

Modernizing Medicaid Redetermination with AI-Powered Outreach

A **large, regional health system and its affiliated health plan** provide Medicaid to adults and children. Recognizing the heavy administrative lift of tracking and supporting members through timely recertification, they partnered with us to streamline outreach, simplify the renewal process, and help ensure members maintain continuous access to care.



EmpowerActivate Solution



Voice/Text Modalities



Medicaid Members

Facing the time-consuming Medicaid recertification cycle, this client partnered with EmpowerHealth to ease administrative strain and increase member follow-through. Using our AI-powered virtual health assistant, we delivered a four-week, client-branded sequence of SMS and voice outreach to 12K+ members—tailored in their preferred languages (74% English, 26% Spanish) to build clarity and trust across the members.

SMS reminders in Weeks 1 and 3 prompted timely eligibility checks and renewals, while voice outreach in Weeks 2 and 4 verified completion or offered seamless warm transfers and immediate links to finish the process. The result was a smooth, coordinated, omnichannel experience that **reduced friction for members, relieved staff workload, and ultimately delivered performance above expectations**—proving the power of automation in scaling an effective redetermination strategy.

Of the **12K+ Medicaid** members outreached to, 39% (Voice) and 26% (SMS) were reached. Of those reached, the results showed:



Confirmed they would complete enrollment via text



Engaged in the phone conversation



Stated they completed the renewal already



Agreed to be transferred to a live agent to complete enrollment



Agreed to receive SMS with link to enroll

Data: June 2025-Feb 2026

Want to see how EmpowerHealth can help your population? **LET'S CONNECT!**



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