

**State Medicaid Official  
Interview Protocol  
DRAFT**

Thank you for speaking with me. Our research goal is to identify successful initiatives and strategies for improving the quality of care and health of children and women of child-bearing age enrolled in Medicaid. During our research, we will be speaking to health insurance plans, state Medicaid officials, and healthcare providers to better understand the system of care in place for these populations. Today, we are interested in knowing about how the state Medicaid office monitors and works to improve the care quality and outcomes experienced by these populations.

1) Please begin by describing how Medicaid officials identify and work with health insurers in the Medicaid market.

1a) What criteria do you use to identify and contract with Medicaid managed care plans?

1b) What features or characteristics of managed care plans are most important to your office in deciding whether to enter into a contract to enroll Medicaid beneficiaries?

1b1) Why are these features important?

1c) Why do you think insurers choose to leave the Medicaid market?

2) Please describe how former [BLINDED, PLAN THAT EXITED IN 2010] enrollees were randomly assigned to [BLINDED] Health Plan and [BLINDED] Health Plan? Could you describe the random assignment process?

2a) We're interested in knowing how this came about. Why was random assignment used?

2b) Has the random assignment been successful? Did it go as expected?

2c) Was there anything you would have done differently given what you now know?

3) What does your office consider the most important measures of the quality of care and outcomes for children and women of childbearing age in the Medicaid program?

3a) What data do you generate in relation to this?

3b) Who utilizes those data? How?

4) [BLINDED] Health Plan and [BLINDED] Health Care are the two largest Medicaid insurers in [BLINDED, STATE]. How do you think these two insurers influence the quality of care and outcomes for children and women of childbearing age in the Medicaid program?

5) We'd like to know more about how [BLINDED, PLAN A] and [BLINDED, PLAN B] differ in their approach to quality management practices. Please describe how health plans differ in quality management practices.

5a) Please describe how [BLINDED, PLAN A] and [BLINDED, PLAN B] differ in terms of their provider networks.

5b) Please describe how [BLINDED, PLAN A] and [BLINDED, PLAN B] differ in their ability to ensure access to care.

5c) Please describe how [BLINDED, PLAN A] and [BLINDED, PLAN B] health differ in enrollee satisfaction.

7) That was my last question. Is there anything you would like to add about this topic that I've not asked about?

8) Can you suggest anyone else that we should speak to?

## **Health Plan Representative Interview Protocol DRAFT**

Thank you for speaking with me. The goal of our research is to identify successful initiatives and strategies for improving the quality of care and health of children and women of child-bearing age enrolled in Medicaid. During our research, we will be speaking to health plan representatives, state Medicaid officials, and healthcare providers to better understand the system of care in place for these populations. Today, we are interested in knowing how your health plan monitors and works to improve the care quality and outcomes experienced by these patients.

1) To start, I would like to understand your health plan's efforts to measure and improve performance on the quality indicators that are reported by [BLINDED, STATE]'s Medicaid program and/or NCQA. Regarding quality of care for children, pregnant women, and women of child-bearing age, please tell me your plan's priorities related to these indicators.

a. How might these indicators differ for children, pregnant women, and women of child-bearing age?

2) Why did you select this measure(s)?

3) What strategies do you employ to improve performance on these measures? Which strategies do you think are most effective?

- a. Tell me about strategies to improve quality indicators that apply to children.
- b. Tell me about strategies to improve quality indicators that apply to pregnant women.
- c. Tell me about strategies to improve quality indicators that apply to women of child-bearing age.

4) How do you collect data? Who uses these data and how do they use them? Are the data collected for individual physicians and, if so, can you tell me more about that process?

a. Do these processes differ for quality indicators related to children, pregnant women, and women of childbearing age?

5) Do you provide performance feedback to providers? What about any initiatives to recognize better provider performance? What do you do to address low performing providers?

a. Do these feedback and recognition strategies differ for quality indicators related to children, pregnant women, and women of childbearing age? If so, how?

6) Do you engage Medicaid enrollees in improvement efforts for the measures you identified?

a. Do these engagement efforts differ for quality indicators related to children, pregnant women, and women of childbearing age? If so, how?

b. Do you find differences in efficacy of outreach to enrollees regarding quality improvement versus outreach to physicians?

7) What challenges do you have to improving performance on these measures?

a. Tell me about challenges related to improving performance on quality indicators related to children, pregnant women, and women of childbearing age?

8) Are there quality improvement measures related to children, pregnant women, and women of child-bearing age that are **NOT** reported by the [BLINDED, STATE] Medicaid program or NCQA that are prioritized by your health plan? Can you tell me what those measures are and why they are important for your plan?

9) Could you tell me about your relationships with Federally Qualified Health Centers?  
a. How are contracts formed?  
b. Do you participate in shared savings?

10) That was my last question, but is there anything you would like to add about this topic that I've not asked about?

11) Can you suggest anyone else that we should speak to?

**Health Care Provider  
Interview Protocol  
DRAFT**

Thank you for speaking with me. The goal of our research is to identify successful initiatives and strategies for improving the quality of care and health outcomes of children and women of child-bearing age enrolled in Medicaid. During our research, we will be speaking to health plan representatives, state Medicaid officials, and healthcare providers to better understand the system of care in place for these populations. Today, we are interested in your experiences working with Medicaid managed care plans and are especially interested in knowing how they are working to improve care quality and outcomes for these populations.

- 1) Please begin by describing your practice. What proportion of your patients are enrolled in Medicaid?
  
  
  
  
  
  
  
  
  
  
- 2) What care quality and outcome measures do you think are most important to the health of children in the [BLINDED, STATE] Medicaid program?
  
  
  
  
  
  
  
  
  
  
- 3) What care quality and outcome measures do you think are most important to the health of pregnant women in the [BLINDED, STATE] Medicaid program? What about women of childbearing age?

- 4) What are your perceptions about the strategies that Medicaid managed care plans employ to promote quality and improve outcomes for children and women of child-bearing age?
  - a. Please tell us how well you think these are working.
  - b. What hasn't worked?
  - c. Tell us about other things you think could be tried to improve quality and outcomes.
  - d. Do they differ for [BLINDED, PLAN A] versus [BLINDED, PLAN B]?
  - e. (if a quality improvement strategy by [BLINDED, PLAN A] or [BLINDED, PLAN B] is mentioned) then ask "What impact did that strategy have on the patients of that plan? Did the quality improvement strategy impact the patients of other plans? If so, How?"
  
- 5) Do managed care plans provide you or your patients with any promotional or informational materials?
  - a. If so, have any of these been related to preventative healthcare guidelines for children or expectant mothers?
  - b. Do they differ for [BLINDED, PLAN A] versus [BLINDED, PLAN B]?
  - c. Have these materials worked to improve care quality?
  
- 6) Please describe any incentive programs Medicaid managed care plans have in place to promote adherence to preventative healthcare guidelines for children or women?
  - a. Do they differ for [BLINDED, PLAN A] versus [BLINDED, PLAN B]?
  - b. Have these incentives worked?



- 7) Have managed care organizations communicated any specific care quality or health outcome goals for these populations to you?
  - a. If so, how this was achieved?
  - b. Who was involved?
  - c. Do they differ for [BLINDED, PLAN A] versus [BLINDED, PLAN B]?
  
- 9) Do managed care plans provide you with any data about care quality or the health outcomes of enrollees?
  - a. Are these data provider-specific? Condition-specific?
  - b. Does this differ for [BLINDED, PLAN A] versus [BLINDED, PLAN B]?
  - c. Does the provision of this data work to improve care quality or health outcomes?
  
- 10) Do you have any suggestions about how Medicaid managed care plans could improve the care quality and health outcomes experienced by children or women of child-bearing age?

11) That was my last question, but is there anything you would like to add about this topic that I've not asked about?

12) Can you suggest anyone else that we should speak to?

13) Address to send gift card: