

SEPTEMBER 2021

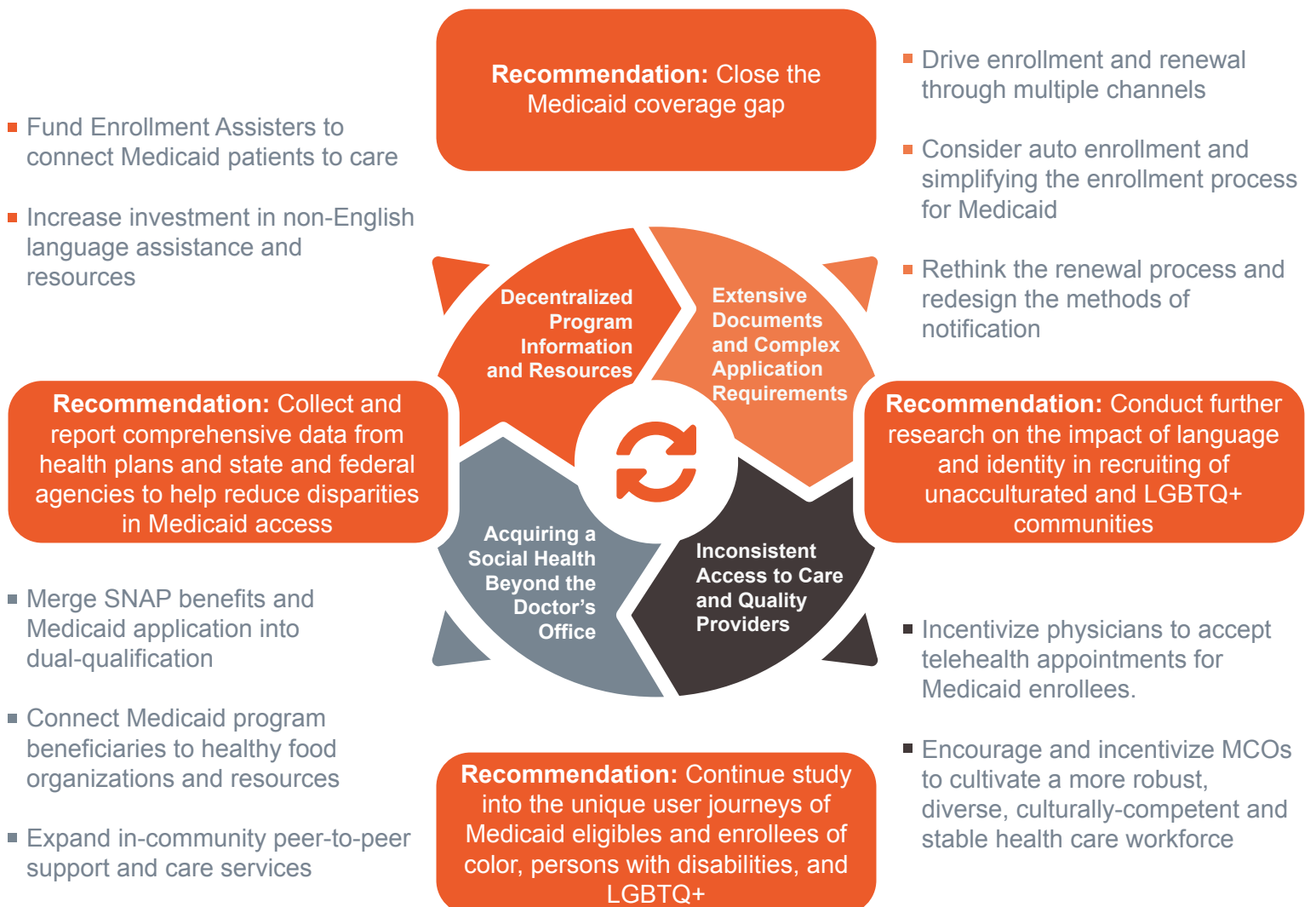
Asian Americans who are Medicaid Eligible or Enrolled

- Focus group research uncovered struggles with online enrollment in Medicaid among Asians with limited English proficiency in addition to low immersion in dominant U.S culture with preference for native culture and traditions.
- Although Asian Medicaid enrollees report positive experience navigating the Medicaid system once they started to use its services, they also report experiences of classism (43%) and racism (42%) from clinical staff while receiving care in our survey.
- Asian Medicaid enrollees report positive experience navigating the Medicaid system once they started to use its services, describing the overall process of applying for Medicaid as ‘very’ or ‘somewhat’ easy (71%) and the process of finding providers who accept Medicaid insurance as positive (87%).

“I think the main reason [Chinese people do not apply for Medicaid online] is that their data are in English and need translations, which are not always accurate.”

– Chinese American, CA

Solutions & Recommendations:



Pain Points Among all Surveyed Populations

Searching for Information

- Medicaid eligibles and enrollees (MEEs) learn about Medicaid from a variety of sources because of the lack of a central, comprehensive source for information.
- When searching for initial information about the Medicaid program, 70% of MEEs have not visited the official Medicaid website and 27% of respondents find searching for Medicaid applications, resources, or information on the internet difficult.

Understanding Enrollment and Renewal

- 39% of Medicaid eligibles find the overall process of applying to Medicaid to be difficult, compared to 26% of Medicaid enrollees.

Examining Delivery and Care

- Nearly a quarter of respondents report a negative experience finding a provider who accepts Medicaid (24%). Medicaid enrollees say their options are limited because many doctor’s offices do not accept Medicaid, and the clinics that do accept Medicaid insurance are not in locations accessible to their communities.

Rethinking Social Needs

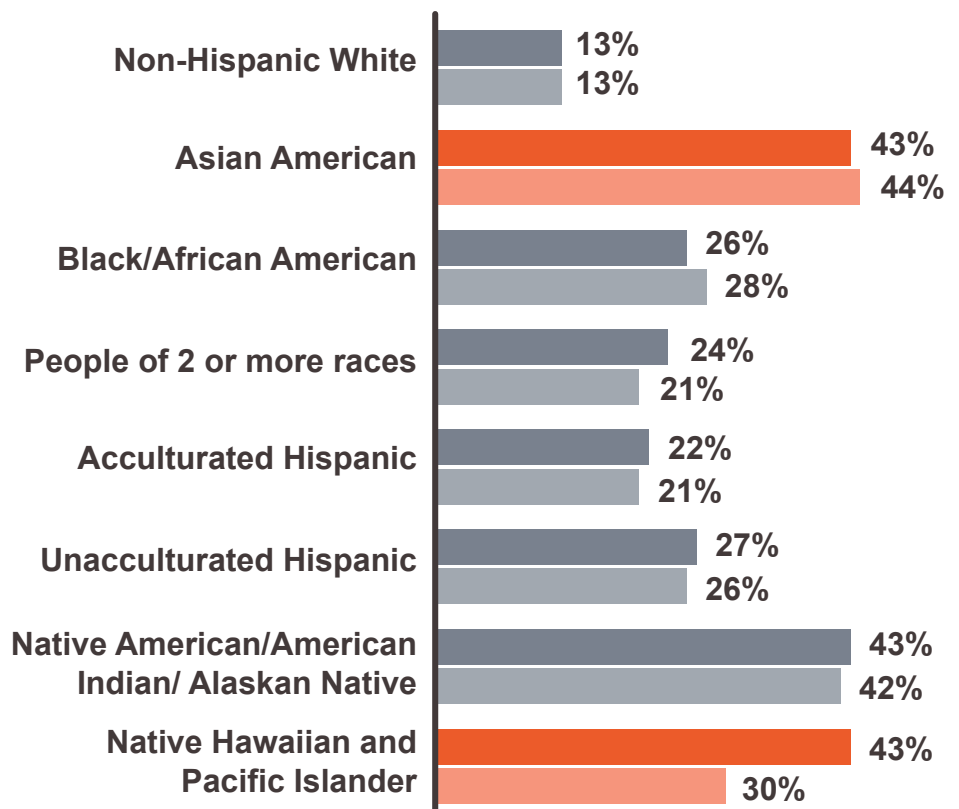
- MEEs desire Medicaid program assistance accessing affordable, nutritious foods. Over half (54%) of MEEs surveyed have experienced concerns about having enough food, with 78% being “somewhat interested” in the Medicaid program helping them get nutritious food.
- MEEs struggle with costs associated with housing rather than finding housing. 61% say it would be helpful for the program to offer assistance in the form of cash payments to help with utility bills and rent payments (59%).
- Social isolation and loneliness are the most commonly experienced social need among MEEs. 62% surveyed say they, or their families, have been concerned about being lonely and away from friends at some point.

Medicaid Enrollee Experiences of Racism is Care (YES)

Administrative Staff	Clinical Staff
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Sample size

- Non-Hispanic White: n=1455
- Asian American: n=178
- Black/African American: n=458
- People of 2 or more races: n=155
- Acculturated Hispanic: n=332
- Unacculturated Hispanic: n=117
- American Indian/Alaska Native: n=153
- Native Hawaiian and Pacific Islander: n=60



About the Research

This study gathered the opinions and experiences of 3,080 Medicaid eligible and enrolled people of color, individuals with disabilities, and LGBTQ+ across age and gender groups. Feedback on this research was provided by a 12-member Policy Advisory Group comprised of experts across Medicaid, advocacy, and policy.

About Sensis

Sensis is an integrated cross-cultural marketing agency with full-service capabilities. SensisHealth is the agency’s health care practice, leveraging research and strategy to advance population health and drive behavior change.