PointClickCare®

Medicaid's Double Squeeze: How Enrollment Churn and Missed Follow-Up Windows Put Plan Performance at Risk

Two pressures are converging: enrollment losses threaten revenue, while missed quality windows put withhold and incentive dollars at risk.

Work requirements and six-month redeterminations are accelerating churn and shrinking enrollment revenue, while missed time-critical measures threaten quality dollars. Though managed separately, both pressures hit the same P&L—and stem from care teams learning about critical member events too late.

Enrollment Revenue Pressure

- More frequent eligibility checks
- Greater coverage churn
- A smaller enrollment base

4.9M–10.1M*

fewer people could have Medicaid expansion coverage in an average month in 2028

*Projected national reduction compared with a scenario without the two policies. Results vary based on state implementation. Source: Urban Institute, March 2026.

Quality and Cost Pressure

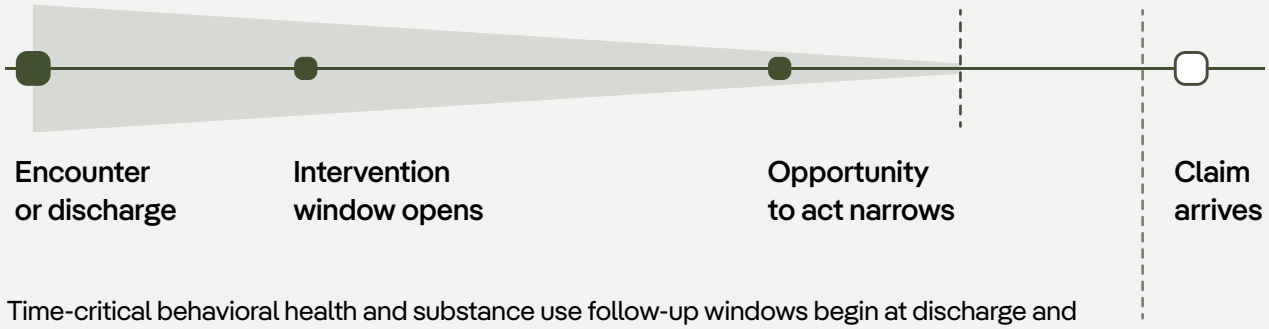
- Missed 7 and 30-day follow-up windows
- Withhold and incentive revenue at risk
- Avoidable utilization across a higher-acuity population

THE RESULT

Care teams learn about critical member events too late.

THE SHARED ROOT CAUSE

The Clock Starts Before the Data Arrives



Time-critical behavioral health and substance use follow-up windows begin at discharge and close before a claim posts.

Churn widens that timing gap:

(same members may be triggering these measures)

Enrollment histories fragment

Contact files go stale

Members cycle on and off coverage

This is not an effort problem. It is a **data-timing** problem.

> CMS has moved this measure set to a place where it is no longer checking boxes. It really is about managing the member... This is not an era in HEDIS where we can any longer just focus on gap closure.

Kari Clements, Staff Vice President, HEDIS Improvement, Elevance Health

From our Fierce + PointClickCare webinar:
"One Transition, Multiple Measures: Protecting Quality Revenue in an Outcomes-First Era

WHY THE PRESSURE COMPOUNDS



HOW POINTCLICKCARE HELPS PLANS ACT IN TIME

PointClickCare Capabilities

Real-Time Visibility
See the event sooner

Prioritization
Surface the right member

Clinical Intelligence
Give the team context

Workflow Automation
Move action forward

Act While The Window Is Still Open

Protect Quality Dollars
Act inside time-critical measure windows.

Strengthen Continuity Through Churn
Reconnect members when coverage and contact trails break.

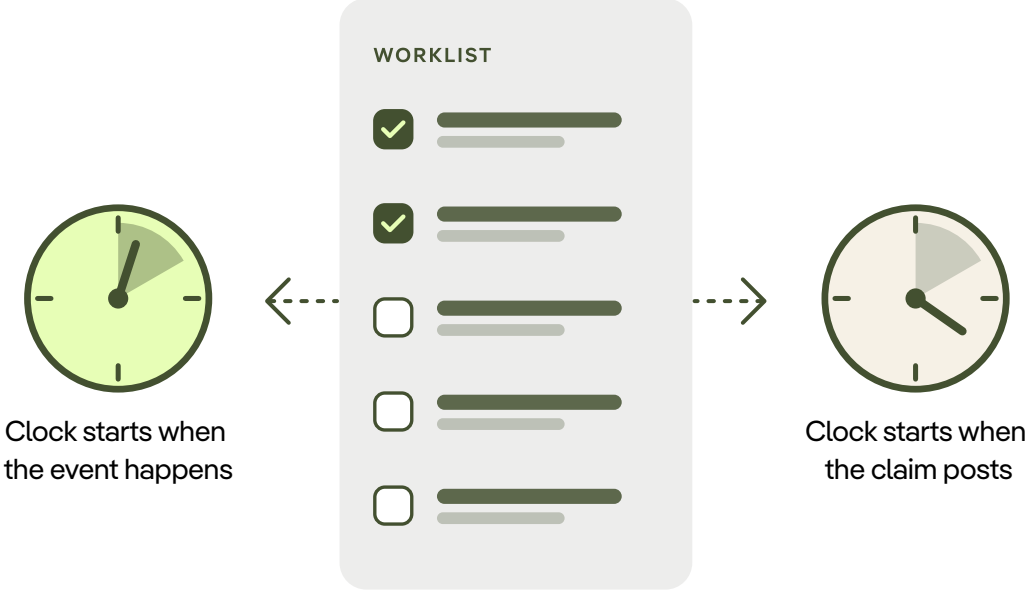
Contain Avoidable Cost
Intervene before a missed follow-up becomes avoidable utilization.

PointClickCare helps plans see events sooner, focus action where it matters most, and coordinate outreach before the window closes.

> If we had continued to practice the way we were, we wouldn't have captured any of the withhold revenue.
>
> Chief Medical Officer, National Virginia Medicaid Plan

Is Your Worklist Working on the Right Clock?

Your team is already working the list.
The question is whether the list is working on the right clock.



Before the next wave of 2027 eligibility changes reaches your members, let's look at your time-critical measure set together before January 1.

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to help every provider **deliver exceptional care.**

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