

Appendix W - Enrollment Broker Counseling & Education Responsibilities

The Enrollment Broker will make choice counseling available to all eligible Medicaid individuals to provide assistance in selecting and enrolling into a MCO. Enrollment Broker staff will be available by telephone as appropriate to assist and provide choice counseling to MCO potential enrollees and enrollees. MCO potential enrollees and enrollees will be offered choice counseling as well as multilingual enrollment materials or materials in alternative formats, large print, and/or Braille when needed.

The Enrollment Broker's responsibilities subsequent to eligibility determination will include, but will not be necessarily be limited to, the following:

- Educating the Medicaid eligible about MCOs in general, including the requirement to enroll in a MCO, the manner in which services typically are accessed under MCOs, the role of the PCP, the responsibilities of the MCO member, his/her right to file grievances and appeals, and the rights of the member to choose any PCP within the MCO, subject to the capacity of the provider.
- Educating the member, or in the case of a minor, the member's parent or guardian, about benefits and services available through MCOs.
- Informing the member of available MCOs and outlining criteria that might be important when making a choice (e.g., presence or absence of the member's existing health care provider in a MCO's network, FQHC availability, any enhanced benefits).

Identifying any barriers to access to care for the MCO members such as:

Necessity for multi-lingual interpreter services, and

Special assistance needed for members with visual and hearing impairment and members with physical or mental disabilities.

The Enrollment Broker will inform the Medicaid potential enrollee of all MCOs available. The Enrollment Broker shall comply with the information requirements of 42 CFR §438.10 to ensure that, before enrolling, the potential enrollee receives, from the Broker, the accurate oral and written information he or she needs to make an informed decision. This information shall be provided in accordance with Section 1932 of the Social Security Act and 42 CFR Part §438.104, in an objective, non-biased fashion that neither favors nor discriminates against any MCO or health care provider.

The importance of early selection of a MCO will be stressed, especially if the Medicaid potential enrollee indicates priority health needs.

The Enrollment Broker will ensure that the enrollment process is accessible to eligible Medicaid potential enrollees and enrollees by mail, internet, toll-free telephone for current or potential Medicaid enrollees to obtain information about including, but but not limited to, the enrollment process and available MCOs in their GSA.

To assist Medicaid enrollees in identifying participating providers for each MCO, the Enrollment Broker will maintain and update weekly an electronic provider directory that is accessible through the Internet and will make available, (by mail) paper provider directories including any addendums provided by the MCO upon request.

The Enrollment Broker shall be responsible for distributing all enrollment materials to all eligible Medicaid enrollees by mail and/or other suitable means.