[redacted]

November 2025 Maternal Outreach Packet

Reported: 12/04/2025

This packet represents the previous month's metrics and outcomes as documented in [redacted]

Maternal Outreach

Overview of at-risk by closure reason

Data files are received from the DCO reporting team on a recurring schedule. A primary file on the 3rd day of each month defines the initial cohort for that month's outreach. Each Friday throughout the month a refresh file is received and any new members are added.

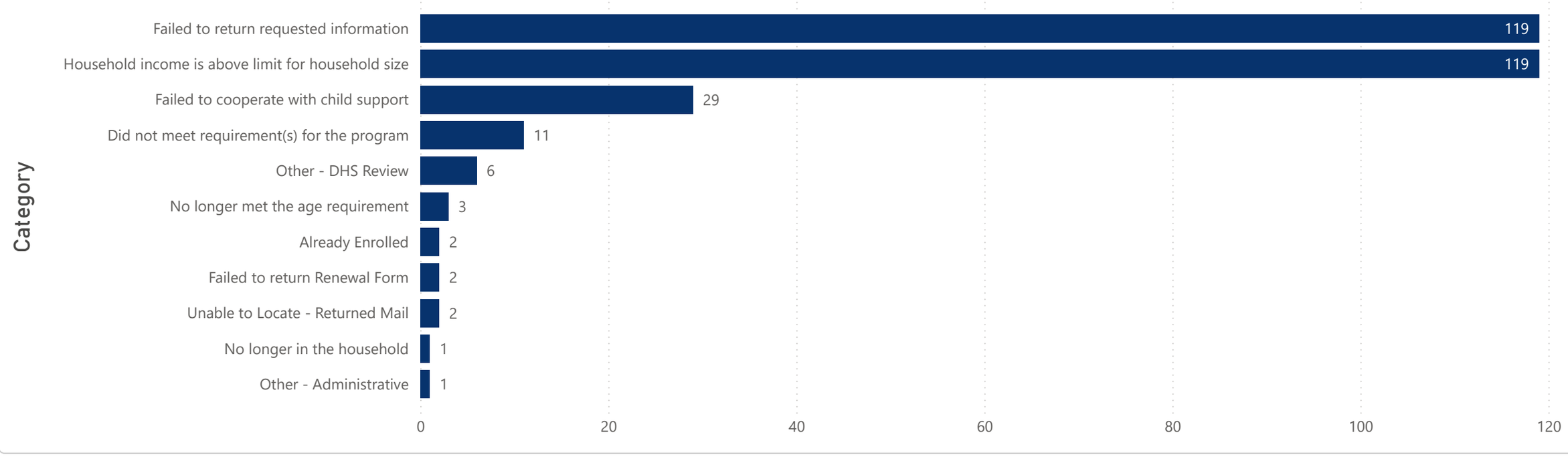
Total

295

Members Received

Received by day

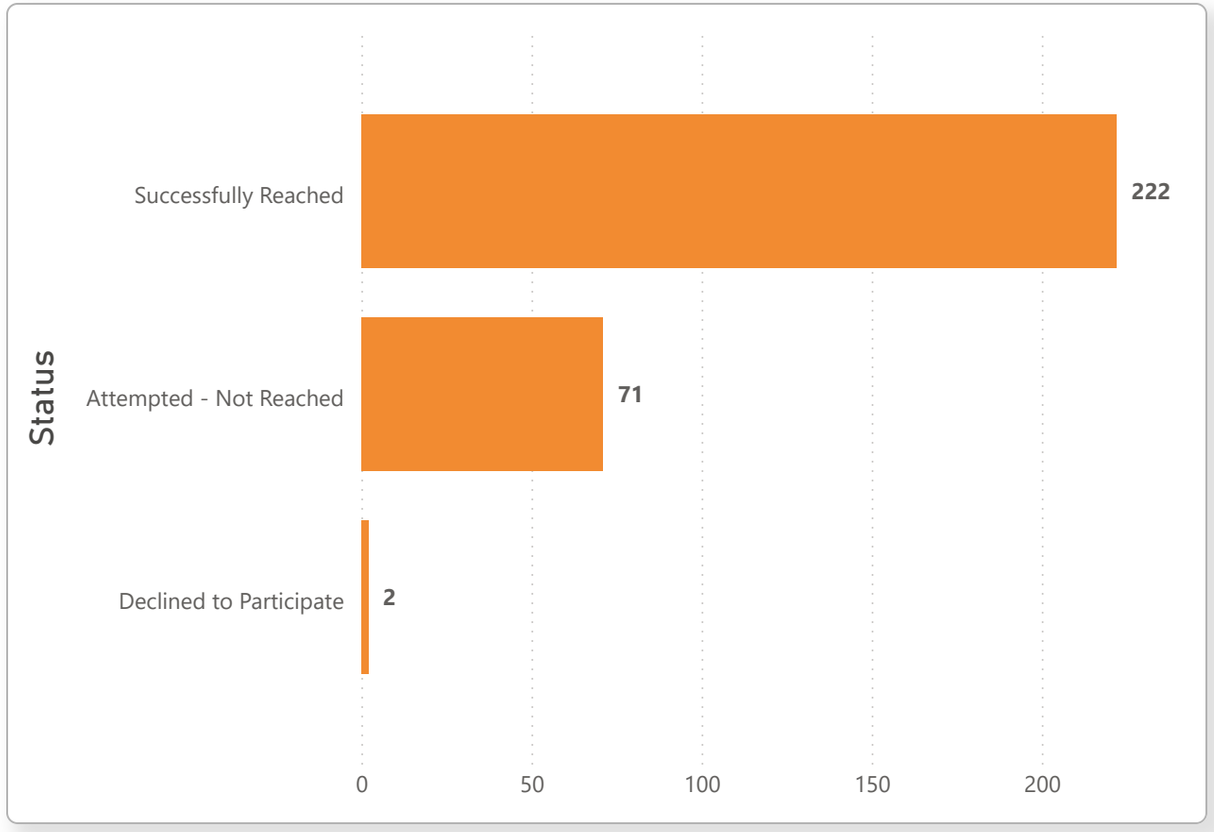
By Primary Closure Category

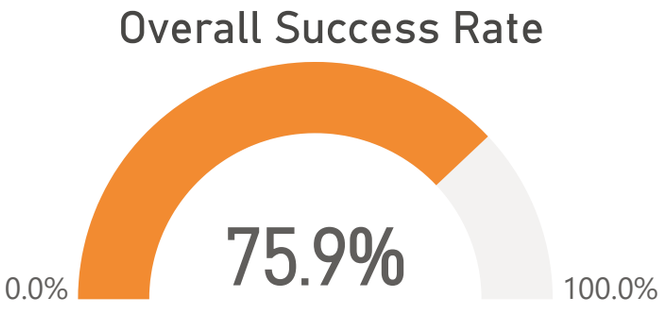


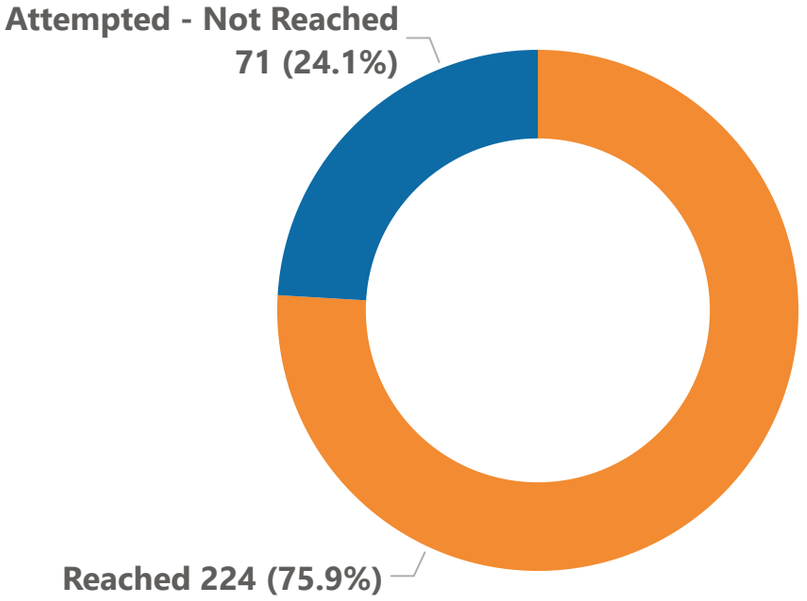
Maternal Outreach

Outreach outcomes

For the month of November, how successful were outreach attempts in reaching members? Success is defined as having spoken to the member and offered assistance with continuing healthcare coverage. Those who were successfully reached were either assisted with their Medicaid coverage, referred/transferred to the marketplace, already had coverage, or declined to participate in the call.







Maternal Outreach

Inbound and outbound calls

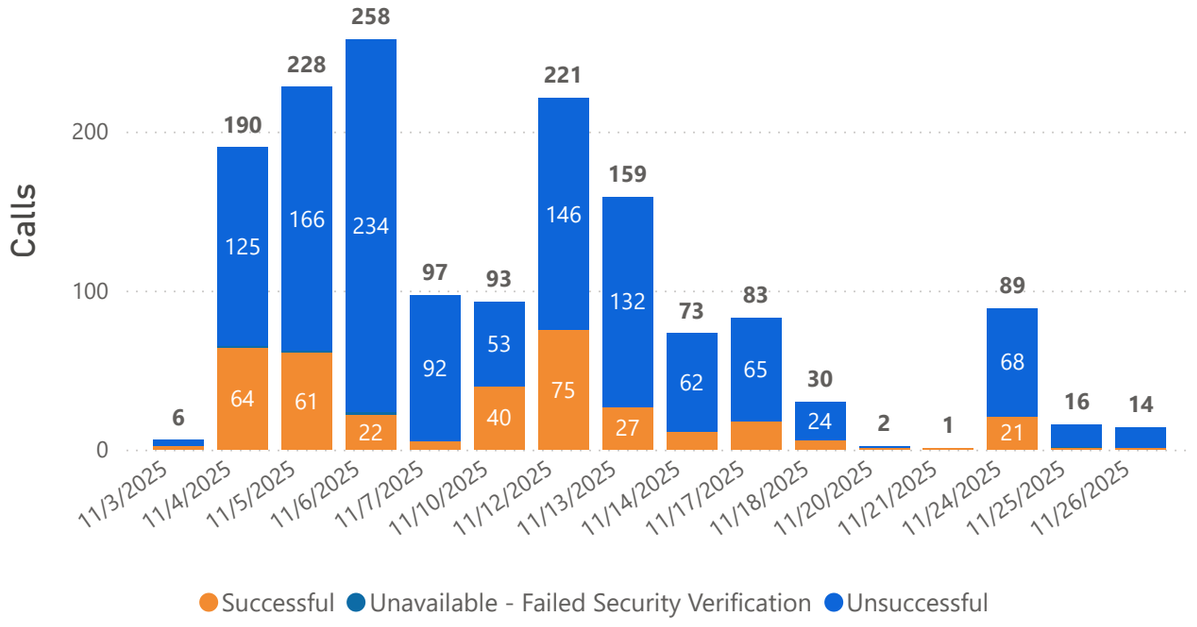
[redacted] *makes up to five attempts to reach each member by phone, leaves voicemail messages where possible, and accepts inbound return calls.*

1,560

Outbound Calls

Outbound Calls by day

To Members Received Last Month

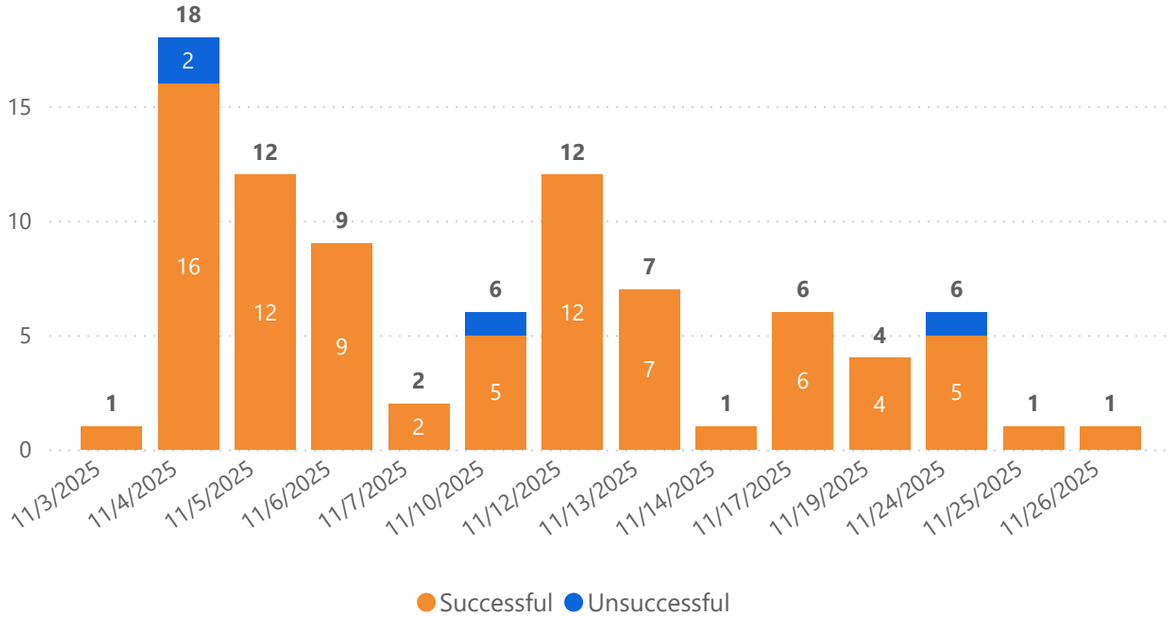


86

Inbound Calls

Inbound Calls by day

From Members Received Last Month



Maternal Outreach

Emails and text messages

[redacted] *sends SMS (text) messages prior to initial call attempts and after unsuccessful attempts notifying the that we are attempting to reach them about their healthcare coverage and asking them to call us back or answer our next call. Emails are sent with the same call to action.*

508

Pre-call text messages sent

993

Post-successful call messages sent

196

Post-unsuccessful call messages sent

208

Members received an email after successful call

69

Members received an email after unsuccessful call

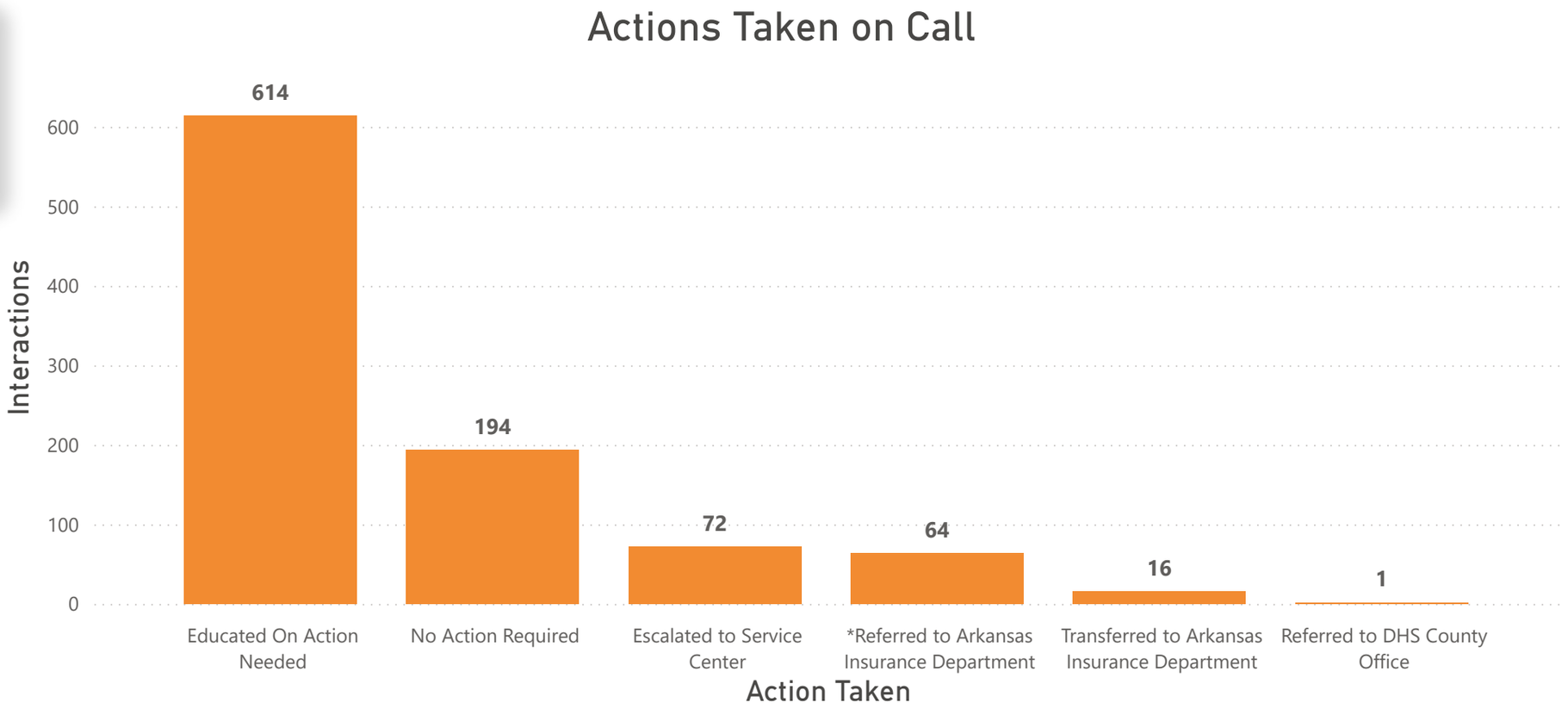
Maternal Outreach

Actions taken on successful calls

More than one successful call may occur for a member so this total is higher than the 224 successfully reached members. For those successful calls, what actions were taken?

948

Successful calls



**AID referrals are always offered a warm transfer, this category declined.*

Maternal Outreach

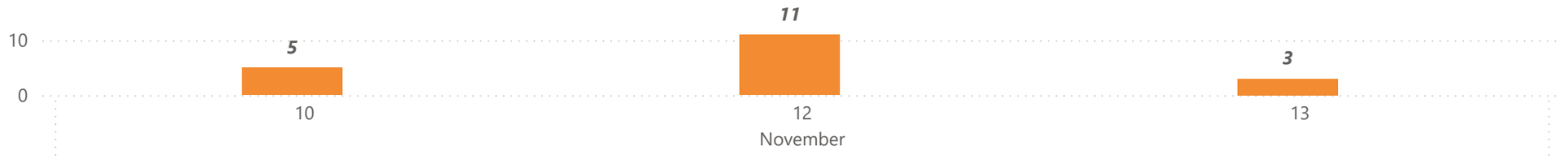
Marketplace referrals

For those members referred or transferred to marketplace assistance, what were the outcomes?

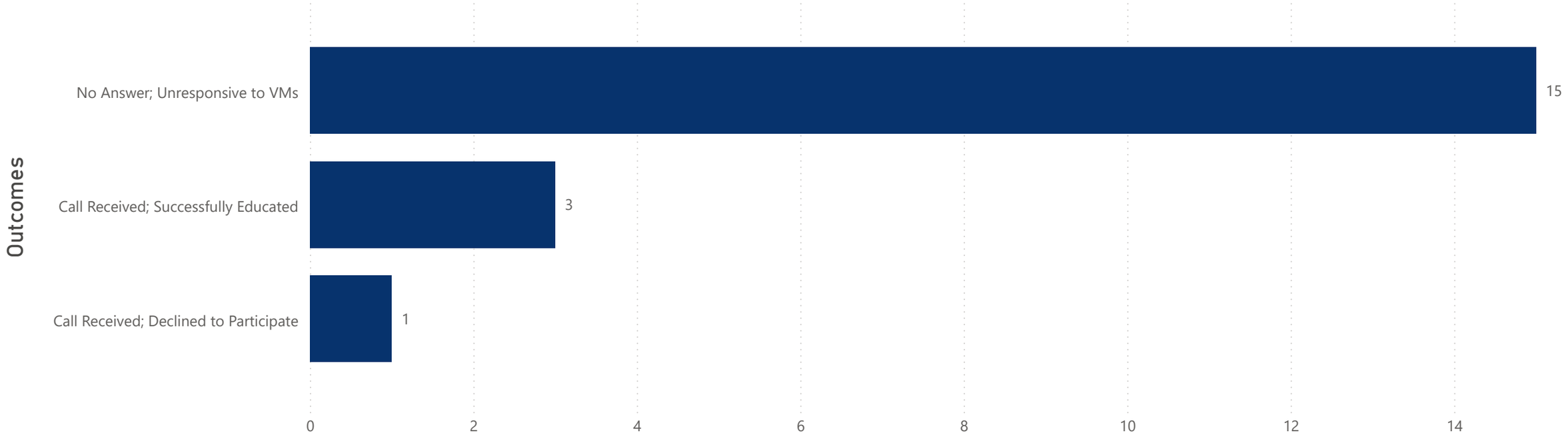
Total

19

Referred by day



Referral Outcomes



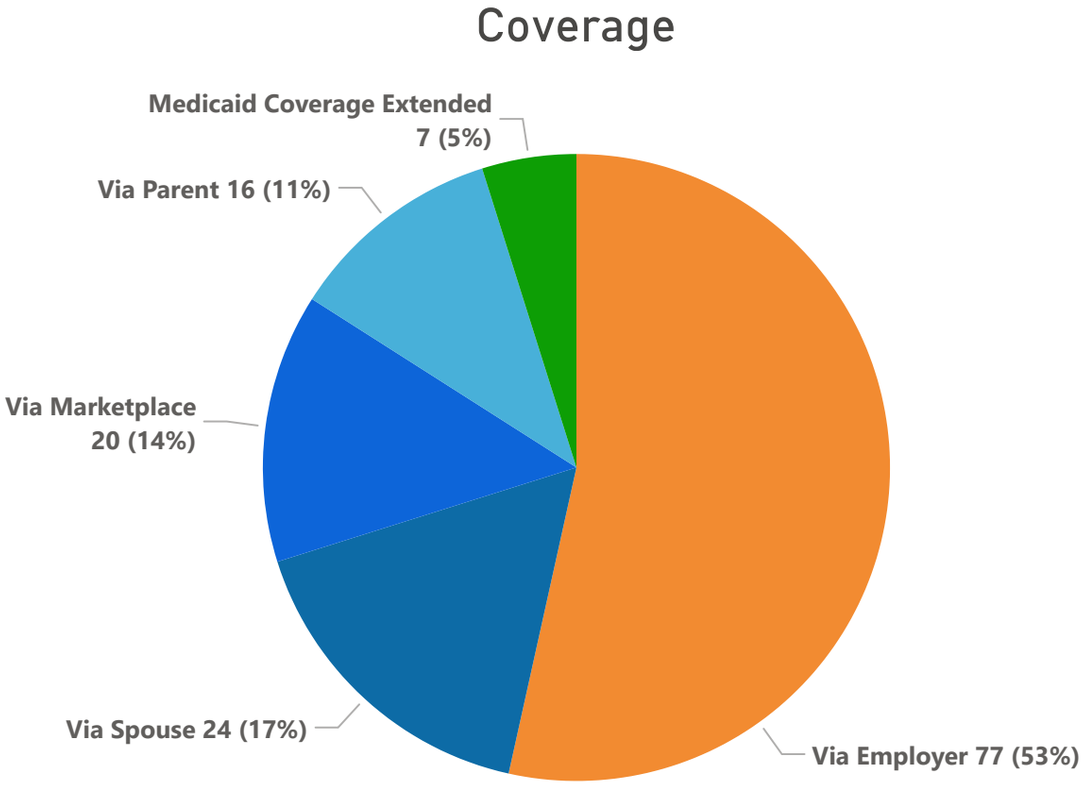
Maternal Outreach

Members reporting no risk of coverage loss

Some members who were successfully reached reported having coverage.

144

Reported Having Coverage



[redacted]

December 2025 Maternal Outreach Packet

Reported: 1/7/2026

This packet represents the previous month's metrics and outcomes as documented in [redacted]

Maternal Outreach

Overview of at-risk by closure reason

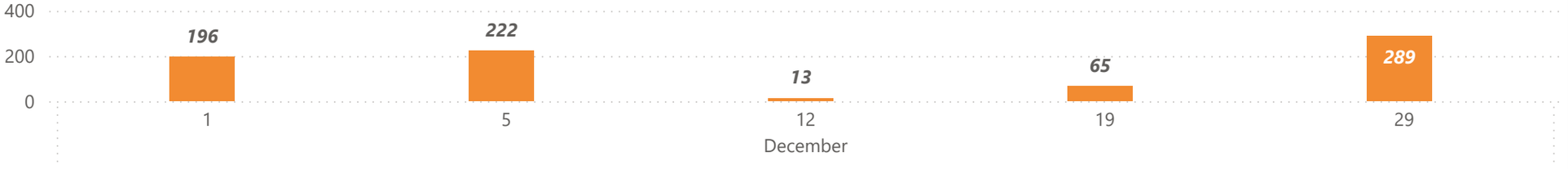
Data files are received from the DCO reporting team on a recurring schedule. A primary file on the 3rd day of each month defines the initial cohort for that month's outreach. Each Friday throughout the month a refresh file is received and any new members are added.

Total

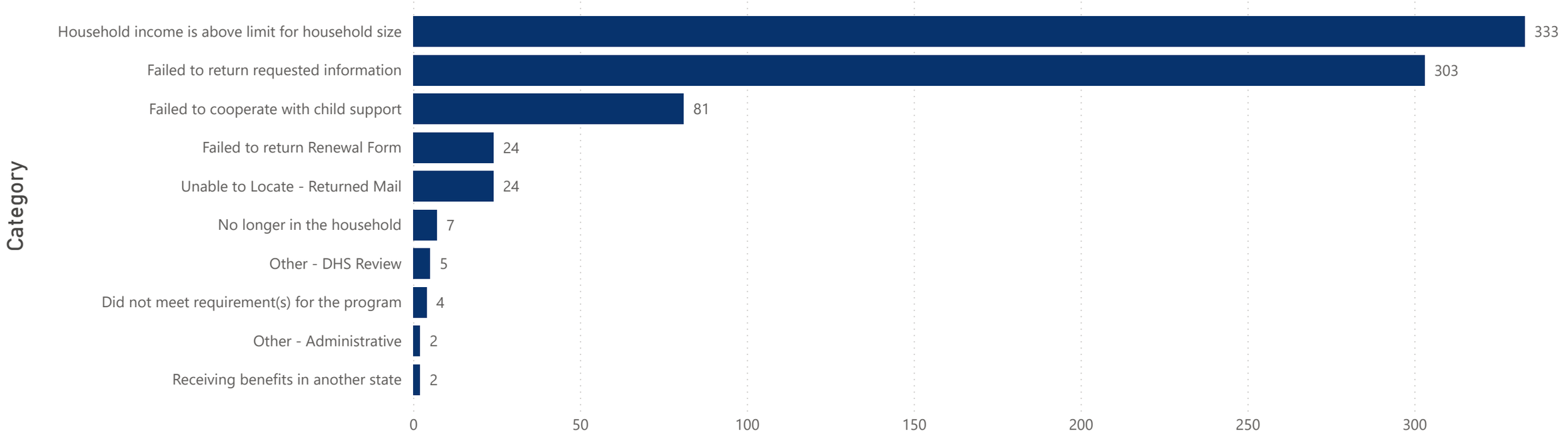
785

Members Received

Received by day



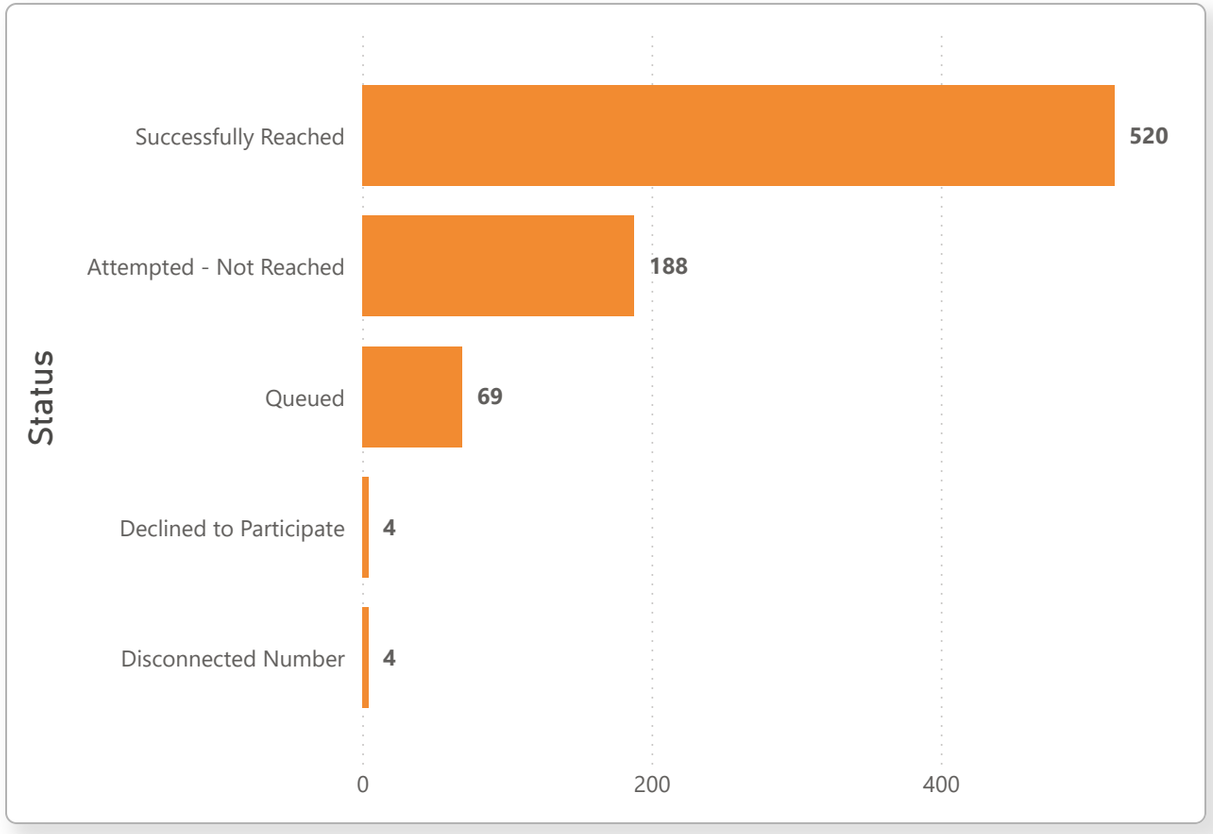
By Primary Closure Category

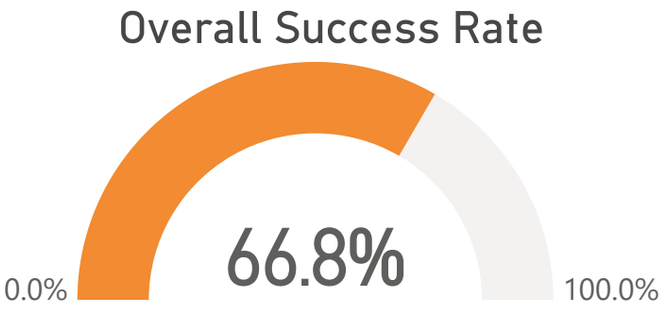


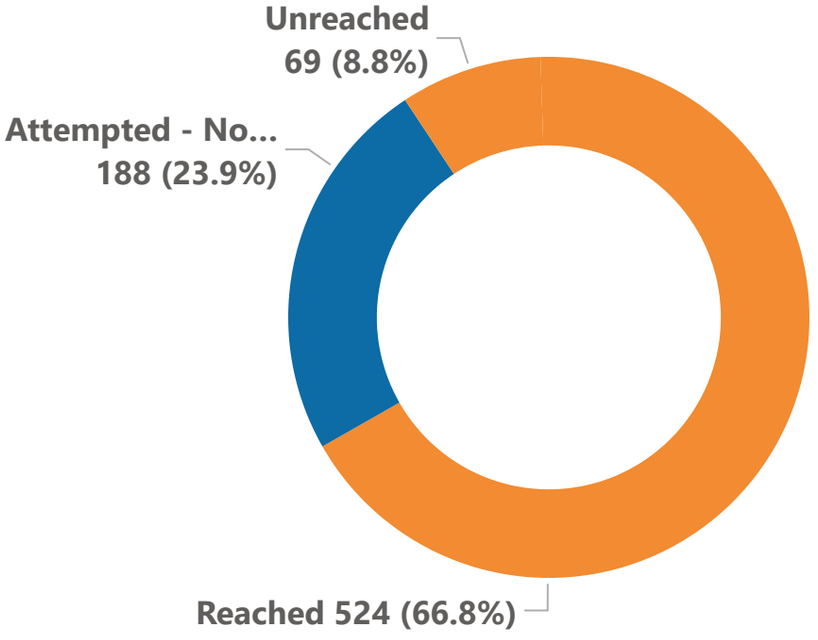
Maternal Outreach

Outreach outcomes

For the month of December, how successful were outreach attempts in reaching members? Success is defined as having spoken to the member and offered assistance with continuing healthcare coverage. Those who were successfully reached were either assisted with their Medicaid coverage, referred/transferred to the marketplace, already had coverage, or declined to participate in the call.







Maternal Outreach

Inbound and outbound calls

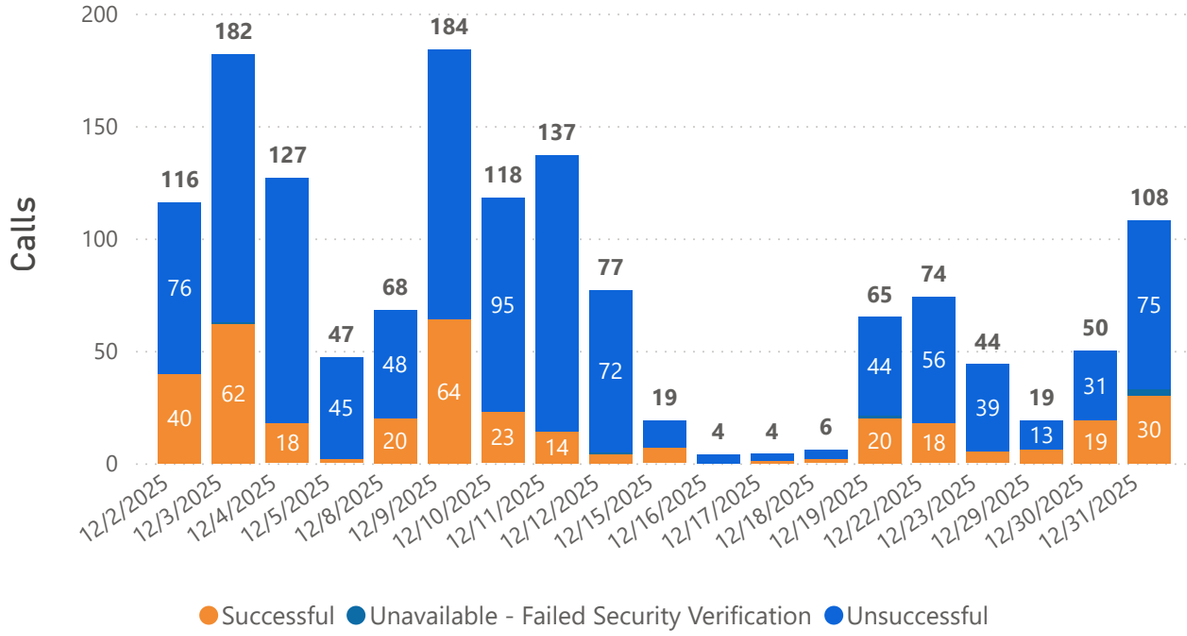
[redacted] *makes up to five attempts to reach each member by phone, leaves voicemail messages where possible, and accepts inbound return calls.*

1,449

Outbound Calls

Outbound Calls by day

To Members Received Last Month

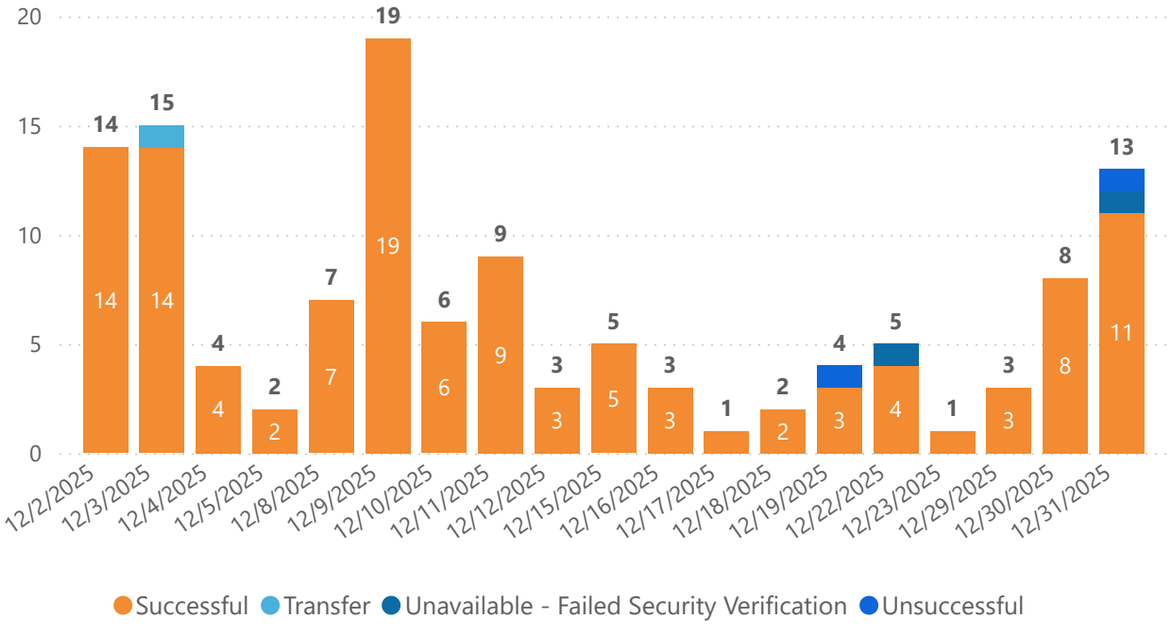


124

Inbound Calls

Inbound Calls by day

From Members Received Last Month



Maternal Outreach

Emails and text messages

[redacted] *sends SMS (text) messages prior to initial call attempts and after unsuccessful attempts notifying the that we are attempting to reach them about their healthcare coverage and asking them to call us back or answer our next call. Emails are sent with the same call to action.*

881

Pre-call text messages sent

448

Post-successful call messages sent

148

Post-unsuccessful call messages sent

470

Members received an email after successful call

101

Members received an email after unsuccessful call

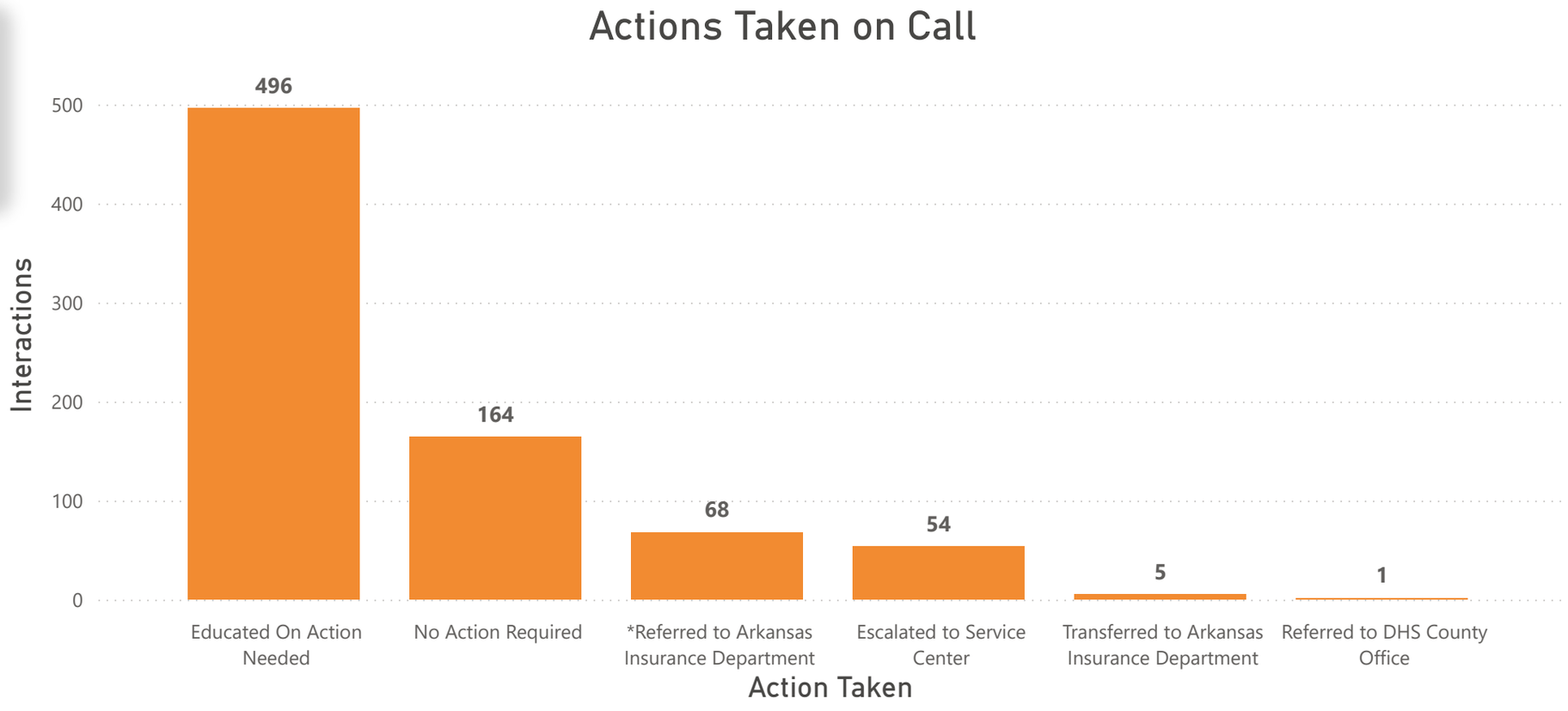
Maternal Outreach

Actions taken on successful calls

More than one successful call may occur for a member so this total is higher than the 524 successfully reached members. For those successful calls, what actions were taken?

788

Successful calls



**AID referrals are always offered a warm transfer, this category declined.*

Maternal Outreach

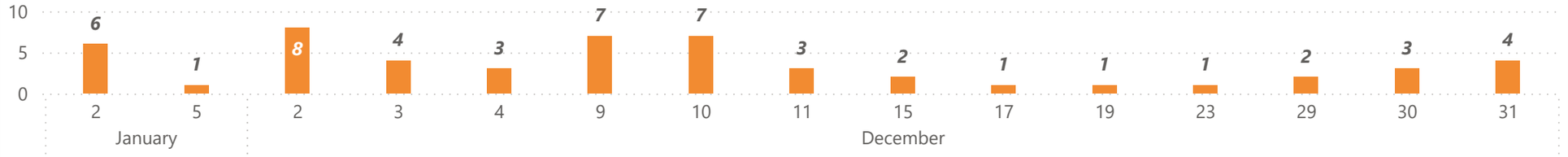
Marketplace referrals

For those members referred or transferred to marketplace assistance, what were the outcomes?

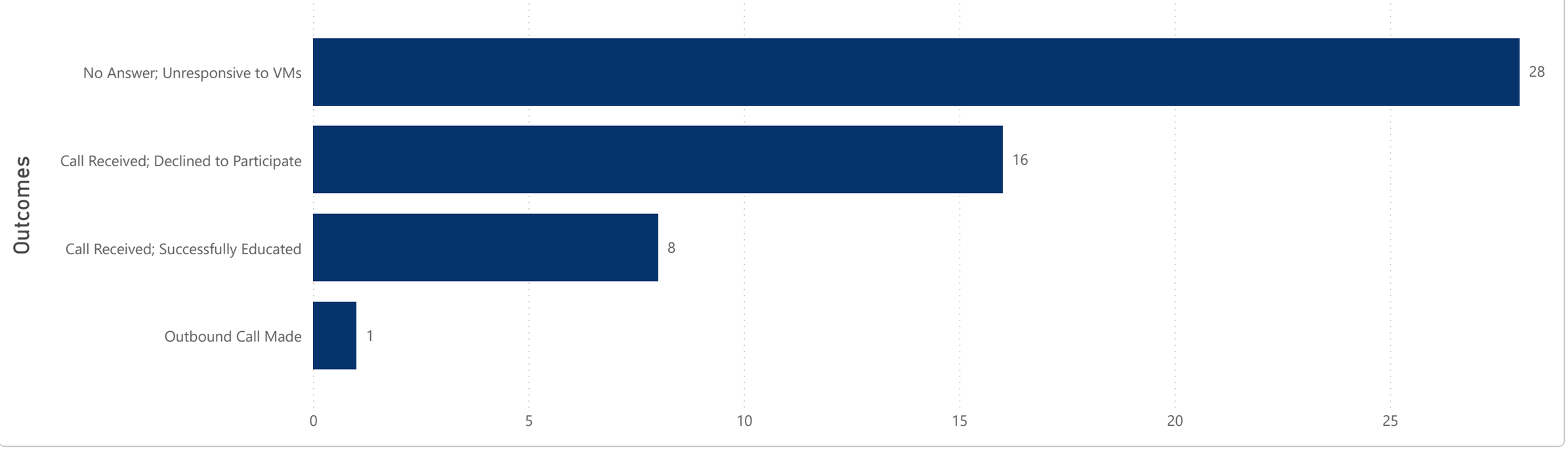
Total

53

Referred by day



Referral Outcomes



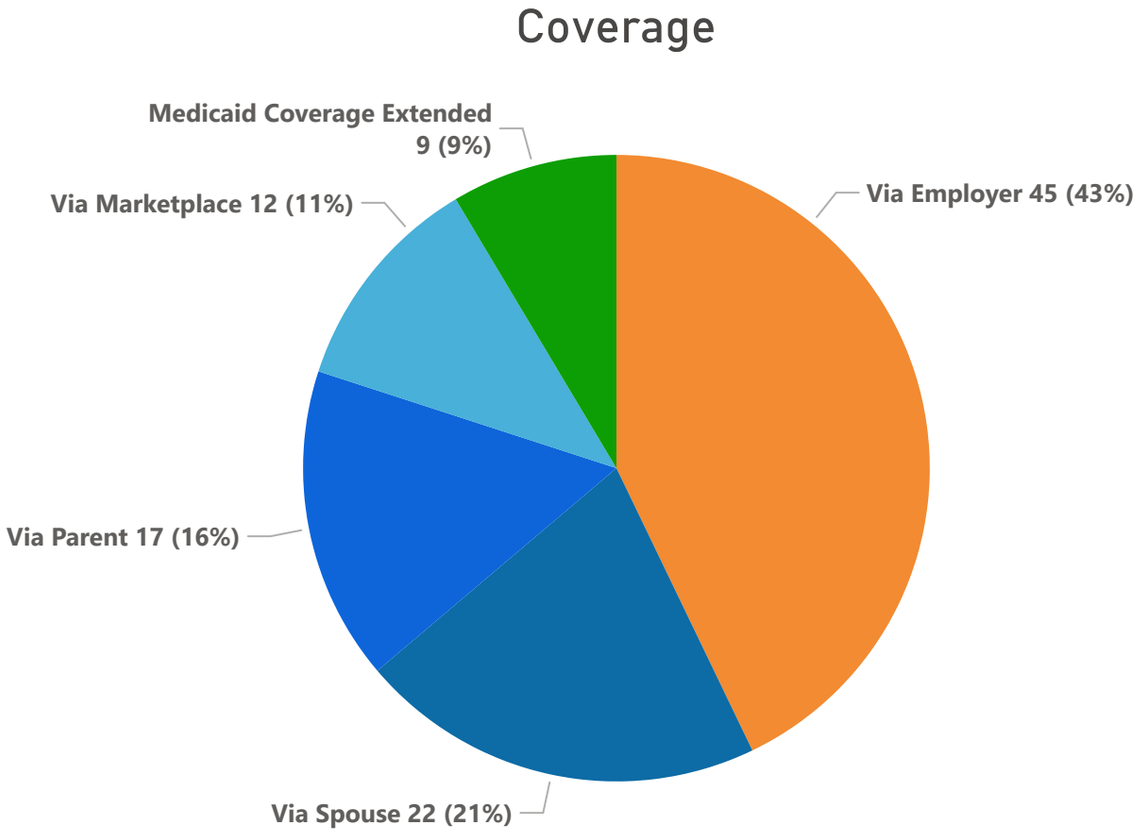
Maternal Outreach

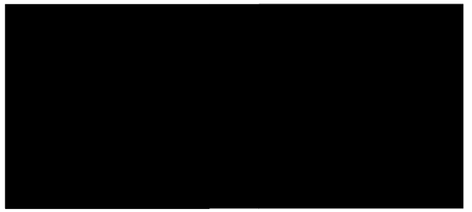
Members reporting no risk of coverage loss

Some members who were successfully reached reported having coverage.

105

Reported Having Coverage





January 2026 Maternal Outreach Packet

Reported: 2/2/2026

This packet represents the previous month's metrics and outcomes as documented in

Maternal Outreach

Overview of at-risk by closure reason

Data files are received from the DCO reporting team on a recurring schedule. A primary file on the 3rd day of each month defines the initial cohort for that month's outreach. Each Friday throughout the month a refresh file is received and any new members are added.

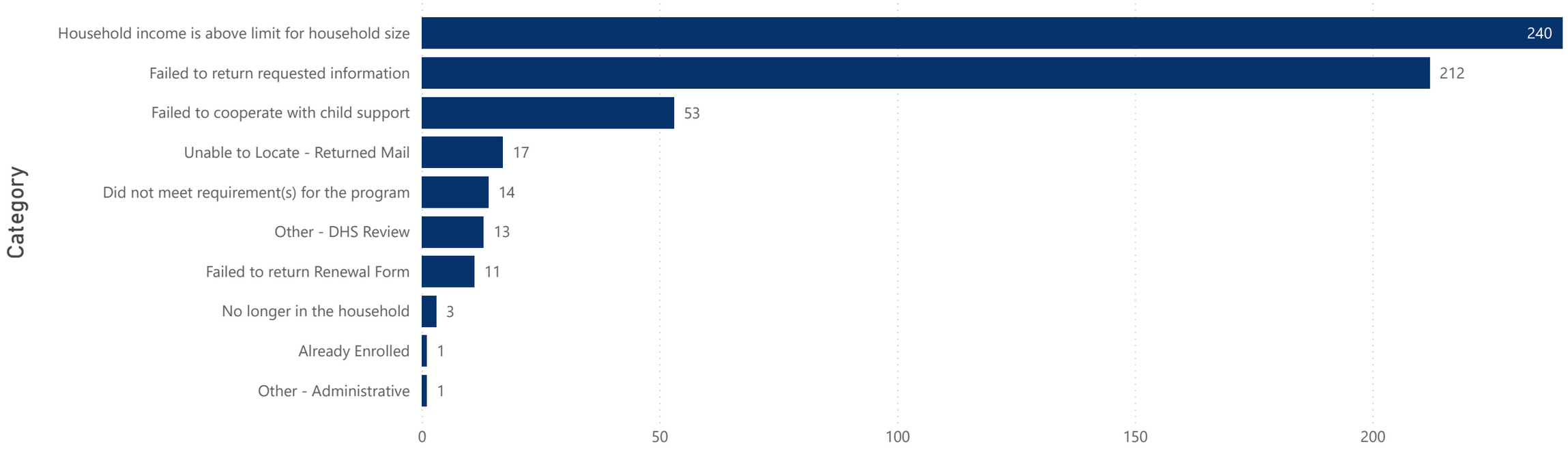
Total

565

Members Received

Received by day

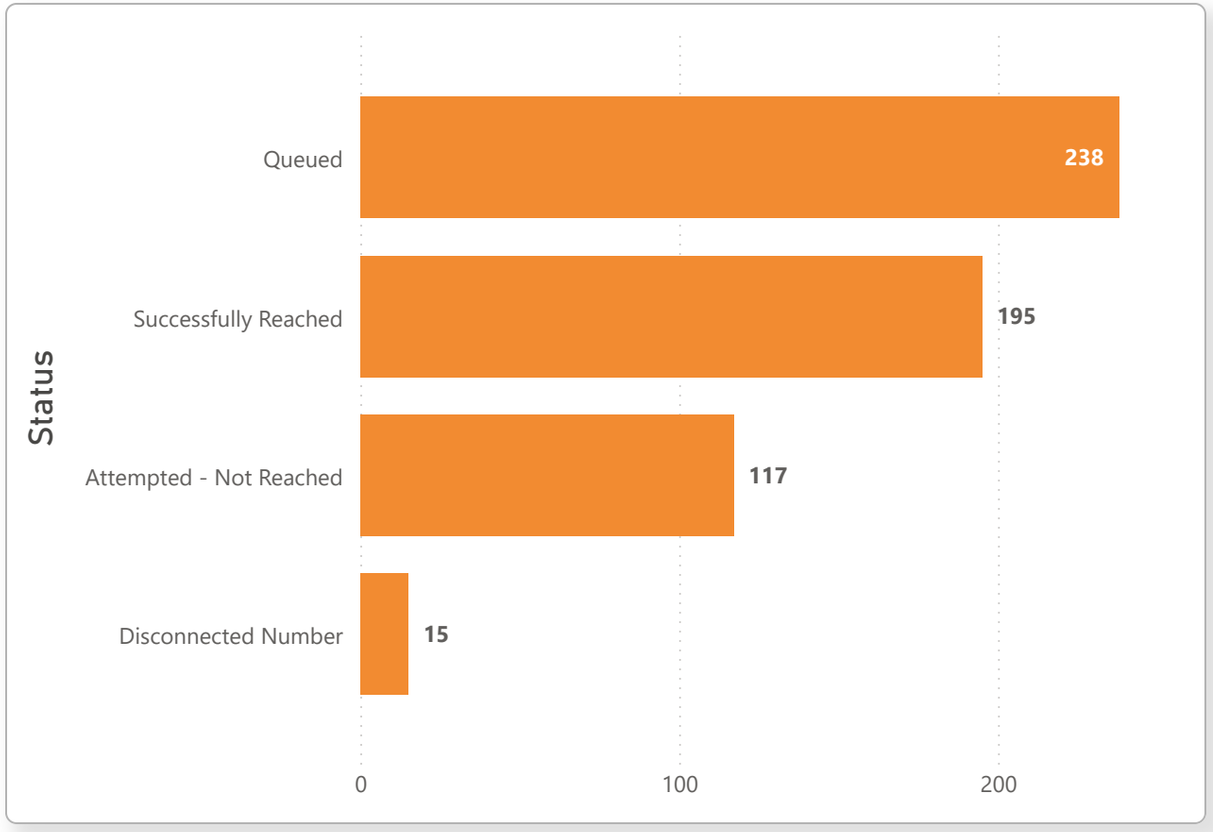
By Primary Closure Category

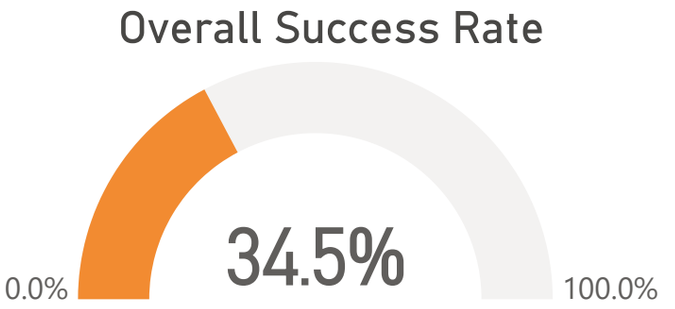


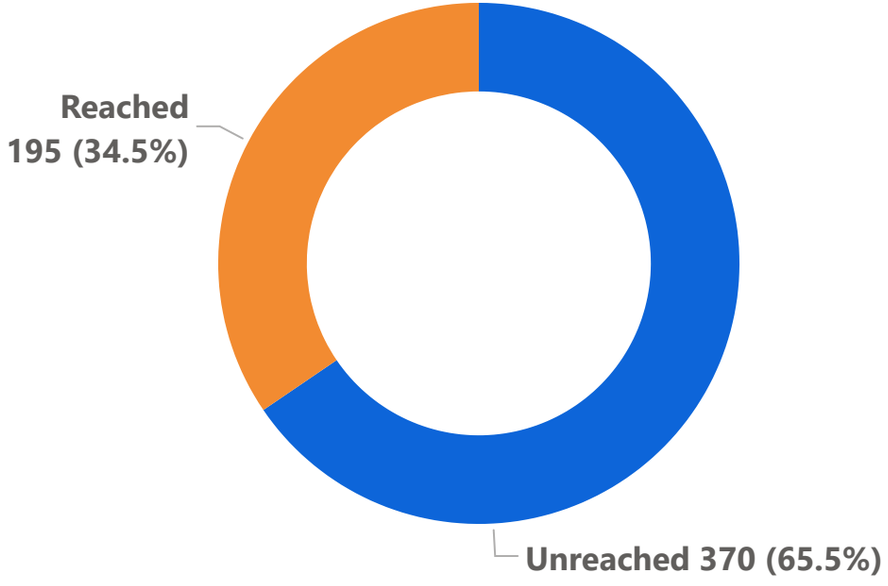
Maternal Outreach

Outreach outcomes

For the month of January, how successful were outreach attempts in reaching members? Success is defined as having spoken to the member and offered assistance with continuing healthcare coverage. Those who were successfully reached were either assisted with their Medicaid coverage, referred/transferred to the marketplace, already had coverage, or declined to participate in the call.







[redacted]

Maternal Outreach

Inbound and outbound calls

[redacted] *makes up to five attempts to reach each member by phone, leaves voicemail messages where possible, and accepts inbound return calls.*

1,065

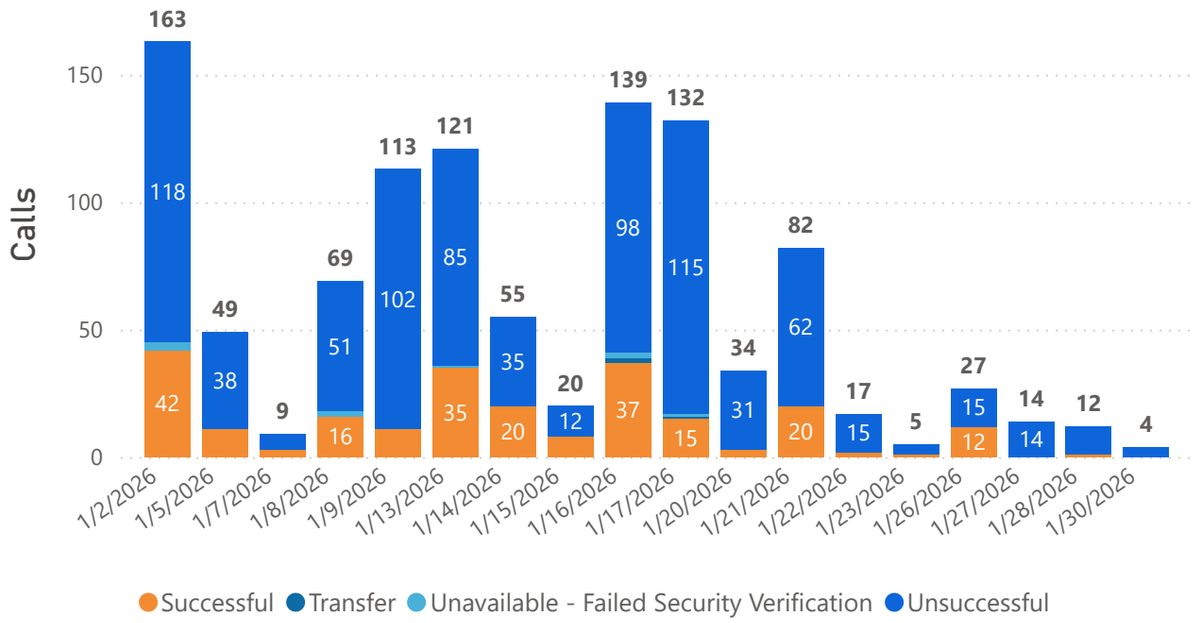
Outbound Calls

87

Inbound Calls

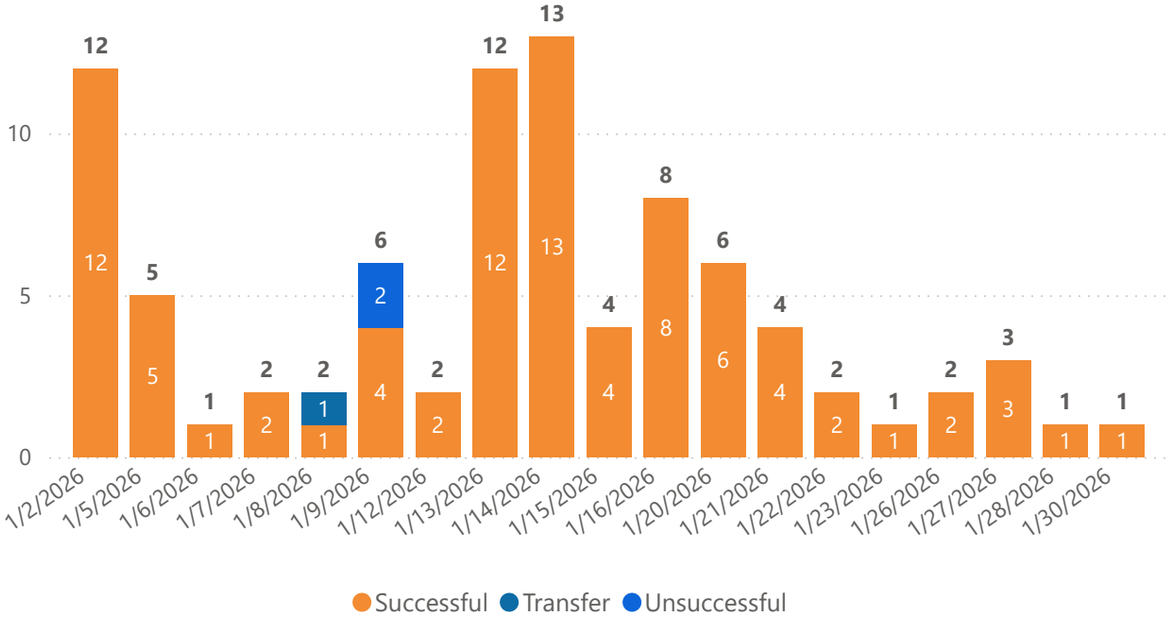
Outbound Calls by day

To Members Received Last Month



Inbound Calls by day

From Members Received Last Month



Maternal Outreach

Emails and text messages

[redacted] *sends SMS (text) messages prior to initial call attempts and after unsuccessful attempts notifying the that we are attempting to reach them about their healthcare coverage and asking them to call us back or answer our next call. Emails are sent with the same call to action.*

359

Pre-call text messages sent

427

Post-successful call messages sent

169

Members received an email after successful call

68

Members received an email after unsuccessful call

[redacted]

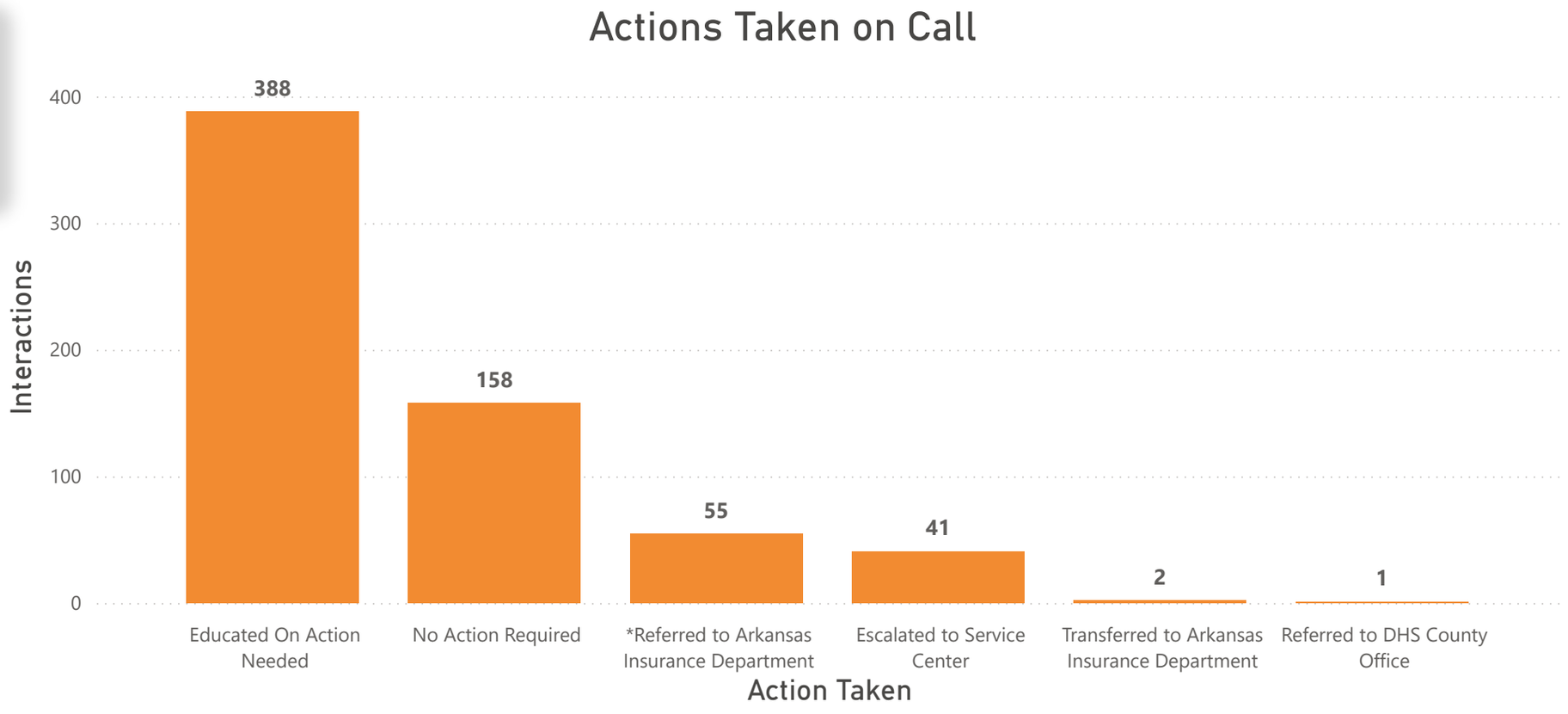
Maternal Outreach

Actions taken on successful calls

More than one successful call may occur for a member so this total is higher than the 195 successfully reached members. For those successful calls, what actions were taken?

645

Successful calls



**AID referrals are always offered a warm transfer, this category declined.*

Maternal Outreach

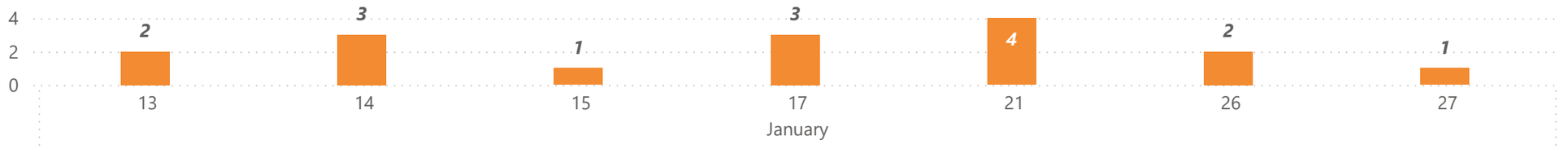
Marketplace referrals

For those members referred or transferred to marketplace assistance, what were the outcomes?

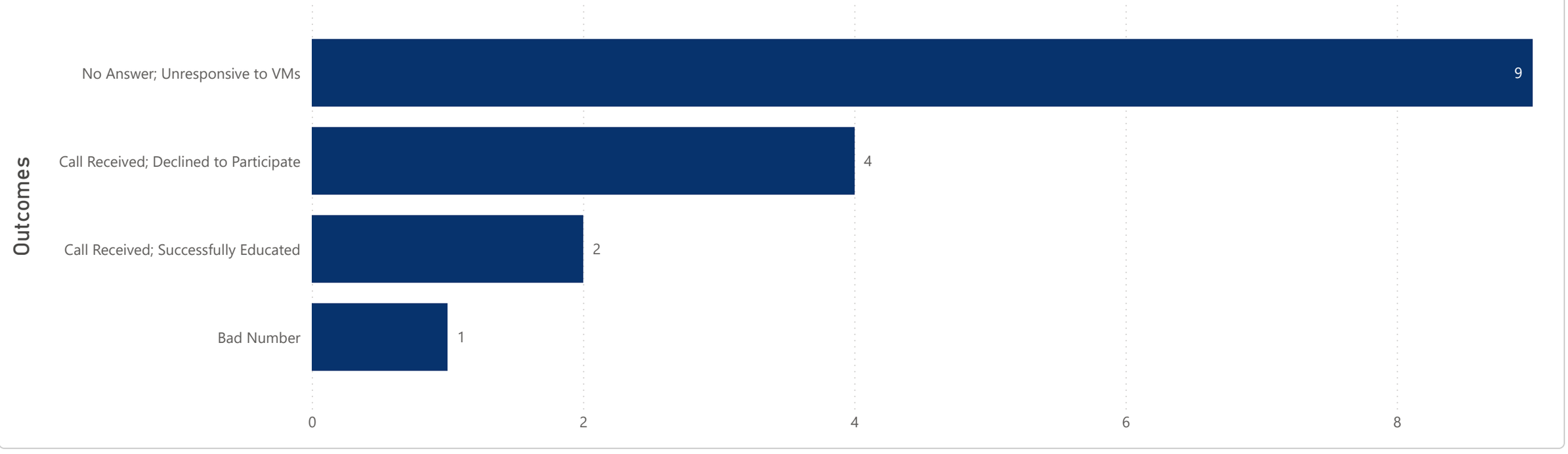
Total

16

Referred by day



Referral Outcomes

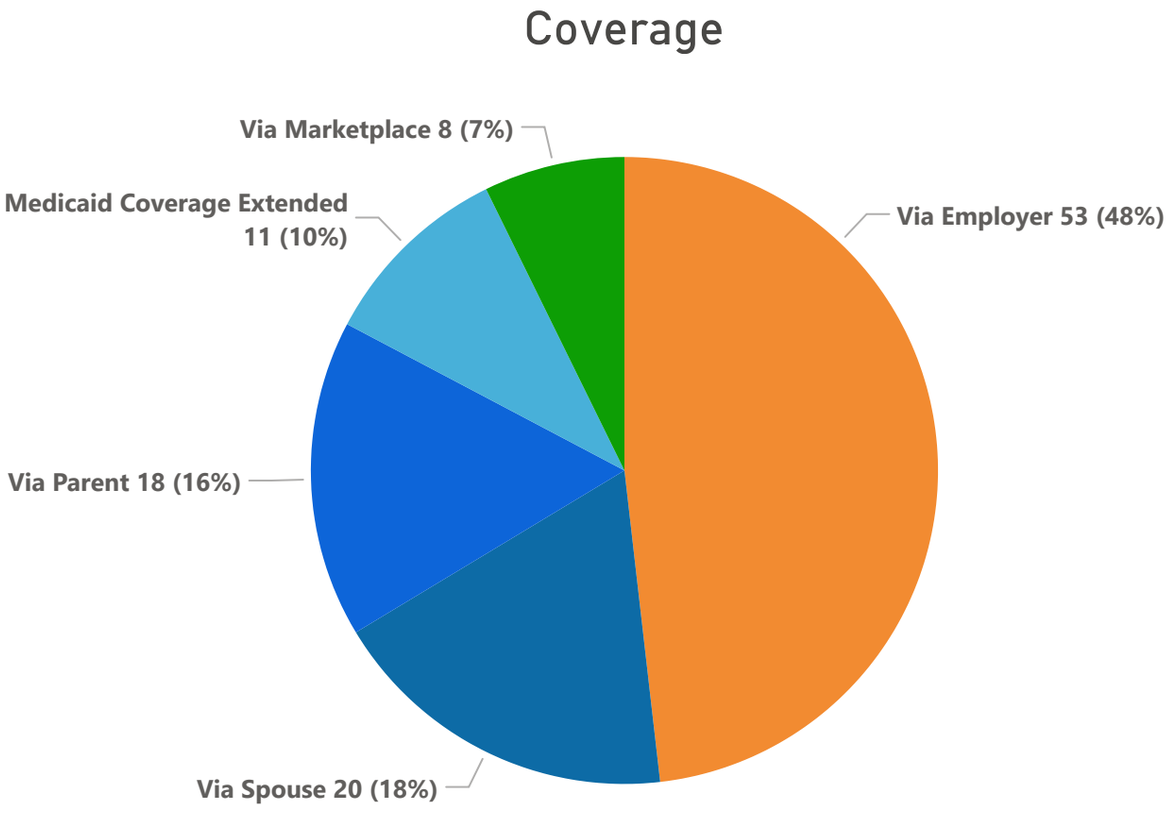


[redacted]

Maternal Outreach

Members reporting no risk of coverage loss

Some members who were successfully reached reported having coverage.

110

Reported Having Coverage