

# MEDICAID MINUTE

from the West Virginia Association of Health Plans

Welcome to Medicaid Minute from the West Virginia Association of Health Plans. Every month you can expect our newsletter to provide you with the most up to date information about the work Managed Care Organizations are doing within the Medicaid Program and for our state. We want to serve as a resource for your Medicaid questions.

## Managed Care Vaccination Efforts

Since the beginning of summer, the West Virginia managed care organizations (MCOs) have strengthened their COVID-19 vaccination campaigns. Several new efforts have been implemented to expand their outreach and encourage eligible members to get vaccinated. Included in those efforts are the following:

1. Enhancing their communication with members through text messages, emails, and phone calls reminding them to get vaccinated and what locations are available.
2. Direct outreach to those that have been COVID tested.
3. Creating incentive programs for members who are fully vaccinated.
4. Partnering with local clinics to assist with COVID vaccine events.
5. Increasing their marketing efforts through social media to boost vaccine rates.

The MCOs are able to measure the effectiveness of their vaccination efforts by pulling data from the WVSIS registry and the WVHIN ImmuTrack. Over **17,000 additional members** have been fully vaccinated, this represents a **33% increase** in vaccinations since the end of May. While there remains a push to see more members vaccinated, the MCOs feel the results of their COVID-19 vaccination campaigns have been successful.

## WV Medicaid Highlights\*

Total enrollment in WV Medicaid:  
584,768 members  
MCO Total Enrollment:  
477,504 members  
SSI Enrollment:  
40,665 (9%)  
Expansion Enrollment:  
195,747 (40%)  
TANF Enrollment:  
222,744 (47%)  
CHIP Enrollment:  
18,348 (4%)

\* Data Source: DHHR report 7-1-21

## Good News Stories

Aetna Better Health and CVS Health produced a video encouraging members to get vaccinated to support those that were on the front lines early on in the COVID-19 pandemic. Watch it here by clicking the link below:

[Supporting the Doers by Getting a COVID -19 Vaccination](#)



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