

**NASCIO 2019 STATE IT RECOGNITION AWARD**  
**INFORMATION COMMUNICATIONS TECHNOLOGY INNOVATIONS**

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**Improving lives through  
high-quality cost-effective care.**

**STATE OF TENNESSEE**

**CONTACTS:** Kim Hagan, Division of TennCare, Director of Member Services &  
Addy Newsom, Project Coordinator CIO Office

**INITIATION DATE:**

- **OCTOBER 2016**

**AWARD CATEGORY**

**Government to Citizen**

**PROJECT COMPLETION DATE:**

- **Release 1.0 - OCTOBER 2018**
- **Release 2.0 – JANUARY 2019**
- **Release 3.0 - MARCH 2019**
- **Release 4.0 - MAY 2019**
- **\* Releases ongoing**

## **TennCare Connect: A Multi-Channel Gateway Elevating the Member Experience in Medicaid and CHIP**

This year the State of Tennessee, Division of TennCare, realized its vision to modernize and optimize the member experience through the launch of TennCare Connect.

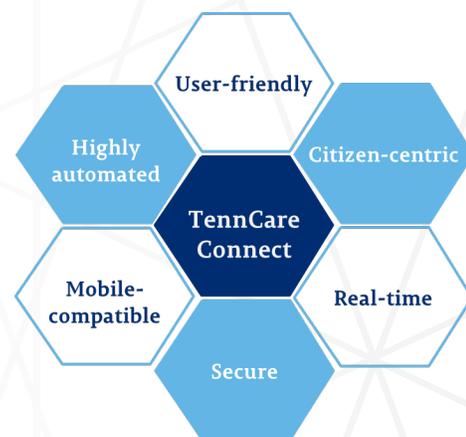
TennCare Connect has brought TennCare into the digital era and re-engaged applicants, members, community partners, and other stakeholders to integrate, enhance, and improve the service delivery of Medicaid and CHIP. By leveraging the existing State IT infrastructure, integrating with Federal and State data sources reducing data silos, and enhancing the user experience through member and mobile applications, TennCare Connect delivers a citizen-centric approach to better manage services and improve access to care.

### **Concept**

With over 20% of Tennesseans on Medicaid and CHIP programs in the State of Tennessee, supporting medical assistance to those who need it in a cost effective and efficient manner is an imperative. In October 2016, the Division of TennCare, together with State agency partners and vendors, began the journey to modernize the Medicaid and CHIP programs to better serve their applicants and members, improve access to information, and drive efficiency. Prior to modernization, individuals and families on Medicaid were challenged with complex application and renewal processes. With limited online and digital presence, applicants and members often called into the call center to receive information vs. using self-service channels. Data, spread across multiple silos, challenged workers to bring the best customer experience to applicants and members and limited decision making and reporting. The time to modernize was upon TennCare.

The modernization of TennCare's back end systems and the introduction of streamlined portals, referred to as TennCare Connect, provides its greater than 1.3 million members, with efficient processes and greater access to care. TennCare's modernization program consists of a worker portal, providing optimal case processing and case management for 1,200+ workers; a partner portal, reaching over 5,000 workers in nursing homes and hospitals to connect with those in need; a member portal, providing a one-stop shop for member information and key benefit actions such as applying, reporting a change, and renewing benefits; and a mobile application, allowing applicants and members the convenience to access their benefit information and report changes on the go.

TennCare Connect provides Tennesseans with a multi-channel gateway, elevating the human experience for those on or who support Medicaid and CHIP.



**Figure 1. TennCare Connect Key Features**

## TennCare Connect: A Multi-Channel Gateway Elevating the Member Experience in Medicaid and CHIP

TennCare Connect revolutionizes the way in which Tennesseans access, apply, renew, and change their Medicaid and CHIP benefits. Learn more about this exciting transformation at <https://youtu.be/vgF21E94NLI>.

### Significance

TennCare’s modernization program has achieved its program objectives and, in many ways, has become much more transformational than ever imagined. The delivery of TennCare Connect has delivered not just a solution but the sustainable technology and program management processes that can be applied to future projects. TennCare’s collaboration among State agencies and supporting vendors is a model for similar programs across the State. The successful implementation of the program has allowed all Tennesseans to have efficient and high impact interactions with State Government. This program truly “moves the needle” as it facilitates an improved and seamless customer experience, enabled through the use of technology, and delivered through an elevated human experience.

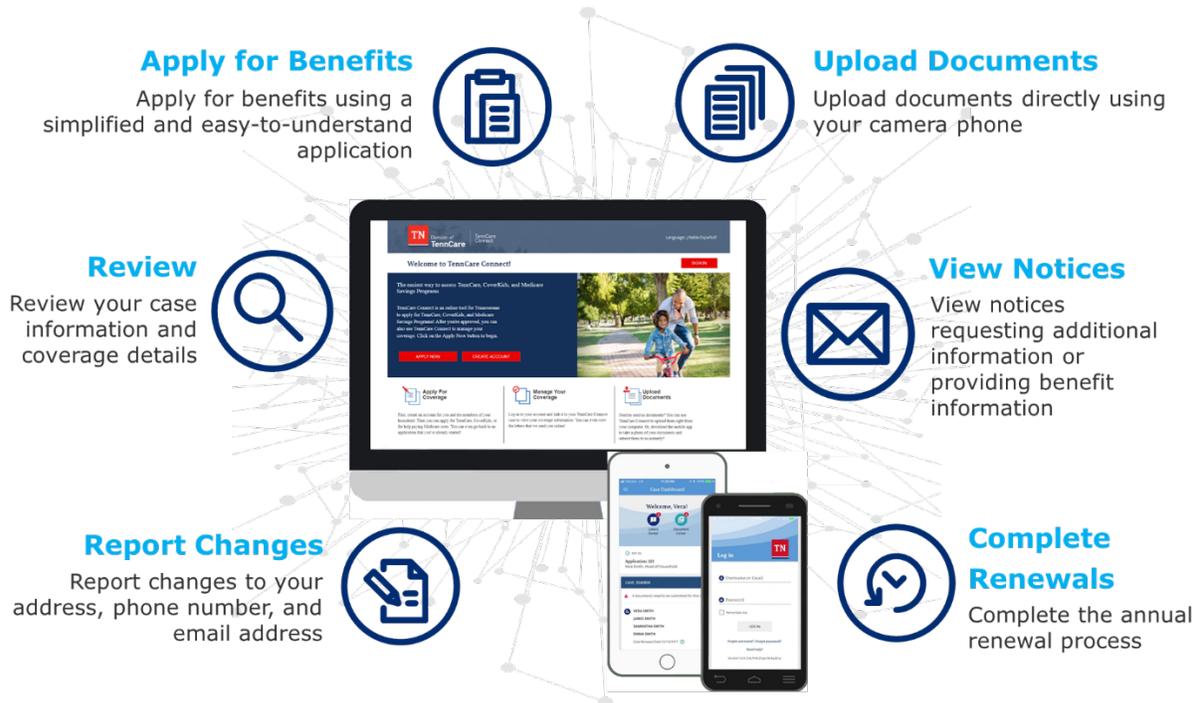


Figure 2. Member Portal and Mobile Application Functionality Enhances the Customer Experience

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### **Innovation – Enabling Technology Driven Efficiency**

TennCare Connect utilizes technology to innovate in service delivery providing an optimal end user experience. The solution features:

- Real-time application and eligibility status updates to applicants and members streamlining the application process
- Electronic viewing of notices online and through the mobile application to allow convenient access to information and updates. A “Go Green” option to applicants and members further promotes electronic notification and reduces cost
- Document upload on the TennCare mobile application via the native phone camera to provide a paperless and efficient channel for information and verification updates
- Change reporting through either the member portal or the mobile application providing applicants and members with flexibility to report timely and accurately
- Electronic benefit renewal presenting data in real time to the member so that it can be updated, if required, in the most efficient manner, ultimately saving time and providing more accurate information to TennCare

These innovations have introduced real change to Tennesseans and has elevated the user experience improving customer satisfaction and increasing accessibility.

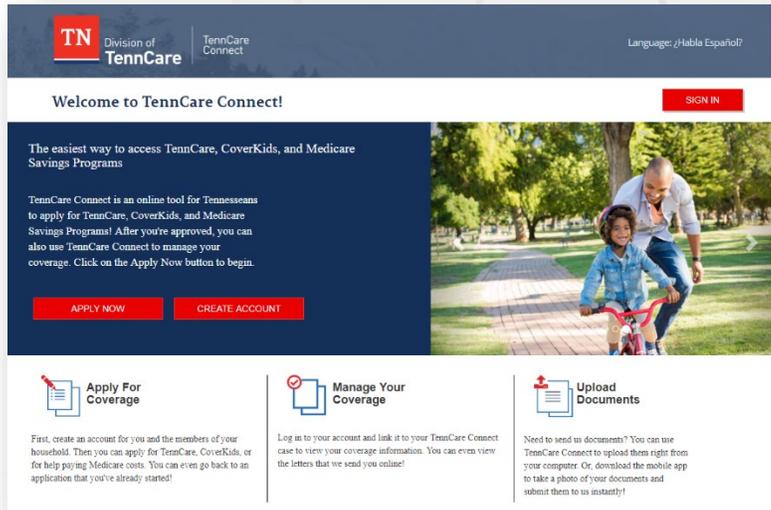
### **Integration – Eliminating Data Silos**

TennCare Connect integrates with over 30 distinct interfaces across federal, state, and commercial agencies to expedite processing, reduce manual verification, and improve the accuracy of outcomes. Data silos are now eliminated, presenting real-time data to workers who can verify information and process cases more efficiently. Reports and analytics now provide TennCare leadership with access to real time information to better inform decision making.

## TennCare Connect: A Multi-Channel Gateway Elevating the Member Experience in Medicaid and CHIP

### User Experience – Creating a Consistent Brand

The TennCare Connect call center, mobile application, and member portal work seamlessly together to foster a citizen centric government experience across platforms. From a digital perspective, all channels within TennCare Connect display the same branding, layout, color, and design to provide a consistent, user-friendly experience for applicants and members. Page flow and language is identical across platforms, allowing seamless alternation between channels. By focusing on the brand and consistent experience, TennCare is elevating the end user experience and creating impactful outcomes for its applicants and members.



**Figure 3. The TennCare Connect Member Portal Creates an Efficient User Experience**

### Security – Enhancing Data Protection and Federal Compliance

Data security and Federal compliance are paramount to any program implementation involving Medicaid and CHIP. TennCare delivered using a robust security program focused on data security and enhanced privacy policies. Achieving Federal compliance with CMS, SSA, and the IRS, TennCare Connect proceeded through rigorous security control reviews. In addition, ongoing vulnerability and security scans are conducted to support ongoing security compliance. Security for TennCare Connect is enabled by a common login and account management solution providing a single sign on experience for end users.

### Program Management – Establishing Sustainable Processes and Governance

All work initiatives and projects were managed by a Project Steering Committee comprised of TennCare leaders and their partners. This committee served as a cornerstone to the program governance required to keep development, communications, and adoption efforts for TennCare Connect aligned and on track. TennCare established a culture of collaboration across its partner State agencies and vendors involved in the program delivery.

## ***TennCare Connect: A Multi-Channel Gateway Elevating the Member Experience in Medicaid and CHIP***

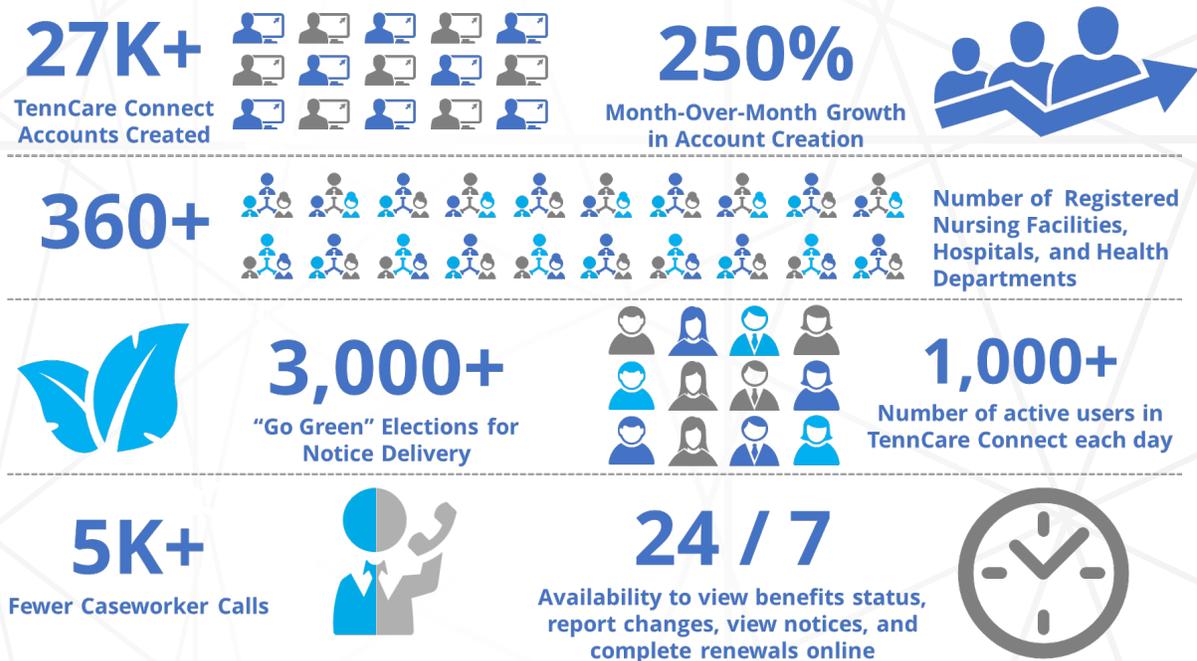
### **Human Transformation – Elevating the Human Experience**

Never to be overlooked and underestimated, the value of organizational change management and worker adoption was critical in the implementation of TennCare Connect. TennCare organized teams of experienced professionals supporting change management, end user training, management and leadership workshops, and program communications to tie the technology adoption to the end user community. “Change Agents” embedded amongst frontline staff reinforced pertinent business process guidance and system information to allow for a smooth transition for workers. The communication approach also engaged partner and community organizations throughout the transition to the new TennCare Connect platform. The human transformation efforts of TennCare were instrumental to the rapid adoption and smooth launch of TennCare Connect.

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### Impact

TennCare Connect applies a “no wrong door” strategy that efficiently captures eligibility data electronically, regardless of how applicants choose to provide it, while promoting self-service and reducing transaction costs. In just the first seven months since the launch of TennCare Connect, the results have been impactful.



**Figure 4. Impact of TennCare Connect in just the first 7 months since launch**

TennCare Connect elevates the citizen-centric government experience. The seamless experience across digital properties – whether on the mobile application or through the member portal – provides those on Medicaid and CHIP with a truly unparalleled experience, during, what for many, is a challenging time in their lives as they seek medical assistance through periods of hardship. The worker and partner portals elevate the worker experience providing efficient and optimal responses to those who need it most. TennCare Connect will continue provide tangible outcomes for many years to come in the State of Tennessee.