEAR.**

Medicaid churn affects everyone:



**Increased  
administrative costs**



**Increased burden  
on state agencies**



**Poorer health  
outcomes**

Benefits Data Trust partners with state Medicaid agencies to develop custom solutions that reduce churn, streamline processes, and keep eligible households covered.

## ABOUT BDT

### BENEFITS DATA TRUST (BDT)

As a national nonprofit, BDT has nearly 20 years of experience helping states modernize benefits access. We work with government and healthcare leaders to identify and implement proven, data-driven solutions that make real impact.

Since 2005, we've:

- » Partnered with **21 state governments** to improve benefits systems
- » Streamlined access for over **3 million people** by helping states adopt innovative, meaningful policy solutions
- » Delivered over **10 million text messages** helping people maintain access to vital benefits like Medicaid

# REDUCING ADMINISTRATIVE STRAIN, PROTECTING COVERAGE

## WHAT WE DO

### DATA-DRIVEN SOLUTIONS

We help states use their data to identify eligible individuals and help them recertify for Medicaid.

- » Assist states in executing data sharing agreements across state agencies and external entities
- » Work with states and managed care organizations to launch and manage text message outreach campaigns
- » Calibrate each message to maximize response, using the latest behavioral science insights
- » Leverage smart outreach tactics, including staggered message delivery to ensure state call centers aren't overwhelmed
- » Help state governments institute their own sustainable data outreach practices

### PRACTICAL POLICY SOLUTIONS

We work with states to understand their priorities and pain points, conduct research to identify evidence-based policies and process improvements, and provide technical assistance to implement solutions.

- » Research other states' policy and implementation efforts
- » Provide training to staff on policy options
- » Assist in writing waiver applications
- » Work with states to implement policy changes, including using SNAP data to enroll eligible individuals in Medicaid
- » Create collaborative learning opportunities for states

## LEARN MORE



Learn how BDT can partner with your state to streamline Medicaid access.

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