

SEPTEMBER 2021

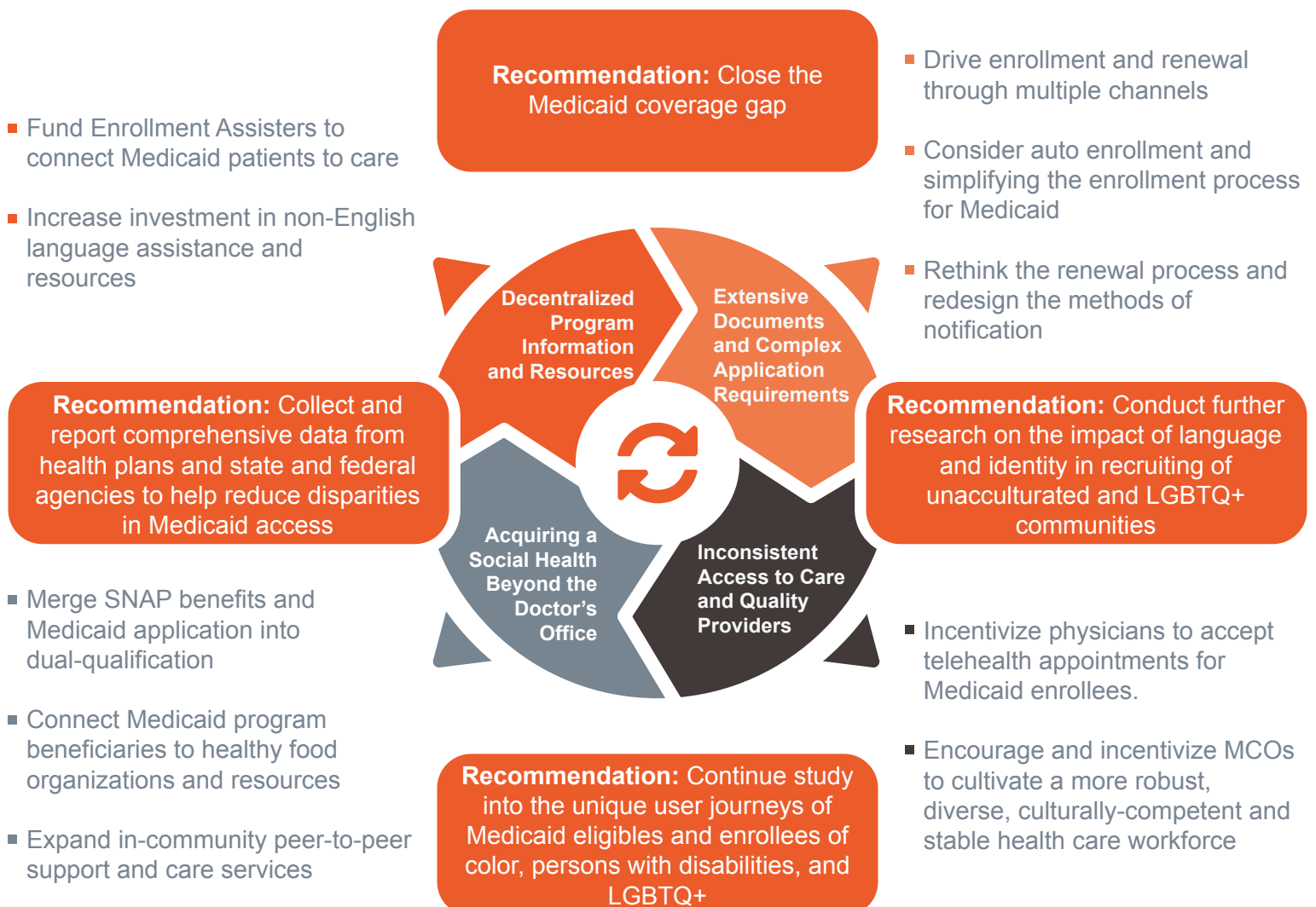
Black/African Americans who are Medicaid Eligible or Enrolled

- Among Black or African American Medicaid eligible or enrolled individuals (MEEs), there is an interest in the Medicaid program helping with social isolation and mental health issues. 56% of Black or African American MEEs surveyed report concerns about being lonely or away from family/friends, with 40% of Black or African American MEEs recommending home visits and wellness checks as the best way for the Medicaid program to offer aid with loneliness.
- 56% of Black or African American MEEs surveyed report an interest in the Medicaid program helping with issues beyond health.
- When going through the Medicaid application journey, Black or African American MEEs rely on trusted information sources to learn about the program. 29% of Black or African American MEEs surveyed report speaking to a family member and 27% visit a Medicaid or social services office in-person to learn more about the Medicaid program.
- Alternatively, Black or African American MEEs report lower reliance on general online searches, such as Google or Bing, to learn about Medicaid, with 19% using this method to find program information.

“It’s their certification period that can be very, very frustrating and overwhelming...they give you a short window of time to submit whatever the requirements are. And a lot of times in my experiences, I lose coverage for, let’s say, just a small amount of time because things haven’t been submitted correctly, or it’s just like the waiting game.”

– Black/African American, CT

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

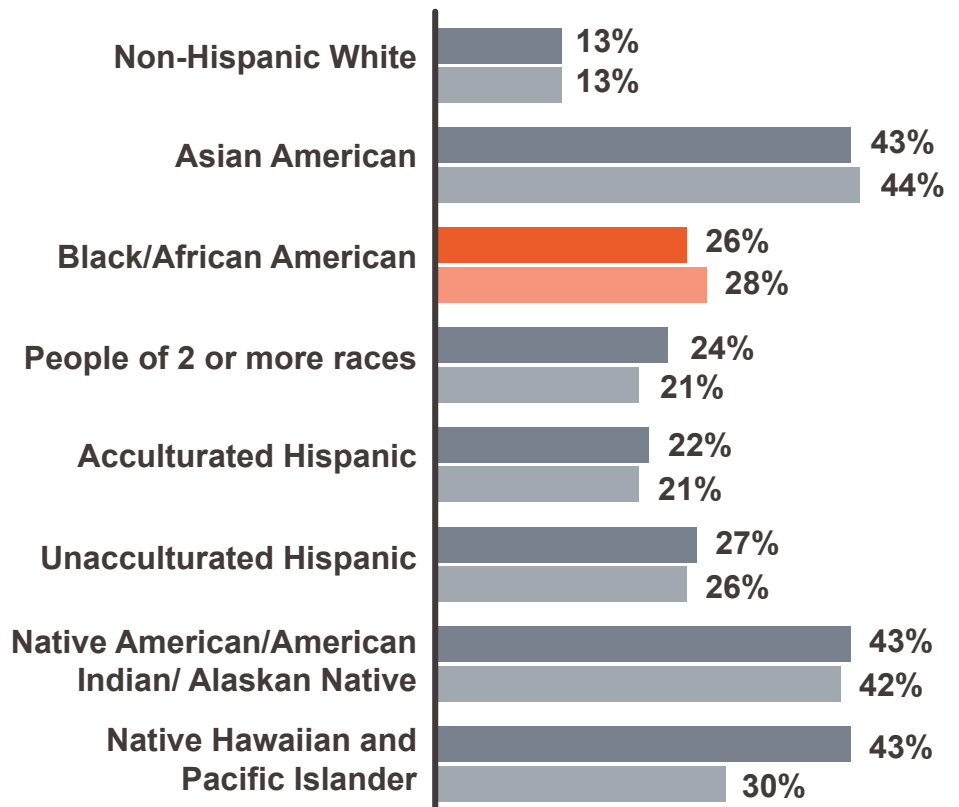
- MEEs desire Medicaid program assistance accessing affordable, nutritious foods. Over half (54%) of MEEs surveyed have experienced concerns about having enough food, with 78% being “somewhat interested” in the Medicaid program helping them get nutritious food.
- MEEs struggle with costs associated with 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	13%
Clinical Staff	13%

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.