

## **Growing your share of the Managed Medicaid market: what it will take to succeed.**

By Becky Erbe

Healthcare reform offers incredible opportunities for anyone operating a health plan today. But taking advantage of this evolving landscape will require some pretty significant changes to the way you do business – especially when it comes to Medicaid.

### **Managed Medicaid**

Managed Medicaid is going to be one of the biggest opportunities for revenue growth over the next few years. Nearly 59 million individuals will be eligible for Medicaid by 2020, and the vast majority are projected to enter managed care plans<sup>1</sup>. Whether you're currently in this market or planning to expand into it, your success will depend on your ability to adapt in some key areas: specifically, how you provide enrollment, handle claims processing, manage care and control costs for this vulnerable population.

### **What it will take**

Taking advantage of the new realities of the Managed Medicaid market will require IT investment in scalable, flexible enterprise systems that let you quickly respond to changing needs. With the right systems, you'll have the agility to make great strides in a wide variety of new opportunities related to the individual market.

Priority #1 will be core administration, network management and care management systems that are tightly integrated and enable a great deal of automation in enrollment, eligibility, renewal, and billing/collection.

Robust analytics will be critical, too. With the right tools, you'll be able to better segment and target preferred populations, and compare the value and costs of clinical and incentive-based programs. With this vulnerable population, analytics will also be key to identifying higher-risk members and proactively managing their care.

And technology that supports incentive programs such as value-based insurance design will be a game changer. By incentivizing members to manage their own care more effectively through personalized wellness, support and educational programs, you'll not only improve the health of your member base but reduce and control your costs.

While you're working hard to develop your strategy for managing growth in the age of healthcare reform, we at TriZetto are working to build the kind of flexible solutions that will let you adapt to this dynamic and competitive market.

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<sup>i</sup> Kaiser Family Foundation, "Medicaid and Managed Care: Key Data, Trends, and Issues," The Kaiser Commission on Medicaid and the Uninsured. February 2010. <http://www.kff.org/medicaid/upload/8046.pdf>