



Dual Lynk

Dual Eligible Advocacy

One of the most immediate and positive impacts your plan can provide to members is assistance in overcoming financial barriers by helping a member qualify for Medicaid, Medicare Savings Programs, and/or the Low Income Subsidy (LIS). These programs increase available household income by an average of 11%. However, according to MACPAC¹, more than 50% of members that qualify for Medicare Savings Programs (MSPs) are not enrolled. Why?

It's complicated and requires complex documentation, but primarily it's due to lack of awareness.

BeneLynk is an expert at identifying and helping low-income Medicare members secure needed benefits and resources.

- For the member, dual enrollment could mean increased benefits, lower copays, and rebate of their Part B premium.
- For the plans, it means an appropriate increase in capitation, a better understanding of member risk, and a stickier member.



The Health Equity Index

Among CMS's new equity-focused initiatives is the Health Equity Index (HEI) reward. Finalized in the 2024 Final Rule, the HEI will replace the current Reward Factor in the 2027 Star Ratings (measuring performance in 2024 and 2025). In implementing the new Health Equity Index reward, CMS hopes to incentivize Medicare Advantage plans to focus on improving health equity among enrollees with certain social risk factors (SRFs). Currently, this includes members who are dually enrolled, receive LIS, or have become eligible for Medicare due to disability. The HEI will make it more important than ever to identify and assist these members.



About BeneLynk

BeneLynk is a national social care vendor for managed care companies.

We engage members to understand social care challenges and provide professional advocacy to access benefits.

BeneLynk helps to remove barriers to allow members to live their healthiest lives.

¹The Medicaid and CHIP Payment and Access Commission is a non-partisan legislative branch agency that provides policy and data analysis and makes recommendations to Congress, the Secretary of the U.S. Department of Health and Human Services, and the states on a wide array of issues affecting Medicaid and the State Children's Health Insurance Program (CHIP).

 **BeneLynk™**



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With Dual Lynk we can:

- Increase dual/LIS penetration to improve HEI performance
- Provide low-income members with increased income and lower copays
- Improve medication adherence measures
- Improve member satisfaction and tenure
- Help ensure accurate risk-adjusted revenue

To learn more about BeneLynk, visit our website at [BeneLynk.com](https://www.BeneLynk.com).



Dual Participation Rates Remain Low

Despite decades of traditional dual eligible advocacy, Medicaid and MSP participation rates remain low. Too many members are not reached and never receive the benefits they need. To help the members, a new approach is needed. BeneLynk's Lynk360 technology systematically identifies members who may qualify for a variety of benefit programs, including Medicaid, the MSPs, and LIS. We cast a wide-net by supplementing our targeting with non-traditional factors to reach the 2% to 4% of the dual eligible population not assisted by historical outreach programs.



Advocacy and Outreach

We guide members through the application process and ensure they feel supported every step of the way. When a member expresses interest in a program and appears eligible, the BeneLynk advocate will obtain authorized representative status and work with the member to complete and submit the application. Our advocacy efforts are fully backed by the BeneLynk government relations team – a group of experts with decades of experience working with state Medicaid agencies.

Our Government Relations team works with the BeneLynk advocacy team and state Medicaid agencies to maintain an optimized dual enrollment process including:

- Active partnership with state agencies to build and maintain effective, compliant processes
- Monthly monitoring of MCMD and MMR reports to ensure accurate and timely processing of applications and appropriate interventions
- Appeals of inappropriate Medicaid/MSP denials
- Maintenance of latest information regarding regulation and policy changes at the state and federal levels.



For more information, please contact:
Keslie.Crichton@BeneLynk.com