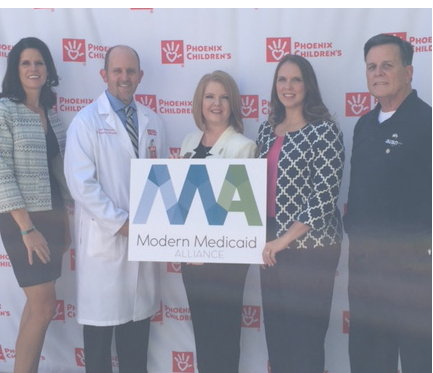




Modern Medicaid ALLIANCE

2017 YEAR END REPORT



Executive Summary

For one in every five Americans, Medicaid delivers.

Since October 2016, the Modern Medicaid Alliance (MMA) has been hard at work – and delivered results that have made a difference. Throughout the health reform debate in 2017 – which centered squarely on Medicaid – the MMA helped educate policymakers and the public about the positive benefits that Medicaid provides to more than 70 million people across the country.

As a partnership between Americans who value Medicaid, and leading advocacy organizations, the Alliance is a trusted resource for state and federal officials.

The Modern Medicaid Alliance is a powerful collaboration of 37 national members and nearly 80 regional members. Doctors, nurses, hospitals, patient advocates, business business and community leaders are among the many professional associations and organizations that advocate for the value of Medicaid.

These partners are effective, creating change at a local and state level. They meet with federal and state officials, drive grassroots efforts, promote Medicaid's successes, and connect with everyday Americans through traditional press and digital media.

In just one year...

- We convened 20 round table discussions in ten states with government and industry leaders, such as Arkansas Senator Tom Cotton, Nevada Senator Dean Heller, and Alaska Senator Lisa Murkowski.
- Modern Medicaid advocates helped publish 43 op-eds, letters to the editor, and news stories in leading local and state media, including the Reno Gazette-Journal, the Charleston Gazette, and the Greater Phoenix In Business Magazine.
- We developed the Medicaid Solutions Series, profiling the most efficient and effective approaches for Medicaid program to deliver even better quality and access.

No matter the audience, the message is the same: Medicaid works.

We are helping to move the conversation away from myths and misconceptions about the program to real facts and successes. Our efforts are building support across America and across political parties so that Medicaid is part of the solution.

We thank our alliance partners and everyone who is making this effort a success. We're just getting started.

“Alaska has 10,000 seniors who benefit from Medicaid — government-sponsored health care coverage for low-income adults and children, people with disabilities and older adults who can’t afford to pay for the long-term services and supports they need. These services and supports, typically nonmedical, help people perform routine activities such as bathing, dressing and eating.”

Proposed Medicaid change threatens elders

Daily News-Miner

“As Arizona registered nurses, we are deeply concerned about the negative impact the Senate health care legislation would have on our patients. We know firsthand that not everyone who needs care can afford it, and our state’s Medicaid program ensures these individuals and their families are not abandoned. Legislation now considered by Congress puts Medicaid — and the health care of Arizonans who depend on it — in great jeopardy.”

Medicaid is a vital program

Pinal Central

“Our state’s improvements in recent years have helped bring essential medical services to those who were not able to access them before. More residents now have access to wellness services, going for checkups, taking prescribed medications, and getting screened for disease — rather than delaying care and relying on the emergency room. This is good for patients, families, communities, taxpayers, and our overall healthcare system.”

Protect Medicaid

Sit News

Alliance Takes Off

The Modern Medicaid Alliance launched in October 2016. The mission? To educate and inform policymakers and the public about the real value that Medicaid delivers every day. The Alliance unveiled the MMA website (modernmedicaid.org), which featured video testimonials from Medicaid beneficiaries and care providers who shared firsthand experiences about how the program is keeping people healthier.



Amanda Sorrow
Georgia



Mark Wietecha
President & CEO
Children's Hospital Association

We also convened leading experts representing patients, hospitals, plans, and businesses. Our experts explained the vital role Medicaid serves across America and highlighted state-level innovations that improve the quality and cost-effectiveness of Medicaid.



(From right, Marilyn Serafini, Moderator and health care expert; Marilyn Tavenner, president and CEO of America's Health Insurance Plans (AHIP); Mandy Sorrow, a Medicaid beneficiary from Jefferson, Georgia; Mark Wietecha, president and CEO of Children's Hospital Association; Mary Grealy, president of Healthcare Leadership Council (HLC); and Dr. Gary Puckrein, president and CEO of National Minority Quality Forum.

A Growing Membership

The Modern Medicaid Alliance is not only diverse - it's a powerful collective voice including leaders across the health industry that fight for a program covering millions of lives. Together, we speak for patients. We speak for families. And we speak for the health care industry working hard to ensure all Americans have access to the care they deserve.

- Low-income Americans
- People with disabilities
- Patients with mental illness
- Children
- Consumers
- Nurses
- Doctors
- Hospitals
- Health insurance providers
- Businesses

Modern Medicaid Alliance Members

Academy of Managed Care Pharmacy

American Association of Nurse Practitioners

The Arc of the United States

Association for Behavioral Health and Wellness

Association of People Supporting Employment First

Association of Community Cancer Centers

Asthma and Allergy Foundation of America (AAFA)

Autistic Self Advocacy Network

Black Women's Health Imperative

CAPG

Caregiver Action Network (CAN)

Case Management Society of America

Celiac Disease Foundation

Children's Hospital Association

Healthcare Leadership Council

Health Care Transformation Task Force

Healthy Schools Campaign

Men's Health Network (MHN)

Mental Health America

National Alliance for Medicaid in Education

National Alliance on Mental Illness

National Association of ACOs

National Association of Area Agencies on Aging

National Association of Counties

National Association of Pediatric Nurse Practitioners

National Association of School Nurses

National Association of School Psychologists

National Consumers League

National Hispanic Medical Association (NHMA)

National Minority Quality Forum

National Patient Advocate Foundation

National Transitions of Care Coalition (NTOCC)

Partnership to Fight Chronic Disease

Pharmacy Quality Alliance

School-Based Health Alliance United Cerebral Palsy

ZERO TO THREE

Making the Case for Medicaid

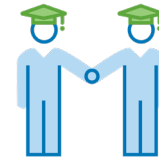
We've developed and delivered resources that highlight the value that Medicaid brings to millions of Americans every day.



Covering health care services for more than **30 million children**



Serving America's **rural communities**



Helping students through **school-based health services**



How Medicaid supports **family caregivers**



Understanding the widespread public support and **satisfaction with Medicaid** – as well as concern for its future



Expanding access to specialty care and lowering costs through **telehealth in California**



Promoting research that shows the broad impact of the Medicaid program, its role in the health care system, and beneficiary satisfaction with the services they receive



The most essential **facts** about the program



How millions of **women and infants** depend on Medicaid

We've reached our audiences. Thousands of industry leaders, members of the media, state and local officials, policymakers, and the public – we're educating and informing to show that Medicaid works and Medicaid delivers.

A Spotlight on Solutions

Our Medicaid Solutions Series, launched in May 2017, highlights ways Medicaid programs innovate for better health care and lower costs.

ZERO TO THREE's HealthySteps program, which supports young children and their families during their first years of life. HealthySteps serves over **30,000 families** each year and is anticipated to serve 1,350 children by the end of 2017 in Colorado. The program saves Medicaid between \$811,000 and \$1.2 million annually.

Ohio Medicaid Managed Care, which provides high value care while expanding access in the state. Managed care now covers 86 percent of all Medicaid enrollees in Ohio – roughly **2.5 million residents**. Managed care now covers more than 37,000 children with special needs, and 77 percent of Aged, Blind, and Disabled (ABD) individual enrollees. Managed care has saved taxpayers 9 to 11 percent from 2013 to 2015, which amounts to an **estimated \$2.5 to \$3.2 billion in savings**.

UPMC for You and Community Human Services offers the Cultivating Health for Success (CHFS) program, which improves health care through a collaborative, team-based approach that integrates permanent housing, an assigned medical home, and intensive case management and care coordination.

Driving Engagement on the Ground

Throughout the year, we continued to strengthen relationships and outreach to policymakers in ten critical states. Beginning in March 2017 – just as the House and Senate began to debate health reform in earnest – the MMA launched an intensive advocacy and earned media effort in Alaska, Arizona, Arkansas, Colorado, Indiana, Kentucky, Michigan, Nevada, Ohio and West Virginia. Each of these states is home to congressional lawmakers with a critical voice in the national debate on Medicaid.

10 state mobilization

20 local roundtable events with U.S. Senators and senior congressional staff (meetings were led by local chambers of commerce, local business, and local healthcare leaders, and included leading Republican state policymakers, Medicaid enrollees, and other community partners.)

50 local earned media stories highlighting how “Medicaid works” for local communities (including op-eds, letters-to-the-editor, print articles, and social media engagement in multiple media markets across all states.)

80 recruited state/local advocates or partners to advocate on behalf of Medicaid to their state and local leaders

Online Impact

Medicaid was at the heart of the health care conversation in Washington, and our national digital advertising campaign was there, too. In Arizona, Arkansas, Indiana, Maine, Michigan, Nevada, Ohio, Washington, D.C. and West Virginia – we made a genuine impact.

25 Million advertising views

500,000 Modern Medicaid Alliance website visits

We employed a dual strategy in the key states, targeting constituents statewide and decision makers in and around state capitals. This resulted in more than 600,000 people taking action on the ads by clicking, liking and sharing our message.

Meeting with U.S. Senators

The U.S. Senate played a critical role in health reform. For those who were deciding the fate and future of Medicaid, they heard first hand from their constituents how essential the program is.



Senator Dean Heller

July 7th | Las Vegas, Nevada

On July 7, the MMA hosted a district meeting with Sen. Dean Heller (R-NV) in Las Vegas, NV. We had participants from the business community as well as healthcare leaders including the President & CEO of the Las Vegas Latin Chamber of Commerce and the President & CEO of Nevada Adult Day Healthcare Centers. Sen. Heller's office **tweeted** about the meeting: "Had a great meeting in Las Vegas last week w/ leaders in the healthcare community. I remain committed to finding solutions that work for #NV"



Senator John Boozman

April 18th | Little Rock, Arkansas

On April 18, the MMA hosted a district meeting with Sen. John Boozman (R-AR) in Little Rock, AR. We had 15 participants, including the President & CEO of the Arkansas Chamber of Commerce. Sen. Boozman shared that Arkansas's hybrid Medicaid program is viewed as an effective Medicaid solution.

Medicaid in the Media

We worked hard to secure media coverage. Local business leaders, Republican lawmakers, seniors and veterans took action to help generate the nearly 50 articles highlighted how the Medicaid program is working in their state:

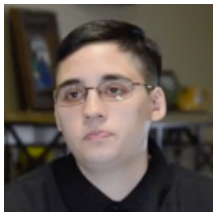
- Medicaid: An investment in the future, *The Nevada Independent*
- Defend health gains, Congress, *Kokomo Tribune*
- Medicaid is a vital program, *Pinal Central*
- Medicaid and it's vital role, *Newark Advocate*
- Medicaid Part of W. Va.'s Future, *The Intelligencer*

Medicaid Beneficiaries Tell Their Stories

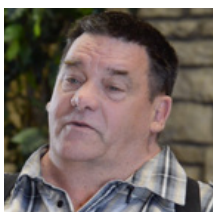
Personal stories resonate. That's why Modern Medicaid Alliance members from all over America shared what Medicaid means to them.



Keith Farah told us how Medicaid allowed him to be taken care of with dignity and respect as he was being treated for Hepatitis C.



Ciara Reynolds told us how she depended on Medicaid to help treat her disability – and because of that, she found a job she loves.



Robert Riemenschneider said that Medicaid gave him hope. Robert has had PTSD and bi-polar disorder for more than three decades. Medicaid provided him with the treatment he needed – and now he's able to support others in need.

State and Local Partners Join the Fight

To date, our advocates have helped recruit more than 80 state/local partners. These partners are local officials, chambers of commerce, and small business. They are critical to MMA because they participate in meetings with Members of Congress and staff, publish earned media, and write letters to lawmakers outlining the importance of Medicaid in their state and local communities.

***Medicaid Works for those we serve.
But we know that the fight over health care
reform is far from over. Together, we will ensure
that Medicaid delivers the access, care, and
coverage they deserve.***

Thank You!

We share your commitment –
and thank you for your partnership
and dedication throughout this year.



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