



Modern Medicaid
ALLIANCE

2022 CAPSTONE REPORT

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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 130 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 COVID-19 pandemic and upcoming Medicaid eligibility redeterminations.

A Commitment to Education and Awareness

Advocating for a Stronger Medicaid Program

With hardworking Americans facing threats to the essential care they need and deserve, the Modern Medicaid Alliance worked with partners to advocate for a stronger Medicaid program.

In February, we sent a [letter](#) to congressional leadership urging them to pass bipartisan legislation to bolster Medicaid and expand access to critical services for millions of children, older adults, people with disabilities, veterans, and hardworking Americans. The Alliance also developed and amplified a [fact sheet](#) calling on policymakers to improve the redetermination process for Medicaid beneficiaries as the Biden Administration considers unwinding some COVID-19 emergency provisions in the coming months.

Additionally, the Alliance developed and updated partner toolkits with resources focused on maternal and mental health, home and community-based services, as well as Medicaid's role in rural communities:

- [Medicaid & HCBS Toolkit](#)
- [Medicaid and Rural Health Toolkit](#)
- [Medicaid and Maternal Health Toolkit](#)
- [Medicaid and Mental Health Toolkit](#)

These efforts were supported by regular, Alliance-wide intel-sharing calls where partners discussed policy and regulatory developments related to Medicaid and coordinated advocacy opportunities.

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 pregnant women and new mothers, children, veterans, those with mental health conditions, and rural 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:

Pregnant Women, New Mothers, and Children

- [Medicaid's Role In Addressing The Maternal Health Crisis](#)
- [Medicaid Provides Millions of Children with High-Quality Health Care](#)

Rural Health

- [Medicaid Is A Vital Safety Net For Rural Communities](#)

Mental Health

- [Modern Medicaid Alliance Partners Support Mental Health](#)

Underserved Communities

- [How Medicaid Addresses Social Determinants Of Health To Drive Health Equity](#)
- [How Medicaid Is Reducing Racial Disparities In Health](#)

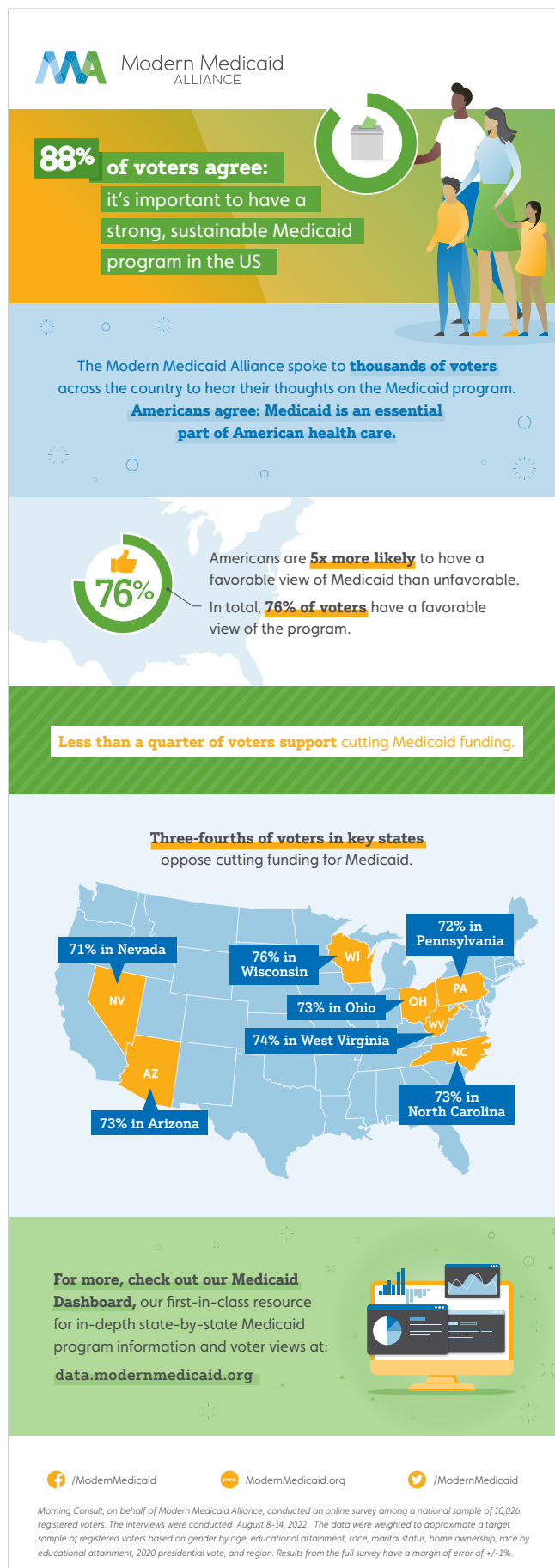
To see more of the Alliance's educational resources and advocacy tools, visit: <https://modernmedicaid.org/resources-news/>.

Medicaid Dashboard

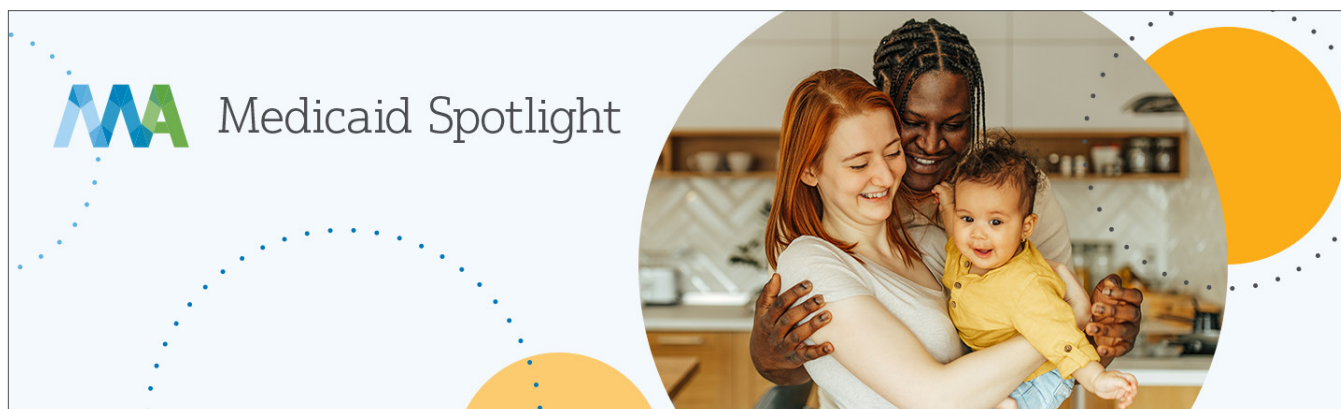
The [Medicaid Dashboard](#) continues to serve as a one-of-a-kind resource, providing up-to-date information for partners, policymakers, and the public. In addition to providing the latest, most comprehensive Medicaid enrollment research and polling, the Dashboard also provides state-specific reports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

This year, the Dashboard was updated to showcase newly added Puerto Rico enrollment data. Further, the updated Medicaid Dashboard includes updated data demonstrating how Medicaid reinforced its role as a critical safety net amid the COVID-19 public health crisis.

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 the 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.



Highlighting Partners' Work to Support Those Who Need It Most



The Alliance expanded on our [Medicaid Spotlight](#) initiative in 2022, telling the story of how Medicaid helps millions of people every day across the country. The Medicaid Spotlight [landing page](#) on the Alliance website showcases examples of innovations that are improving care and coverage for so many people — and explains the importance of supporting and strengthening Medicaid in every state and territory.

The Alliance partnered with 14 coalition partners throughout the year to feature their impactful initiatives.

- American Cancer Society Cancer Action Network: [Strengthening Medicaid for Cancer Patients and Their Families](#)
- American-Speech-Language-Hearing Association: [Expanding Access to Care Through Telehealth](#)
- AmeriHealth Caritas: [How AmeriHealth Caritas Is Expanding Access To On-Demand Mental Health Care](#)
- Association of Maternal & Child Health Programs: [Advancing Maternal and Child Health through Medicaid](#)
- Blue Shield of California: [How Blue Shield of California is Supporting Youth Mental Health](#)
- Caregiver Action Network: [Medicaid Plays A Vital Role In Supporting Family Caregivers](#)
- Child First: [Q&A With Child First On Supporting Children and Families](#)
- Children's Hospital Association: [Providing Resources To Support And Strengthen Children's Health](#)
- Health Care Service Corporation: [Improving Maternal Health by Extending Postpartum Coverage](#)
- Molina Healthcare: [Molina Healthcare Of California Makes Strides In Supporting Mental And Addiction Recovery](#)
- National Alliance on Mental Illness: [How NAMI Is Supporting The Mental Health Of Hispanic And Latino Communities](#)
- National Association of Community Health Centers: [Q&A With The National Association of Community Health Centers](#)
- National Association of School Nurses: [Expanding Access to Vaccines through School-Based Clinics](#)
- Zero to Three: [ZERO TO THREE'S HealthySteps Lays Critical Foundation For Children's Mental Health](#)

Creating a Digital Echo Chamber

Partner Cross-Promotion

In 2022, the Alliance leveraged the social media following of partners to amplify educational and advocacy resources, including a letter to Congress, various toolkits, and Medicaid Spotlight articles.



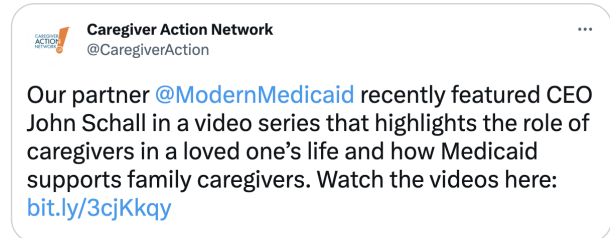
NASN, Inc. @schoolnurses

This #WorldImmunizationWeek, we're highlighting our partnership with @ModernMedicaid in promoting #vaccineequity! Through our work on school-located #vaccinationclinics, we are ensuring underserved children have equitable access to #vaccines. Learn more>bit.ly/3tiWx4Q



Children's Hospital Association @hospitals4kids

Together, with our @ModernMedicaid partners, we sent a letter to Congress urging policymakers to ensure that Medicaid remains strong and sustainable, especially for the 30+ million children who rely on the program. #MedicaidMatters #Medicaid modernmedicaid.org/modern-medicaid...



Caregiver Action Network @CaregiverAction

Our partner @ModernMedicaid recently featured CEO John Schall in a video series that highlights the role of caregivers in a loved one's life and how Medicaid supports family caregivers. Watch the videos here: bit.ly/3cjKkqy



NACHC @NACHC

NACHC's Director of Federal and State Policy, Jeremy Crandall, recently spoke with our partner @ModernMedicaid about how health centers improve health outcomes in patients w/ #Medicaid & NACHC's current advocacy priorities.

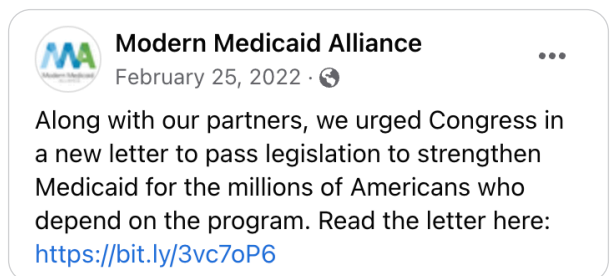
Full interview: bit.ly/3LTZccc #ValueCHCs

Paid Media

In addition to cross-promotion efforts amplifying the congressional letter, the Alliance used paid media to target influential audiences in the Beltway last year, reaching a total audience of more than 2,000 individuals.

The Alliance also used paid media to promote the mental health advocacy efforts of Alliance partners in the Beltway to increase awareness and aid our advocacy, reaching a combined audience of nearly 18,000.

Another paid media campaign has recruited more than 3,000 new grassroots email advocates and driven 2.23 million impressions and 49,394 clicks to date.



Modern Medicaid Alliance February 25, 2022 · 🌐

Along with our partners, we urged Congress in a new letter to pass legislation to strengthen Medicaid for the millions of Americans who depend on the program. Read the letter here: <https://bit.ly/3vc7oP6>



Modern Medicaid Alliance March 29, 2022 at 1:22 PM · 🌐

Our latest Medicaid Spotlight showcases how our partner Blue Shield of California is supporting youth mental health through the BlueSky Initiative. Read more: <https://bit.ly/36mBAGy>




"[BlueSky is] a new model of collaboration between school districts, nonprofit organizations, and a managed care plan that addresses mental health needs of youth in the communities that we serve and gives them tools to develop resilience, regardless of insurance eligibility."

- Kristen Cerf, President and CEO
Blue Shield Promise


Amplifying the Medicaid Dashboard

This year, we also continued efforts 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.


Global Liver Institute
@GlobalLiver

According to @ModernMedicaid's updated #MedicaidDashboard, nearly 90% of Americans think it's important to have a strong, sustainable Medicaid program.


Check out the Dashboard 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 ...



NAMI Advocacy
@NAMIAdvocacy

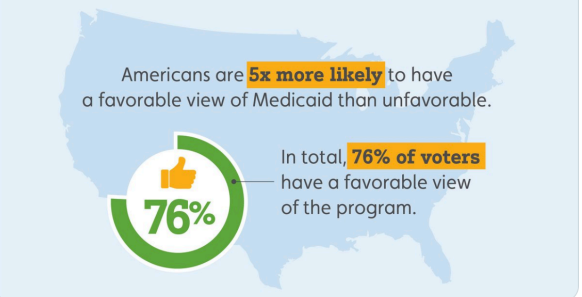
DYK: Medicaid is the largest payer of mental health services. @ModernMedicaid updated their #MedicaidDashboard, which provides comprehensive Medicaid enrollment research & polling, including state-specific reports for all 50 states plus DC & Puerto Rico.


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 ...


American Cancer Society Cancer Action Network
@ACSCAN

Polling from @ModernMedicaid's updated #MedicaidDashboard finds that three-fourths of voters in key states oppose cutting funding for #Medicaid. For more on voters' priorities about Medicaid, visit: data.modernmedicaid.org


Modern Medicaid Alliance @ModernMedicaid · Oct 18, 2022
DYK? Medicaid provides an essential safety net for 84 million people. That's why Americans are 5 times more likely to have a favorable view of the program. data.modernmedicaid.org




ABHW
@ABHWorg

Our partner @ModernMedicaid updated their #MedicaidDashboard, which provides comprehensive Medicaid enrollment research and polling, including state-specific reports for all 50 states plus DC and Puerto Rico.

To learn more, visit: data.modernmedicaid.org.


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:



Partner Growth

In 2022, we welcomed 10 new national organizations that represent diverse constituencies across the country, bringing the total number of Alliance partners to more than 130. New partners joining in 2022 include:

- American College of Nurse Midwives
- AnCan
- Caring Across Generations

- Global Liver Institute
- National Association of Rural Health Clinics
- National Grange
- National Organization of State Offices of Rural Health
- National Rural Health Association
- Society for Women's Health Research
- Small Business Majority

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

Looking Ahead

Looking ahead, 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;
- Expand coalition advocacy on key legislative priorities to strengthen Medicaid and monitor opportunities to protect Medicaid against efforts to weaken the program;
- Elevate innovative efforts by Alliance partners to support underserved communities and dispel misperceptions through our Medicaid Spotlight initiative;
- Strengthen coalition engagement and recruitment; and,
- Cultivate a strong digital presence through growth and activation of Medicaid advocates.

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.

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.



ModernMedicaid.org



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Modern Medicaid Alliance