



Modern Medicaid
ALLIANCE

2021 YEAR END REPORT

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About the Modern Medicaid Alliance

The Modern Medicaid Alliance is a partnership between Americans who value Medicaid and leading advocacy organizations. Our mission is to educate policymakers and the public about the benefits of Medicaid to the American people in terms of cost savings, health outcomes, and social impact, and to highlight how Medicaid is innovating in the delivery of care – especially for America’s most vulnerable citizens – and accountability of the program.



Medicaid is an essential part of American health care. It helps improve the health and financial security of millions of Americans every day. Throughout the past year, the Modern Medicaid Alliance and our more than 120 partners have:

- Educated policymakers and the public about the value of Medicaid;
- Highlighted Medicaid’s positive impact on the lives of the diverse populations the program serves; and,
- Advocated for solutions to support the growing number of Americans relying on Medicaid amid the ongoing COVID-19 pandemic.

A Commitment to Education and Advocacy

Promoting Understanding of the Modern Medicaid Program

The Alliance continued its ongoing education efforts to increase awareness and understanding of the value Medicaid delivers. Educational content highlighted Medicaid’s role in the lives of mothers and lower-income children, veterans, individuals with disabilities, those with mental health conditions, and underserved communities. We continued to promote the importance of Medicaid in responding to the COVID-19 crisis, and much more.

Highlights of Alliance educational content:

- **Overall Value**
 - ◇ [Medicaid: An Essential Safety Net When Americans Need It Most](#)
 - ◇ [Who Does the Medicaid Program Serve?](#)
 - ◇ [Medicaid Fact Sheet](#)
 - ◇ [Happy Anniversary Medicare and Medicaid!](#)
- **Mothers and Children**
 - ◇ [Supporting the Mental Health of New and Expectant Mothers through Medicaid](#)
 - ◇ [Modern Medicaid Alliance Partners Support Maternal Health](#)
 - ◇ [Medicaid Managed Care is Essential for Improving Maternal Health Outcomes](#)
- **Veterans**
 - ◇ [Strengthening Medicaid to Support Our Veterans](#)
- **Individuals with Disabilities**
 - ◇ [The Vital Role of Home and Community-Based Services: Q&A with The Arc](#)
 - ◇ [Key Facts About Home and Community-Based Services](#)
- **Mental Health**
 - ◇ [Modern Medicaid Alliance Partners Provide Mental Health Support Throughout COVID-19](#)
- **Underserved Communities**
 - ◇ [How Medicaid Expansion Has Improved Health Equity](#)
 - ◇ [Medicaid Is Critical to Addressing the Mental Health Needs of Black, Indigenous, and People of Color \(BIPOC\)](#)
 - ◇ [Medicaid Managed Care is Vital to Expanding Vaccination Access](#)
 - ◇ [Medicaid is Rising to the Challenge to Address Food Insecurity](#)
- **Medicaid & COVID-19**
 - ◇ [Medicaid – More Vital Than Ever Before](#)
 - ◇ [Medicaid Has Served as a Vital Safety Net Throughout COVID-19](#)

To see more of the Alliance’s educational resources and advocacy tools, visit <https://modernmedicaid.org/resources-news/>.

Medicaid Dashboard

The [Medicaid Dashboard](#) continues to serve as a one-of-a-kind resource, providing up-to-date information for partners, policymakers, and the public. In addition to providing the latest, most comprehensive Medicaid enrollment research and polling, the Dashboard also provides state-specific reports for all 50 states plus the District of Columbia. In September, the Alliance [updated](#) the Dashboard to provide the latest national and state level enrollment and polling information.

Earlier in the year, we created a new feature within the Medicaid Dashboard to demonstrate the critical role of Medicaid during the COVID-19 crisis. The [COVID-19 Impact](#) page showcases the significant increase in Medicaid enrollment and projects continued growth as our country works to overcome the pandemic.

Partner organizations continue to utilize the data housed on the Medicaid Dashboard to support their policy, advocacy, and communications efforts. The Alliance developed a [blog post](#) outlining tips for leveraging the Dashboard to help further partners' goals, including demonstrating overwhelming support for Medicaid, advocating for policy changes to strengthen Medicaid, and using population-specific data to identify opportunities for partnership with groups that advocate for or work closely with a given population.

MA Modern Medicaid ALLIANCE

4 in 5 voters think increasing funding for Medicaid amid COVID-19 should be a priority for Congress

That includes...

- 92% of Democrats
- 68% of Republicans

Only 6% think Congress should not increase funding for Medicaid.

75% of voters think increasing Medicaid funding should be a priority for the Biden-Harris Administration in its first 100 days.

As Medicaid enrollment continues to increase due to the economic impact of the COVID-19 crisis, **over three quarters of voters (78%) think it is better for lawmakers to increase spending on public programs like Medicaid rather than decrease spending.**

Impact of Medicaid Funding on the Vote

A Congress member's decision to support funding for Medicaid positively impacts voters support. **A majority of voters (59%) say they would be more likely to support their member of Congress if he/she supported increased funding for Medicaid.**

Voters Are Concerned About Cuts to Medicaid Benefits

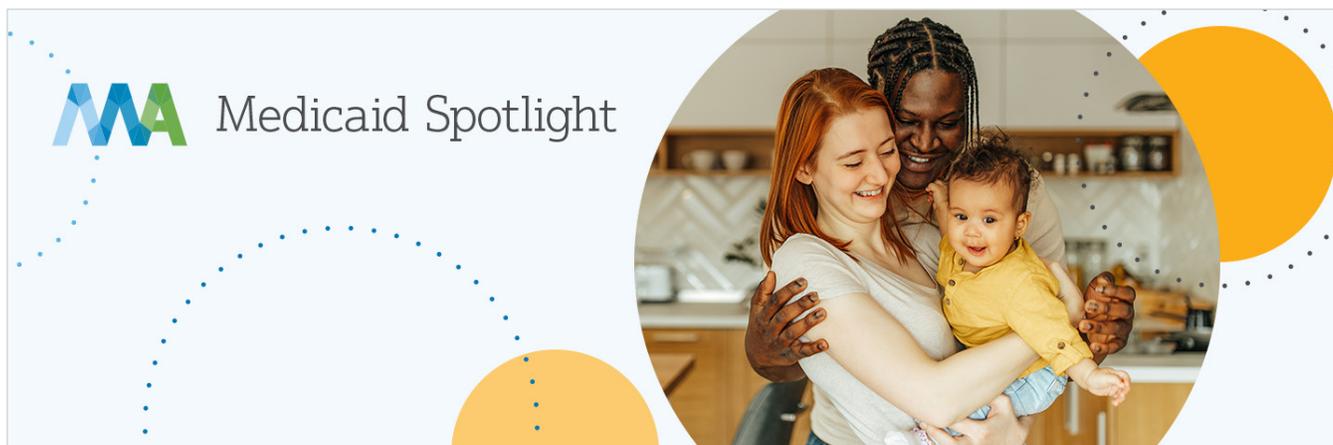
Group	Concerned	Not Concerned
Registered Voters	79%	22%
Democrat Voters	88%	11%
Independent Voters	72%	28%
Republican Voters	71%	29%
Voters on Medicaid	93%	7%

A majority of voters (63%) think we should ensure Medicaid is strong and stable to help the growing number of Americans who rely on Medicaid for health insurance during the COVID-19 crisis.

Morning Consult, on behalf of the Modern Medicaid Alliance, conducted an online survey among a national sample of 1,995 registered voters between February 4-8, 2020. The data were weighted to approximate a target sample of registered voters based on age, race, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2%.

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Highlighting Partners' Work to Support Those Who Need It Most



This year, the Alliance launched a new initiative – [Medicaid Spotlight](#) – that tells the story of how Medicaid helps millions of people every day across the country. As part of the launch, we developed a new [landing page](#) on the Alliance website to showcase examples of innovations that are improving care and coverage for so many people – and explain the importance of supporting and strengthening Medicaid in every state and territory.

Since launching in May, the Alliance has partnered with 10 coalition members to feature some of their impactful initiatives.

- **American Association of Nurse Practitioners:** [AANP Survey Sheds Light on Nurse Practitioners Role in COVID-19 Vaccination Efforts](#)
- **American Association of Nurse Practitioners:** [Overcoming Vaccine Hesitancy Among Underserved Communities: Q&A With April Kapu](#)
- **The Arc of the United States:** [Advocating for Home and Community-Based Services](#)
- **Centene:** [Improving Behavioral Health During and COVID-19 and Beyond](#)
- **Health Care Service Corporation:** [Combating Maternal Mortality](#)
- **Healthy Schools Campaign:** [Strengthening Medicaid to Support Healthy Students](#)
- **HealthyWomen:** [Supporting Opioid Use Disorder Treatment in Pregnant Women](#)
- **Justice in Aging:** [Helping Seniors Age In Place Through Medicaid Access and Advocacy](#)
- **Molina Healthcare:** [Addressing Health Disparities and Supporting Patients During COVID-19 Pandemic and Beyond](#)
- **National Patient Advocate Foundation:** [Unique Collaboration Targets Food Insecurity During COVID-19 Crisis](#)
- **Nurse-Family Partnership:** [Providing Direct Aid to At-Risk Communities During COVID-19](#)

Creating a Digital Echo Chamber

Social Media

Modern Medicaid Alliance
@ModernMedicaid

#Medicaid covers over 80 million enrollees including millions of children, Americans 65+, people with disabilities, and 2 million veterans. Learn more through our updated #MedicaidDashboard: data.modernmedicaid.org

Medicaid serves more than **80 million Americans**

Modern Medicaid Alliance
@ModernMedicaid

With concerning maternal health outcome trends, especially among mothers of color and those living in rural areas, #Medicaid managed care organizations are diligently working to address maternal health disparities: modernmedicaid.org/medicaid-manag...

Modern Medicaid Alliance
@ModernMedicaid

The U.S. maternal mortality rate is the highest among developed countries. Gloria Eldridge with @HCSC explains how the Helping Moms Act will help improve maternal health outcomes. Watch here: youtube.com/watch?v=gTKOwZ...

Modern Medicaid Alliance
@ModernMedicaid

Americans support increased funding for #Medicaid during the COVID-19 pandemic. bit.ly/3pl2Uz2

Gloria Eldridge
Divisional Vice President
1:08 / 79 views Policy

The U.S. has the highest rate of maternal mortality of any developed country.

In 2021, the Alliance prioritized a positive, proactive push on social media, promoting new resources with paid media in the Beltway to effectively increase awareness and aid our advocacy.

This new approach led to significant improvements in visitor engagement on ModernMedicaid.org in 2021, including:

- The Alliance acquired more than 1,200 new followers to our social media accounts this year, including multiple Members of Congress, major media members, and DC opinion leaders.
- The average session duration increased 113%, with visitors spending an average of 48 seconds on the website compared to 22 seconds in 2020.
- We saw a 13% improvement in the number of visitors to the website who stayed longer to view additional pages rather than viewing one page and quickly leaving the site.

Amplifying the Medicaid Dashboard

This year, we also launched a new effort to leverage the social media platforms and audiences of Alliance partners to amplify the Medicaid Dashboard. Through this partner collaboration, we were able to promote the Dashboard to new audiences and increase our reach.

Justice in Aging
@justiceinaging

@ModernMedicaid updated its **#MedicaidDashboard**, which shows that millions of seniors rely on **#Medicaid** for high-quality health, home, and nursing facility care. In fact, about 1 out of every 10 Medicaid enrollees is age 65+. Click to learn more:

data.modernmedicaid.org
Medicaid Matters to America
As the largest health care program in the United States, Medicaid covers more than 20% of the U.S. population ...

NASN, Inc.
@schoolnurses

Our partner **@ModernMedicaid** updated their **#MedicaidDashboard**, which breaks down Medicaid's impact on Americans across all 50 states. To learn more about how Medicaid serves over 20% of the U.S. population, visit:

data.modernmedicaid.org
Medicaid Matters to America
As the largest health care program in the United States, Medicaid covers more than 20% of the U.S. population ...

HealthyWomen.org
@HealthyWomen

#Medicaid plays an important role in the lives of pregnant women.

Check out **@ModernMedicaid's** latest spotlight on our work to raise awareness around **#OpioidUse** disorder (OUD) treatment options.



modernmedicaid.org
Medicaid Spotlight - Modern Medicaid Alliance
The Modern Medicaid Alliance is a partnership between real Americans who value Medicaid and leading advocacy organizations. Together we educate ...

HealthySteps
@HealthyStepsZTT

@ModernMedicaid's updated **#MedicaidDashboard** shows the vital role that **#Medicaid** plays to keep children and their families healthy. Learn more here:

data.modernmedicaid.org
Medicaid Matters to America
As the largest health care program in the United States, Medicaid covers more than 20% of the U.S. population ...

APSE
@NationalAPSE

Our partner **@ModernMedicaid's** updated **#MedicaidDashboard** demonstrates how **#Medicaid** supports Americans with disabilities across all 50 states and DC. Learn more here:

data.modernmedicaid.org
Medicaid Matters to America
As the largest health care program in the United States, Medicaid covers more than 20% of the U.S. population ...

We encourage you to follow us on our social media channels and share Alliance content:



/ModernMedicaid



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Modern Medicaid Alliance



Partner Growth

In 2021, we welcomed five new organizations that represent diverse constituencies across the country, bringing the total number of Alliance partners to nearly 130.

New partners joining in 2021 include:

- **American Association of Nurse Anesthesiology**
- **American Physical Therapy Association**
- **The Jewish Federations of North America**
- **State chapters of the National Association of Social Workers:**
 - ◇ California Chapter
 - ◇ Connecticut Chapter
 - ◇ New York Chapter
 - ◇ Texas Chapter
 - ◇ Vermont Chapter
 - ◇ Virginia Chapter
- **United States Hispanic Chamber of Commerce**

To see a full list of the Alliance's membership, visit <https://modernmedicaid.org/about/>.

Looking Ahead

Looking ahead to 2022, the Modern Medicaid Alliance and our partners will continue to educate policymakers and the public about the value of Medicaid and highlight the critical role that Medicaid plays for the tens of millions of Americans who depend on the program.

Key priorities for next year include:

- Continue promoting the need for a strong, sustainable Medicaid program through coordinated communications, education, and advocacy efforts;
- Expand coalition advocacy on key legislative priorities to strengthen Medicaid;
- Elevate innovative efforts by Alliance partners to support underserved communities and dispel misperceptions through *Medicaid Spotlight* initiative;
- Strengthen coalition engagement and recruitment; and,
- Cultivate a strong digital presence through growth and activation of Medicaid advocates.

Thank you

for your continued support as we work to ensure all Americans know the importance of Medicaid and share the stories of the millions of our neighbors who depend on it every day.



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