



Virginia Department of Medical Assistance Services (DMAS)

How the DMAS Increased Enrollment in Medicaid With Help From Granicus Digital Experts



250K

New Medicaid Members

\$355M

in Net Savings

50K

More People Reached

75%

Increase in Audience

MUST HAVE SOLUTION

govDelivery + Granicus Experience Group

OVERVIEW

In May 2018, Virginia Gov. Ralph Northam and state lawmakers reached an agreement to expand the Medicaid program, offering low- or no-cost health care options to close to 400,000 newly eligible adults statewide. It was the mission of Virginia's Department of Medical Assistance Services (DMAS) to inform as many newly eligible adults as possible in order to give them the opportunity to have health coverage. With the help of the Granicus Experience Group (GXG) team of digital communications experts and the email marketing, text message, and social media platform govDelivery, DMAS was able to enroll more than 250,000 new adult members in Medicaid.

SITUATION

Following the passage of the Medicaid expansion legislation, leaders at DMAS wanted as many of the 400,000 eligible participants to enroll in Medicaid.

SOLUTION

The GXG team quickly realized that DMAS needed to use email in order to reach their target personas, and so they began designing an outreach campaign using govDelivery.

RESULTS

DMAS successfully enrolled more than 250,000 new members in Medicaid. The expansion of Medicaid is expected to contribute a net savings of \$355 million for Virginia's two-year budget.