

# Protect Coverage. Preserve Membership.

End-to-End Medicaid Navigation for Health Plans

## The Challenge

Medicaid redetermination continues to create significant retention challenges for health plans. More frequent renewal cycles, evolving eligibility requirements, and member confusion make it difficult to keep eligible members enrolled.

Without proactive engagement, health plans face:

- Increased member churn
- Disruptions in care
- Lower quality performance
- Missed revenue opportunities

Traditional outreach programs rely on manual workflows, fragmented data, and limited visibility into members most at risk of losing coverage—all while overburdened teams are expected to do more with fewer resources.

## The Solution

Azara Healthcare helps health plans identify members at risk of losing coverage, automate personalized outreach, simplify renewals, and keep eligible members continuously enrolled.

Purpose-built for Medicaid managed care organizations, the platform combines eligibility monitoring, member engagement, digital enrollment, and real-time reporting into one connected solution—helping plans increase retention, strengthen member outcomes and improve member experience.

## Proven Outcomes



**86%+**  
Application  
approval rate



**30%**  
Member  
engagement rate



**33%**  
Faster application  
completion



**5M+**  
Individuals served

# Simplify Medicaid Renewals



## Identify At-Risk Members

Real-time eligibility monitoring flags members approaching renewal or at risk of losing coverage.



## Proactively Engage Members

Automated, multi-channel outreach improves response rates and reconnects hard-to-reach members.



## Provide a Digital-First Experience

Members complete applications, upload documentation, and electronically sign forms from any device.

# Built for Medicaid Health Plans

## Increase Member Retention

Proactively identify members at risk of losing coverage and engage them before renewal deadlines are missed, reducing avoidable churn.

## Improve Quality Performance

Help members maintain continuous coverage, so they stay connected to preventive services, chronic disease management, and care coordination that support quality measures.

## Build Member Trust and Loyalty

Assisting members to secure healthcare coverage and financial assistance positions the health plan as a trusted partner. Members are more likely to view the plan as invested in their overall well-being.

## Gain Actionable Visibility

Monitor outreach, renewal activity, enrollment outcomes, and retention performance through real-time dashboards and configurable reporting that support better operational and strategic decisions.



# Take Control of Medicaid Member Retention

Help more eligible members stay covered while reducing administrative burden, improving operational efficiency, enhancing member experience and strengthening financial performance.



## Ready to get started?

Contact your Client Success Manager or email [solutions@azarahealthcare.com](mailto:solutions@azarahealthcare.com).