



Modern Medicaid
ALLIANCE



2023 Capstone Report

Contents

- A Commitment to Education and Awareness** 3
 - Medicaid 101 3
 - Pregnant Women, New Mothers, and Children 3
 - Mental Health 3
 - Advocacy 3
- Medicaid Dashboard** 4
- Supporting Medicaid Enrollees Through the Redeterminations Process** 5
- Creating a Digital Echo Chamber** 6
 - Partner Cross-Promotion 6
 - Paid Media 6
 - Amplifying the Medicaid Dashboard 6
 - Website 6
- Highlighting Partners' Work to Support Those Who Need It Most** 7
- Partner Growth** 9
- 2024 and Beyond** 9
- About the Modern Medicaid Alliance** 9

Modern Medicaid Alliance 2023 Capstone Report

In 2023, the Modern Medicaid Alliance and our more than 130 partners worked to support a strong, sustainable Medicaid program by:

- Educating policymakers and the public about the value of Medicaid;
- Highlighting Medicaid’s positive impact on the lives of the diverse populations the program serves; and,
- Advocating for solutions to support the growing number of Americans relying on Medicaid amid ongoing Medicaid eligibility redeterminations.

As we begin 2024, Medicaid is primed to further solidify its role as an essential part of the country’s social safety net that provides quality health care to almost 1 in 4 Americans, including people with disabilities, children, older adults, and veterans.

A Commitment to Education and Awareness

In 2023, the Alliance continued its ongoing education efforts to increase awareness and understanding of the value Medicaid delivers. Highlights of Alliance educational content:

Medicaid 101

- [Medicaid: Ten Things You Should Know](#)
- [What They're Saying: Medicaid Matters to America](#)
- [Who Does the Medicaid Program Serve?](#)
- [Medicaid: Frequently Asked Questions](#)
- [Medicaid: An Essential Safety Net When Americans Need It Most](#)

Pregnant Women, New Mothers, and Children

- [How Medicaid School-Based Services Keep Kids Healthy As Seasonal Illnesses Surge](#)
- [How Medicaid Supports Families and Local Communities](#)
- [Medicaid's Role in Addressing the Maternal Health Crisis](#)
- [How Medicaid School-Based Services Support Students](#)

Mental Health

- [Medicaid and Mental Health Fact Sheet](#)
- [Modern Medicaid Alliance Partners Support Maternal and Mental Health](#)

Advocacy

- [Protecting Americans During Medicaid Redeterminations](#)
- [Promoting a Healthier America Through Medicaid Expansion](#)
- [Medicaid: An Essential Safety Net During the COVID-19 Crisis](#)
- [Modern Medicaid Alliance Partners Support Vulnerable Americans During Medicaid Redeterminations](#)

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

To see more of the Alliance's educational resources and advocacy tools, visit modernmedicaid.org/resources.



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 Puerto Rico and the District of Columbia.

Partner organizations continue to utilize the data housed on the Medicaid Dashboard to support their policy, advocacy, and communications efforts. The Alliance also developed a [blog post](#) outlining tips for leveraging the Dashboard to help further partners' goals.

The Medicaid Dashboard promotion included targeted outreach to MMA members and health care reporters with topline findings from the data. In addition to engagement on social with members, stakeholders, and policy elites, the Dashboard had two week-long ad sponsorships with Morning Consult – one placed in Inside Health Policy and the other in Inside CMS.

MMA Dashboard banners were also placed inside the Beltway to target users on influential news platforms and stakeholders on Capitol Hill, at the Centers for Medicare and Medicaid Services (CMS), and in Congressional offices.

Supporting Medicaid Enrollees Through the Redeterminations Process

In 2023, the Modern Medicaid Alliance launched a targeted paid media campaign to communicate the steps of the redeterminations process to Medicaid enrollees, with a focus on households with children. In addition to Medicaid-eligible families, the campaign reached federal and state policymakers in Arizona, Indiana, Missouri, and Washington, driving individuals to a landing page on the Alliance website featuring the CMS enrollment page to help raise awareness and ensure continued coverage.



14.86 million impressions, 169,545 clicks, and 1.26M households reached from the Facebook and Instagram campaign.



1.27 million impressions and 8,825 clicks from Spanish creative in Arizona.



1.38 million impressions, 20,881 clicks, and 130,911 users reached from the LinkedIn campaign.



5.08 million impressions in digital out-of-home placements to reach audiences in highly frequented and accessible areas like grocery stores and bus stops.



22 top-tier social media creators on platforms like Instagram and TikTok led to 39,761 clicks to the resource page.



Creating a Digital Echo Chamber

Partner Cross-Promotion

In 2023, the Alliance leveraged the social media following of partners to amplify educational and advocacy resources, including various toolkits and Medicaid Spotlight articles.

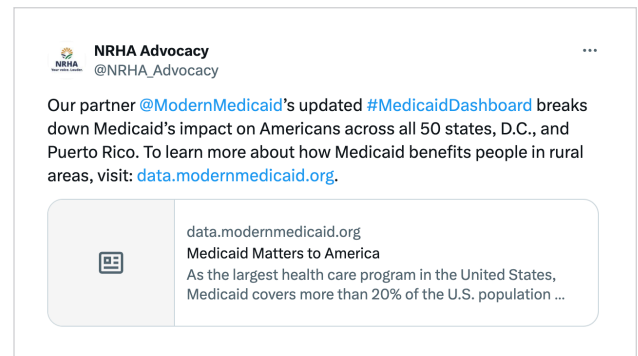


Paid Media

MMA has continued efforts to promote the value of Medicaid and managed care through testimonial videos, infographics, and fact sheets. Paid promotion of these MMA resources on social media has delivered more than 2.5 million impressions and nearly 68,000 clicks targeted to users with expressed interests in government, politics, or health care policy inside the Beltway and in field states (TX, IL, IA). The display banner campaign has delivered nearly 38 million impressions and more than 99,000 clicks, targeted to key Hill and HHS policymakers.

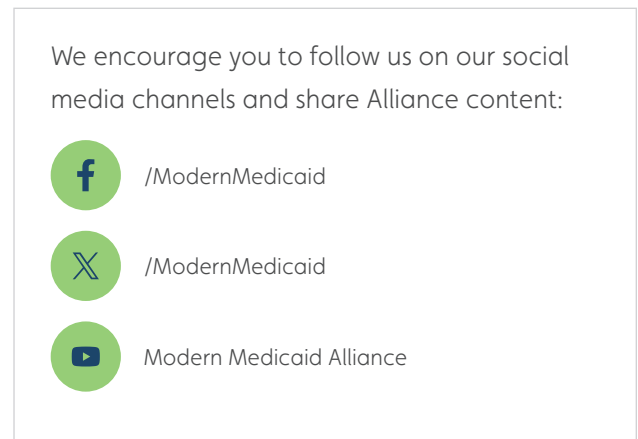
Amplifying the Medicaid Dashboard

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.



Website

MMA launched a refreshed website in March with an updated look and user experience. The website has new and improved features that better elevate patient and advocate stories and Medicaid Dashboard data.





Highlighting Partners' Work to Support Those Who Need It Most



The Alliance expanded on our [Medicaid Spotlight](#) initiative in 2023, telling the story of how Medicaid helps millions of people every day across the country. We partnered with 6 coalition partners throughout the year to feature their impactful initiatives.

- **School-Based Health Alliance:** [Preventing Adolescent Substance Use in School-Based Health Centers](#)
- **Centene:** [Centene Efforts Seek to Improve Children's Mental Health and Wellness](#)
- **Society for Women's Health Research:** [Honoring Mothers: How the Society for Women's Health Research Supports Women Caregivers](#)
- **Triage Cancer:** [Q+A with Triage Cancer on Educating Individuals Diagnosed with Cancer about Medicaid](#)
- **Children's Hospital Association:** [How Children's Hospital Association is Building Vaccine Confidence and Increasing Pediatric Uptake of COVID-19 Vaccines](#)
- **Justice in Aging:** [Justice in Aging Equips Advocates for Dual Eligible Individuals with Medicaid Unwinding Resources](#)



Partner Growth

In 2023, we welcomed **6 new national organizations** that represent diverse constituencies across the country, bringing the total number of Alliance partners to more than 130.

New partners include:

- American Association on Health and Disability
- National Association for Rural Mental Health
- National Coalition for Infant Health
- National Down Syndrome Society
- SNP Alliance
- Triage Cancer

To see a full list of the Alliance's membership, visit www.modernmedicaid.org/about-the-alliance.

2024 and Beyond

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 millions of Americans who depend on the program. Key priorities for next year include:

- Continue promoting the need for a strong, sustainable Medicaid program;
- Elevate innovative efforts by Alliance partners to support underserved communities and dispel misperceptions through the *Medicaid Spotlight* initiative;
- Strengthen coalition engagement and recruitment

About the Modern Medicaid Alliance

The Modern Medicaid Alliance is a partnership between Americans who value Medicaid and leading advocacy organizations representing patients, health care workers, children, older adults, people with disabilities, pregnant and postpartum women, and health insurance providers. 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.



ModernMedicaid.org



[/ModernMedicaid](https://www.facebook.com/ModernMedicaid)



[/ModernMedicaid](https://www.twitter.com/ModernMedicaid)



[Modern Medicaid Alliance](https://www.youtube.com/ModernMedicaidAlliance)