



STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene

201 W. Preston Street • Baltimore, Maryland 21201

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, M.D., Secretary

JUL 08 2011

The Honorable Thomas V. Mike Miller, Jr.
President of the Senate
H-107 State House
Annapolis, MD 21401-1991

The Honorable Michael E. Busch
Speaker of the House of Delegates
H-101 State House
Annapolis, MD 21401-1991

Re: HB 500 (Chapter 400 of the Acts of 2009) and HG §15-305 – Report on Effectiveness of Medicaid and MCHP Eligibility and Enrollment Mailings to School Lunch Program Enrollees

Dear President Miller and Speaker Busch:

Enclosed please find a report pursuant to HB 500 – *Baltimore City – Medical Assistance Programs – Eligibility and Enrollment Information Mailings to Students*, which passed during the 2009 session of the General Assembly. The report, which was completed by the Hilltop Institute at the University of Maryland-Baltimore County, addresses the effectiveness of mailings of eligibility and enrollment information for Medicaid and the Maryland Children's Health Program to school lunch program enrollees. The report's findings indicate that there was a 16 percent increase in coverage of children who may not have otherwise enrolled in Medicaid.

If you have any questions or need more information on this subject, please do not hesitate to contact Jill Porter, Assistant Director of Governmental Affairs at (410) 767-6480.

Sincerely,

Joshua M. Sharfstein, M.D.
Secretary

Enclosure

cc: Chuck Milligan
Tricia Roddy
Jill Porter
Sarah Albert, MSAR #7914





Introduction

In January 2010, the Maryland Department of Health and Mental Hygiene (DHMH) initially requested The Hilltop Institute to identify children participating in the Baltimore City School Lunch Program who were not enrolled in Maryland's Medicaid Program as of January 31, 2010. Hilltop provided DHMH with a list of these children on February 16, 2010. DHMH then mailed letters to families whose children were enrolled in the school lunch program. These letters notified the families that their child(ren) might be eligible for Medicaid and encouraged them to apply.

As a follow-up to this mailing, DHMH asked Hilltop to:

- Identify how many children who were not enrolled as of January 31, 2010, became enrolled as of December 31, 2010
- Analyze the effectiveness of the mailing in increasing enrollment
- For the children who received the mailing, provide their monthly enrollment, previous enrollment, and coverage groups

The purpose of this memorandum is to explain the methodology and present the results of this analysis.

Methodology for Matching the School Lunch Program Data to MMIS2 Enrollment Data

The school lunch program data that Hilltop received did not include Medicaid identification numbers. As a result, Hilltop employed a matching methodology to identify, with as much specificity as possible, the children who were enrolled in the school lunch program but not in Medicaid. This matching methodology used nine permutations of name, date of birth, and social security number to match these data. DHMH recognizes that the process of matching the children on the school lunch program list with Medicaid enrollment data is challenging because there is no unique identifying information between the two datasets.

Results

The original list of participants in the school lunch program contained 52,055 individuals with duplicate records. After removing duplicates, there were 42,890 unique individuals in the dataset. Of these individuals, Hilltop found that 13,994 were not enrolled in Medicaid as of January 31, 2010, while 28,896 individuals were enrolled. Table 1 presents the analysis of the effectiveness of the mailings in increasing enrollment. Some of the key findings include the following:

- DHMH mailed 13,994 letters to individuals who were not enrolled in Medicaid as of January 31, 2010. These letters were mailed in February 2010.
- Of the 13,994 letters mailed, 12,682 were delivered successfully and 1,312 were not.
- Of the 12,682 children who received the letter, 2,746 became enrolled as of December 31, 2010.
- Among the 2,746 children who received the mailing in February 2010 and were enrolled in Medicaid as of December 31, 2010, 2,553 children had previous enrollment experience while 193 children did not.
- Of the 12,682 children who received the letter, 809 were retroactively enrolled in Medicaid as of January 31, 2010. The calculation of the mailing success rate excludes the 809 children who received the letter and were later found to have been enrolled in January. They were excluded because their enrollment cannot be tied to the letter.
- The rate of successful enrollment attributed to the “persuasiveness of the letter” is 16.8 percent, which is calculated as:

(2,746 children enrolled as of 12/31/10 minus 748 children who were enrolled as of 1/31/10 who received mailing = **1,998 children**)

Divided by

(13,994 children who were sent letters minus 1,312 letters that were not delivered minus 809 children who were enrolled as of 1/31/10 who received mailing = **11,873 children**).

Table 1. School Lunch Program Mailing Analysis

School Lunch Program Mailing Analysis	
A. Number of Letters Sent to Children in February 2010	13,994
B. Number of Letters Not Delivered to Children	1,312
C. Number of Children who Received Mailing (A-B)	12,682
D. Number of Children who were Already Enrolled but Received Mailing	809
E. Actual Number of Children who were Not Enrolled (C-D)	11,873
F. Number of Children Enrolled as of December 31, 2010	2,746 ¹
G. Number of Children who Had Already Been Enrolled but Received Mailing	748
H. Real Number of Children who were Enrolled as of December 31, 2010 (F-G)	1,998
Successful Enrollment Rate (Percent Enrolled) After Mailing (H/E)	16.8%

¹ Among the 2,746 children who received the mailing in February 2010 and were enrolled in Medicaid as of December 31, 2010, 2,553 children had previous enrollment experience while 193 children did not.

Table 2 presents the number of children who received the mailing and subsequently enrolled in Medicaid by December 2010. These data are presented by monthly coverage group (See Appendix A for descriptions of each coverage group code). After the letters were mailed in February 2010, the number of children targeted for outreach who enrolled in Medicaid increased each month.

Table 2. Number of Children who Received the February 2010 Mailing and Enrolled in Medicaid as of December 2010, by Coverage Group and Month

Coverage Group	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10
D02	2	9	17	17	22	27	26	25	28	25	30	31
D04	1	2	4	5	4	5	10	9	8	10	10	11
E01	19	19	19	20	20	25	24	23	27	28	28	28
E02	24	28	29	33	35	38	43	47	45	42	39	38
E04	7	7	6	6	6	6	6	6	6	6	5	5
F01	93	105	118	139	160	180	205	221	225	236	268	273
F02	30	35	40	42	48	51	56	64	68	82	100	115
F05	304	410	606	732	887	970	1,060	1,164	1,239	1,285	1,320	1,349
F99	0	2	3	5	3	4	4	5	4	7	2	1
L01	0	0	0	0	0	0	0	0	0	0	0	1
P02	3	8	10	12	11	11	12	12	13	12	12	12
P06	2	2	1	1	1	1	0	0	0	1	1	1
P07	24	28	32	34	31	33	34	28	26	27	26	27
P08	108	142	154	164	199	210	215	214	226	236	249	250
P10	0	0	0	0	1	3	3	4	4	4	3	4
P13	139	168	233	263	310	371	404	429	445	470	477	489
P14	8	10	10	12	20	21	22	25	32	33	37	39
S02	42	46	47	48	49	51	51	53	57	58	61	59
S09	1	2	3	3	4	5	5	6	6	7	7	7
S13	0	2	3	3	1	2	3	4	1	1	0	0
T02	1	1	1	2	2	1	0	0	0	0	1	2
X02	1	1	1	2	1	1	1	1	1	2	3	4
Total	809	1,027	1,337	1,543	1,815	2,016	2,184	2,340	2,461	2,571	2,679	2,746
Net Gain		218	310	206	272	201	168	156	121	110	108	67

Table 3 groups the children identified in Table 2 into five general categories: Children’s Health Insurance Program (CHIP), Families/Children, Disabled, SOBRA, and Other. All five groups experienced an increase in enrollment. The number of children in CHIP increased from 150 in January 2010 to 570 in December 2010, while those in Families/Children increased from 604 to 2,081. The number of children in Disabled, SOBRA, and Other coverage categories also increased. The net gain in monthly enrollment peaked in March at 310 children and declined after another peak in May.

Table 3. Number of Children who Received the February 2010 Mailing and Enrolled in Medicaid as of December 2010, by Coverage Group Category and Month

Coverage Group	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10
CHIP	150	189	264	297	356	424	462	488	513	538	554	570
Families/Children	604	769	999	1,165	1,381	1,508	1,637	1,761	1,856	1,937	2,031	2,081
Disabled	43	48	50	51	53	56	56	59	63	65	68	66
SOBRA	3	8	10	12	11	11	12	12	13	12	12	12
Other	9	13	14	18	14	17	17	20	16	19	14	17
Total	809	1,027	1,337	1,543	1,815	2,016	2,184	2,340	2,461	2,571	2,679	2,746
Net Gain		218	310	206	272	201	168	156	121	110	108	67

Appendix A. Coverage Group Codes and Descriptions

Code	Description
D02	No ESI-HealthChoice Only, 200%-250% FPL
D04	No ESI-HealthChoice Only, 250%-300% FPL
E01	IV-E Adoption & Foster Care
E02	FAC Foster Care
E03	State Funded Foster Care
E04	State Funded Subsidized Adoption
F01	TCA Recipients
F02	Post-TCA: Earnings Extension
F05	Section 1931 Eligible - Non-Cash
F99	FAC - Med Needy Spend down
G98	Refugee Med Needy Non-Spend down
H01	HCB Waiver
H98	HCB Waiver Med Needy
H99	HCB Waiver Spend down
L01	SSI Recipient in LTC
L98	ABD Long Term Care
P02	Pregnant Women up to 185% FPL
P03	Newborns
P06	Child Under 1 & 185% FPL
P07	Child Between 1 and 6 & 133% FPL
P08	Child Born After 9/30/83, up to 100% FPL
P10	Family Planning Program (FPP)
P13	Child Born After 9/30/83, up to 185% FPL
P14	Title XXI MCHP
S02	SSI Recipients
S09	PAC Program as of FY07 (prior MPAP)
S13	Administrative
S98	ABD - Med Needy
T02	Family LTC Med Needy
X01	State Funded Aliens
X02	Illegal and Ineligible Aliens