Is your **data ready** for Unwinding?
5 Steps for a Successful Unwinding Approach

1. **How timely and accurate is your member data? How many members have had life-changing events in 24 months?**

Changes to names, addresses and phone numbers can hamper outreach efforts. Failure to contact or engage members is magnified for the most vulnerable, including those individuals with health, social, and literacy needs or cognitive hurdles.

2. **How does member data impact your operational and staffing plans for Unwinding?**

Medicaid members move and change context more rapidly than the general population. Access to alternative data can help create a "clean" list and determine a phased approach to outreach and enrollment processes. Access to real-time SDOH data immediately identifies individuals who face unique socio-economic or access challenges – and therefore need special support to engage in Unwinding.

3. **Where should member data feed into technical interfaces and case managers workflow?**

Consider the exact step in the state-owned or vendor-run systems and staff workflows where access to accurate member information is most critical. For example, does an enrollment navigator need access to multiple phone numbers and addresses to get in touch with a member? Data can be fed either in real-time via application programming interface (API) or kept updated via regular (as often as overnight) batch calls to keep this information current.

4. **Are you coordinating efforts or exchanging data with other agencies or partner programs?**

Coordinating with sister Health and Human Services (HHS) agencies often is limited when member data does not match or can't easily be shared. A referential Master Person Index (MPI) utilizes thousands of sources to confirm and reconcile individuals across datasets, improving data linking across systems to facilitate interagency coordination. Non-personally identifiable information (PII) also enables exchanging individual-level data without compromising privacy or security.

5. **Do you know what you don't know? Navigating and leveraging alternative data sources can be complex. Utilizing a vendor with expertise in analytics can help.**

You know your agency's data…but may not be as familiar with the thousands of data sources a vendor knows inside and out. Look for a vendor that aligns your strategy with the right data to enable a successful Unwinding approach. Examples can include rerunning data results, interpreting conflicting data, and setting up real-time monitoring services to alert Medicaid staff to critical changes in member data.

Contact us today to get your agency ready for Unwinding.
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