



# Retention Lynk

## Medicaid Retention for Dual Enrolled Medicare Advantage Members

The Medicaid renewal process can be challenging. Historically, Medicaid has been fraught with administrative barriers that make it difficult for people to enroll and stay enrolled in Medicaid. This has only been exacerbated since the beginning of the unwinding period.

Common challenges have included:

- Lack of awareness of renewal requirements
- Unreachability due to address or phone number changes
- Difficulty in understanding and meeting requirements

To help members keep the benefits they deserve, Medicare Advantage plans need a solution in place to educate and assist dual enrolled members.

For those members who have lost Medicaid benefits, MA plans need a program in place that helps them get their benefits back.



### Customized Outreach

BeneLynk's *Retention Lynk* service is a member-centric, comprehensive outreach campaign that provides customized information at the right time to help your members keep their Medicaid benefits in place. Our outreach is multi-modal with an emphasis on live, on-shore advocates providing education and support to your members.

All BeneLynk materials are tailored to the member's state, using state-specific agency and Medicaid program names such as "BadgerCare Plus" for Wisconsin and "Medi-Cal" in California. Additionally, we provide the exact information and options (e.g., website or toll-free number) offered by states for tasks like updating contact information or completing the renewal.



### 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.





# Retention Lynk

## With Retention Lynk we can:

- Deploy dynamic, state-specific outreach campaigns
- Engage members and offer them education assistance about annual Medicaid renewals
- Complete new Medicaid applications for those who are still potentially eligible
- Help members secure the highest level of benefits possible

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



## Superior Engagement and Advocacy

By making the outreach and call to action specific to that member's state Medicaid communications, our *Retention Lynk* service represents a step forward in renewal efforts and drives Medicaid retention and member satisfaction.

Our Medicaid Maintenance Engine allows us to cast a wide net and provide timely renewal education and assistance to your members. It also allows us to evaluate the members to see if they qualify for additional benefits or a dual-status upgrade. In some states, that might include applying for Supplemental Security Income (SSI) through the Social Security Administration. As Medicaid experts, we explore all pathways to Medicaid, ensuring members are receiving the highest level of benefits possible.



## Proactive Outreach

BeneLynk's Retention Lynk service is designed to minimize loss of Medicaid benefits, but we recognize that not everyone will engage with our services and not everyone will successfully navigate the renewal process. For those members who do lose benefits, BeneLynk actively monitors multiple sources including the Medicare Part C Advantage Medicaid Status Data (MCMD) and state eligibility files (when available) for evidence of lost eligibility. We also encourage members to reach out to us if they are notified of a loss of benefits. Often, the member is the best source of reliable information about Medicaid status. In the event a member does lose Medicaid, we work to get the benefits restored, ideally within the state's grace period. Where necessary, we will complete a new application for the relevant programs. Our services are designed to ensure your members keep the benefits they deserve.



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