

SEPTEMBER 2021

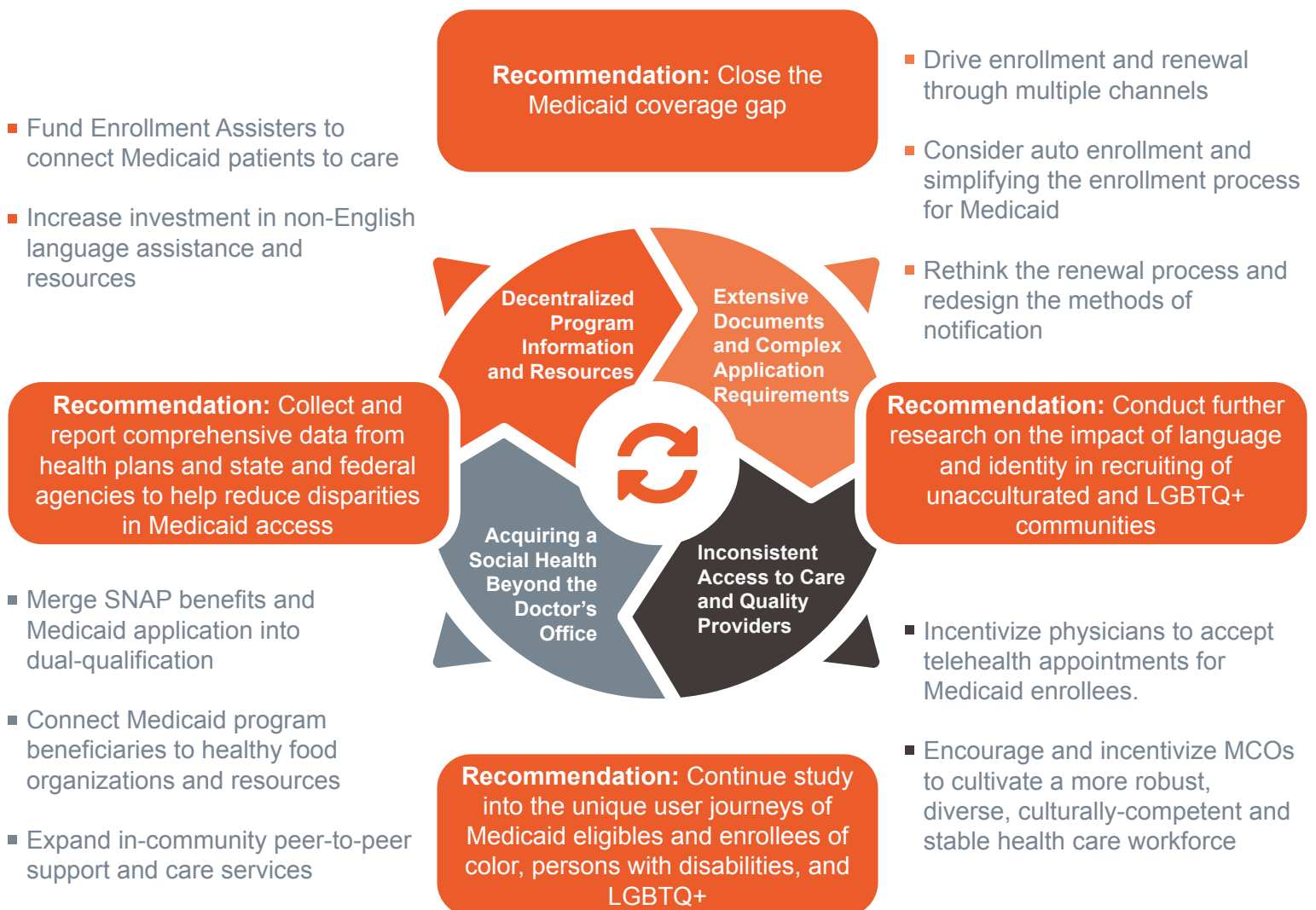
Hispanics who are Medicaid Eligible or Enrolled

- Acculturated in this study refers to high English proficiency and immersion in dominant U.S culture, whereas unacculturated refers to limited English-proficiency and low immersion in dominant U.S. culture with preference for native culture and traditions.
- An individual's preferred method of enrollment is influenced by the level of acculturation. Of the Hispanic MEEs surveyed, 50% of those acculturated and 38% of the unacculturated prefer to enroll online.
- Focus group research uncovered struggles with online enrollment in Medicaid among unacculturated Hispanics. MEEs from this group cite struggles commonly due to the lack of non-English language Medicaid program materials available online, compared to phone and in-office resources which tend to offer greater access to translators and in-language support.
- Among the Hispanic MEEs surveyed, 53% of unacculturated Hispanics and 64% of acculturated Hispanics have gone through the Medicaid renewal process.
- Among Hispanics enrolled in the Medicaid program, unacculturated Hispanics (46%) and acculturated Hispanics (61%) report clinical staff described as 'helpful' during care delivery.
- When examining preferred methods of housing assistance, 45% of unacculturated Hispanic MEEs and 39% of acculturated Hispanic MEEs report they would be "very interested" in a Medicaid program assisting with stable, safe housing.

"I thought that they were just very laborious with the paperwork, with the requirements, and so forth, and even with providing documentation."

– *English-speaking Hispanic, NY*

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.

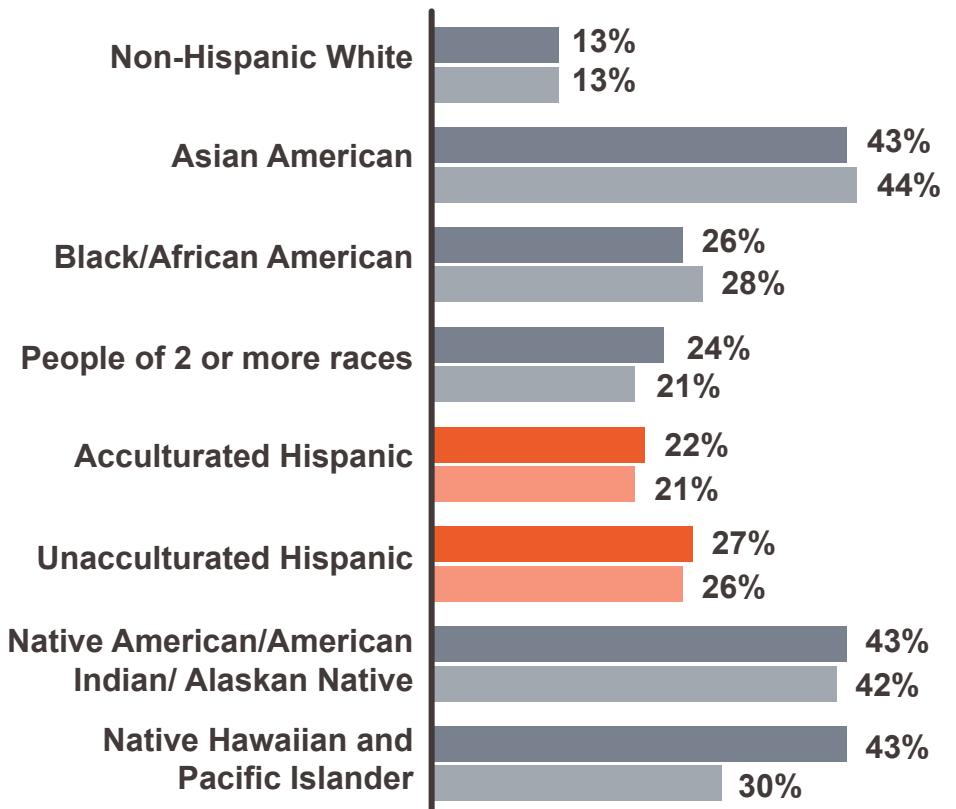
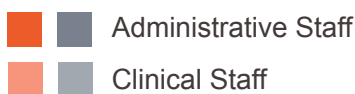
Examining Delivery and Care

- 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)



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.