

Administrative Care Coordinator Unit (ACCU)

Situation Approximately 54,000 people are on Medicaid in Frederick County, Maryland. Frederick County has a help service for individuals on Medicaid (Medical Assistance): Administrative Care Coordinator Unit (ACCU). The ACCU of the Frederick County Health Department can help individuals on Medicaid who experience issues such as being denied medical or pharmacy services; receiving an unexpectedly large bill from a doctor's visit; having insurance but not knowing where to get help; and/or being dropped from Medicaid and not understanding how to get reinstated. On a related note, the confusion of what Medicaid is and how it differs from Medicare has led to misunderstanding of what services and assistance are provided to individuals who qualify.

The ACCU provides Medicaid beneficiary care coordination through Medicaid, promotes healthy outcomes, and helps individuals effectively and efficiently use their medical benefits.

Solution The Channel team recommended the development of an ACCU landing page that is the single-source location for all ACCU information. This page helps generate awareness, educate the public and takes some of the complexity out of finding help for the target audience. Along with awareness, the ACCU landing page links users back to the Frederick County Health Department's site. The Channel team researched, created, and installed the following in support of our effort:

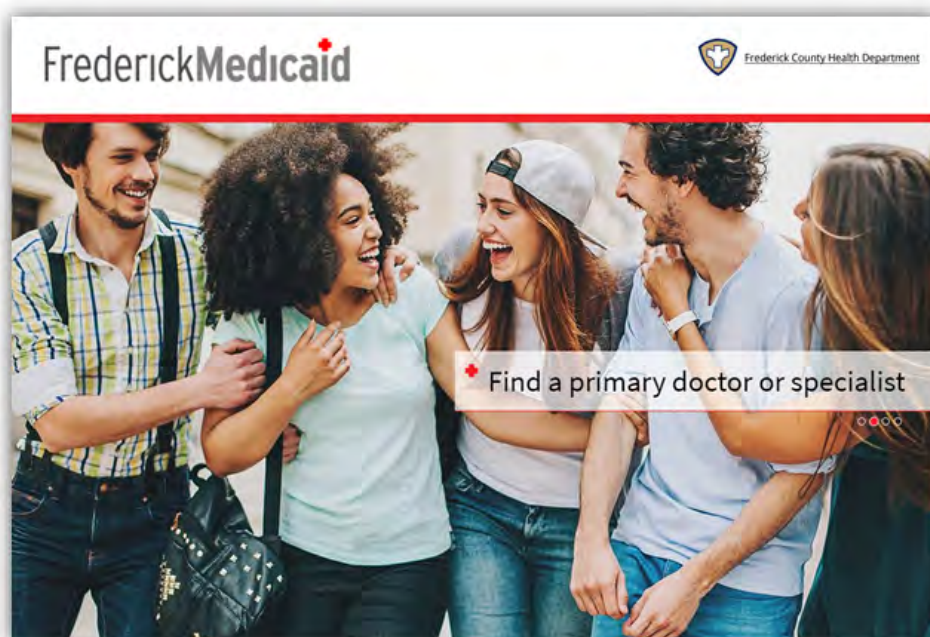
- Branded typographical mark
- Easily remembered domain name
- Share card, also available as a download on the landing page
- Google Analytics

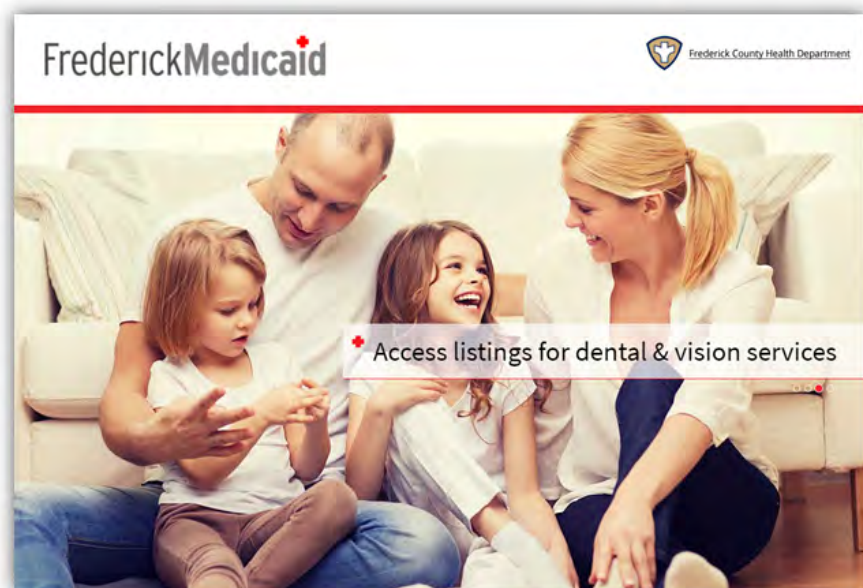
Channel presented several domain name options to the ACCU before, ultimately, deciding on FrederickMedicaid.org. The new landing page features a four-image slider that features images directly targeting the ACCU audience, interactive accordions, and a downloadable share card.

Result

FrederickMedicaid.org is live and running. The landing page continues to play a vital role for Frederick County's ACCU, acting as its "home" for those on Medicaid and/or going through the process of getting reinstated. We are monitoring Google Analytics, which continues to inform us of the traffic type, location, behaviors, demographics, number of visitors, time spent on the landing page, and more about the overall landing page engagement.

The next phase will focus on several tactics to promote, generate awareness of and guide Frederick County Medicaid recipients to FrederickMedicaid.org. These tactics may include: social media engagement, pay-per-click, banner ads, radio, direct mail, print materials and more.





Get help with Medicaid in Frederick County

We are your Administrative Care Coordination-Ombudsman Program (ACC) helping **Frederick Medicaid** eligible residents to better understand and use their benefits and health care services provided through the Managed Care Organizations (MCO). We can assist you in finding answers to questions or resolving issues to a wide range of health care services. Our goal is to give you personal service that leads to knowing your options for a healthier outcome for you and your family.

**Call 301.600.8888
for assistance**

[CLICK HERE](#) for a full range of ACCU resources and references.

[DOWNLOAD](#) the ACCU hotcard.

▼ Once Approved...

Once approved for Maryland Medical Assistance (MEDICAID), you will receive a red and white medical assistance card in the mail within 14 days of enrolling. Do not throw away this card. Even if you haven't received your card yet, you can still get medical services. Your doctor or pharmacist can verify coverage by calling the Eligibility Verification System (EVS).

[Choosing your MCO and primary care provider](#) ▶

[Health services covered](#) ▶

[Report changes](#) ▶

▶ Assistance

▶ Ombudsman



MARYLAND
Department of Health



Public Health
Prevent. Promote. Protect.
Frederick County Health Department

FrederickMedicaid⁺

Get help with Medicaid in Frederick County



FrederickMedicaid⁺

Get help with Medicaid in Frederick County

We are your Administrative Care Coordination-Ombudsman Program (ACC) helping Frederick Medicaid eligible residents to better understand and use their benefits and health care services provided through the Managed Care Organizations (MCO). We can assist you in finding answers to questions or resolving issues to a wide range of health care services. Our goal is to give you personal service that leads to knowing your options for healthier outcomes for you and your family.

- ✦ Get help understanding benefits
- ✦ Find a primary doctor or specialist
- ✦ Access listings for dental & vision services
- ✦ Assist in navigation of the Medicaid System

