



**COMMONWEALTH of VIRGINIA**  
*Department of Medical Assistance Services*

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**MEMORANDUM**

**TO:** The Honorable Thomas K. Norment, Jr.  
Co-Chairman, Senate Finance Committee

The Honorable Emmett W. Hanger, Jr.  
Co-Chairman, Senate Finance Committee

The Honorable S. Chris Jones  
Chairman, House Appropriations Committee

Daniel Timberlake  
Director, Department of Planning and Budget

**FROM:** Karen Kimsey  
Director, Virginia Department of Medical Assistance Services

**SUBJECT:** Operations and Costs of the Cover Virginia Call Center – FY2019

The 2019 Appropriations Act Item 307 O.1 states the Department of Medical Assistance Services shall report on the operations and costs of the Medicaid call center (also known as the Cover Virginia Call Center). This report shall include number of calls received on a monthly basis, the purpose of the call, the number of applications for Medicaid submitted through the call center, and the costs of the contract. The department shall submit the report by August 15 of each year to the Director, Department of Planning and Budget and the Chairmen of the House Appropriations and Senate Finance Committees.

Should you have any questions or need additional information, please feel free to contact me at (804) 786-8099.

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Enclosure

pc: The Honorable Daniel Carey, M.D., Secretary of Health and Human Resources

# Annual Report: Operations and Costs of the Cover Virginia Call Center-FY2019

A Report to the Virginia General Assembly

August 15, 2019

## Report Mandate:

The 2019 Appropriations Act Item 307 O.1 states, "The Department of Medical Assistance Services shall report on the operations and costs of the Medicaid call center (also known as the Cover Virginia Call Center). This report shall include number of calls received on a monthly basis, the purpose of the call, the number of applications for Medicaid submitted through the call center, and the costs of the contract. The department shall submit the report by August 15 of each year to the Director, Department of Planning and Budget and the Chairmen of the House Appropriations and Senate Finance Committees."

## Background

The Cover Virginia Call Center began operations in October 2013 to fulfill a mandated requirement of the Patient Protection and Affordable Care Act (PPACA), which became law on March 23, 2010.

The call center offers a toll-free number for individuals to call and apply for Medicaid and FAMIS (Virginia's Children's Health Insurance Program), obtain application status updates and complete annual renewals. There are interpretation services available, as well as Spanish speaking representatives available for callers who designate that they speak Spanish only. The call center assists with sending out Medicaid/FAMIS replacement cards; referrals to managed care plans; assisting with 1095B (IRS proof of insurance) inquiries, and other customer services for the citizens of the Commonwealth. Additionally, during 2018, the Cover Virginia call center staffed up to receive Fast Track enrollments during Virginia's Medicaid Expansion implementation. The call center assisted with 9,423 Fast Track applications during that time.

## Call Center Call Volume

Over the last fiscal year, the total number of calls to the call center averaged approximately 83,691 calls per month, which equated to 1,004,291 calls for the year. This is compared to the previous fiscal year monthly average of 52,000 calls. The center answered an average of approximately 52,500 calls per month, compared to 42,600 in the previous fiscal year with an average 37% of calls being handled in the interactive voice response (IVR) system. DMAS requires the call center to meet certain service level deliverables, such as 90 percent of calls answered within 90 seconds, and to maintain an abandonment rate which does not exceed five percent of calls received by representatives.

## About DMAS and Medicaid

**The DMAS' mission is to improve the health and well-being of Virginians through access to high-quality health care coverage.**

DMAS administers Virginia's Medicaid and CHIP programs. Through the Medallion 4.0 and Commonwealth Coordinated Care (CCC) Plus managed care programs, more than 1 million Virginians access primary and specialty health services, inpatient care, behavioral health, and addiction and recovery treatment services. In addition, Medicaid long-term services and supports enable thousands of Virginians to remain in their homes or to access residential and nursing home care.

Medicaid members historically have included children, pregnant women, parents and caretakers, older adults, and individuals with disabilities. In 2019, Virginia expanded the Medicaid eligibility rules to make health care coverage available to close to 400,000 newly eligible, low-income adults.

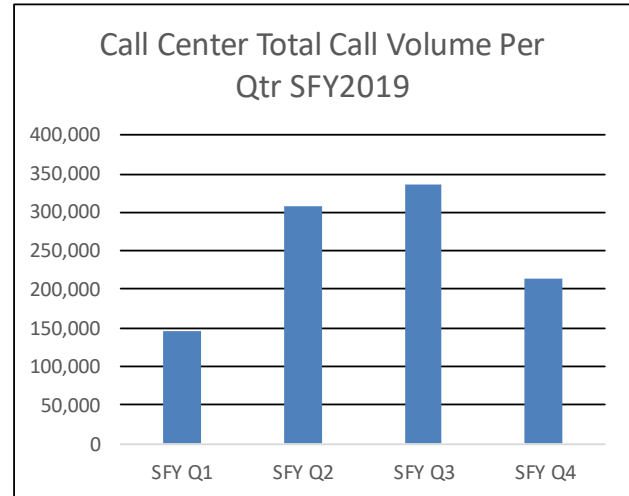
Medicaid and CHIP (known in Virginia as Family Access to Medical Insurance Security, or FAMIS) are jointly funded by Virginia and the federal government under Title XIX and Title XXI of the Social Security Act. Virginia generally receives a dollar-for-dollar federal spending match in the Medicaid program. Medicaid expansion qualifies the Commonwealth for a federal funding match of no less than 90 percent for newly eligible adults, generating cost savings that benefit the overall state budget.

| Time Period By Month, Quarter & Calendar Year | Total Calls to Cover VA | Calls Answered | IVR Served Calls |
|---|-------------------------|----------------|------------------|
| July 2018                                     | 46,710                  | 31,489         | 14,762           |
| August 2018                                   | 51,864                  | 36,479         | 15,523           |
| September 2018                                | 46,942                  | 33,191         | 14,598           |
| <b>1st Quarter</b>                            | <b>145,516</b>          | <b>101,159</b> | <b>44,883</b>    |
| October 2018                                  | 70,012                  | 46,546         | 26,325           |
| November 2018                                 | 104,961                 | 84,077         | 27,895           |
| December 2018                                 | 133,813                 | 92,417         | 44,404           |
| <b>2nd Quarter</b>                            | <b>308,786</b>          | <b>223,040</b> | <b>98,624</b>    |
| January 2019                                  | 146,228                 | 100,216        | 42,039           |
| February 2019                                 | 99,272                  | 67,008         | 27,876           |
| March 2019                                    | 89,632                  | 62,629         | 24,436           |
| <b>3rd Quarter</b>                            | <b>335,132</b>          | <b>229,853</b> | <b>94,351</b>    |
| April 2019                                    | 82,026                  | 52,555         | 27,255           |
| May 2019                                      | 69,605                  | 47,113         | 19,619           |
| June 2019                                     | 63,226                  | 42,074         | 18,999           |
| <b>4th Quarter</b>                            | <b>214,857</b>          | <b>141,742</b> | <b>65,873</b>    |
| <b>Fiscal Year</b>                            | <b>1,004,291</b>        | <b>695,794</b> | <b>303,731</b>   |

|                    |        |        |        |
|--------------------|--------|--------|--------|
| <b>Monthly Avg</b> | 83,691 | 57,983 | 25,311 |
|--------------------|--------|--------|--------|

Data Source: Interactive Intelligence (ININ) Phone System

The graph below provides another visualization of the volume of calls per quarter.



Source: Cover Virginia Monthly Reports

### Purpose/Reason for Calls

The chart below lists the top 10 reasons citizens contacted Cover Virginia in the last fiscal year. The top three reasons, general inquiry, benefit inquiry and new application represent 61 percent of all calls received. Some callers may call for more than one reason; however, only one reason is selected.

| Top Ten Call Reasons by volume  |
|---|
| General Inquiry – usually callers without a case record                           |
| New Application – new applicants not known to the system                          |
| Benefit Inquiry – caller's inquiries on general benefits                          |
| New Application Status – new applicants inquiry on status                         |
| Change Request – members reporting a change                                       |
| Renewal Application – members calling about a renewal                             |
| ID Card Request – member requesting ID card replacement                           |
| MCO Change – caller requesting MCO change (FAMIS)                                 |
| Correspondence – caller requesting clarification on a letter                      |
| Cancellation Request – caller requesting cancellation of application or coverage. |

## **Medicaid and FAMIS Applications**

The second highest call reason is for assistance in completing a Medicaid or FAMIS application. In fiscal year 2019, Cover Virginia provided telephonic application assistance with 95,804 new applications, compared to 65,927 the previous fiscal year. In addition, the call center assisted with an additional 13,909 renewal applications. The call center assists with an average of nearly 5,500 new applications and over 1,100 renewals each month. The table below shows the number of new applications submitted per month.

| <b>Month</b> | <b>New Applications Taken</b> |
|--------------|-------------------------------|
| Jul-2018     | 5,198                         |
| Aug-2018     | 5,860                         |
| Sep-2018     | 4,528                         |
| Oct-2017     | 5,870                         |
| Nov-2018     | 16,647                        |
| Dec-2018     | 12,208                        |
| Jan-2019     | 11,386                        |
| Feb-2019     | 7,984                         |
| Mar-2019     | 7,619                         |
| Apr-2019     | 6,390                         |
| May-2019     | 6,548                         |
| Jun-2019     | 5,571                         |
| <b>Total</b> | <b>95,809</b>                 |

## **Cost of the Contract**

The Call Center's monthly fixed operations fee is \$1,014,821. The annual cost is \$12,177,852.