



CABINET FOR HEALTH
AND FAMILY SERVICES

Medicaid Stakeholder Survey Findings

Methodology

Conducted through
LimeSurvey

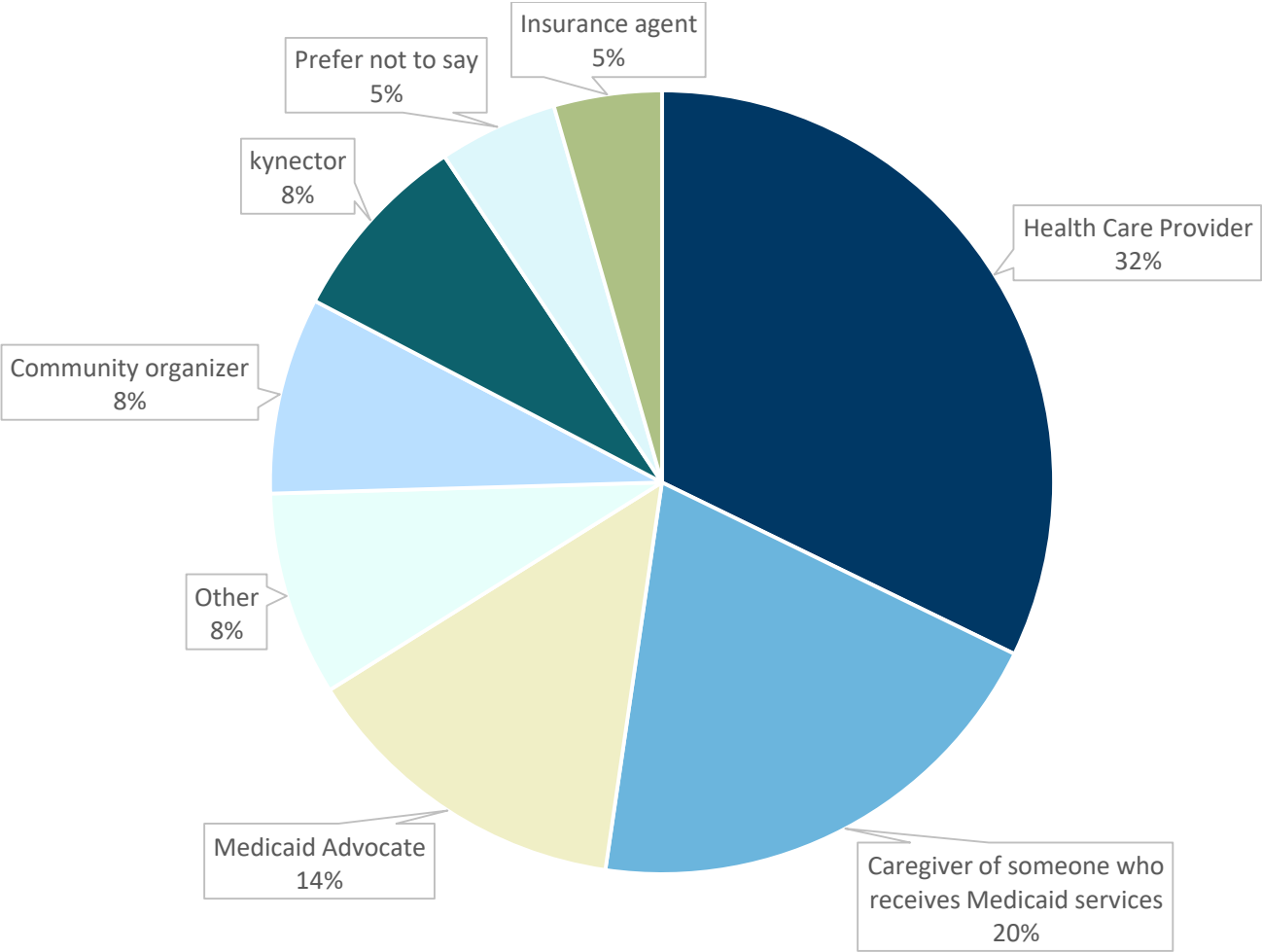
Targeted Key
Stakeholders in the
KY Medicaid
program

Open May 2024-
July 2024

8 questions

597 responses

Role as a Medicaid Stakeholder



For those who chose the “other” option, some of the roles reported were case manager, current or former Medicaid recipient and social workers.

Awareness of Medicaid Renewal Information Sharing

For these results, “Very Aware” and “Somewhat Aware” answer choices were combined into “Aware”

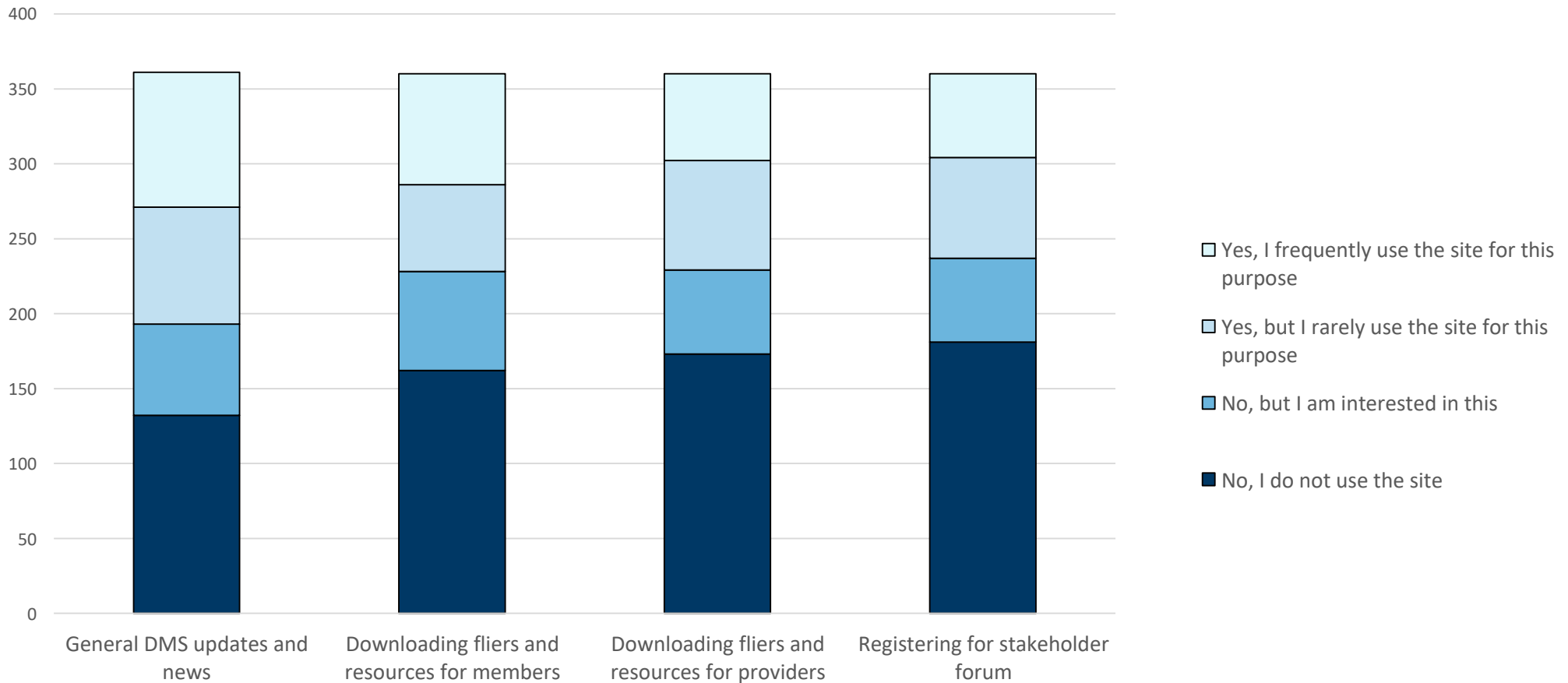
	Aware	Unaware
MedicaidUnwinding.ky.gov website	63% (N=229)	37% (N=135)
Monthly unwinding public forums	52% (N=189)	48% (N=173)
Unwinding social media updates	45% (N=162)	55% (N=201)
Unwinding email communications	62% (N=124)	38% (N=138)
Unwinding texts to members	32% (N=115)	68% (N=247)
Unwinding radio spots	24% (N=87)	76% (N=274)
Unwinding billboards	24% (N=86)	76% (N=275)
DMS car wraps	12% (N=46)	88% (N=315)

Value of Resources

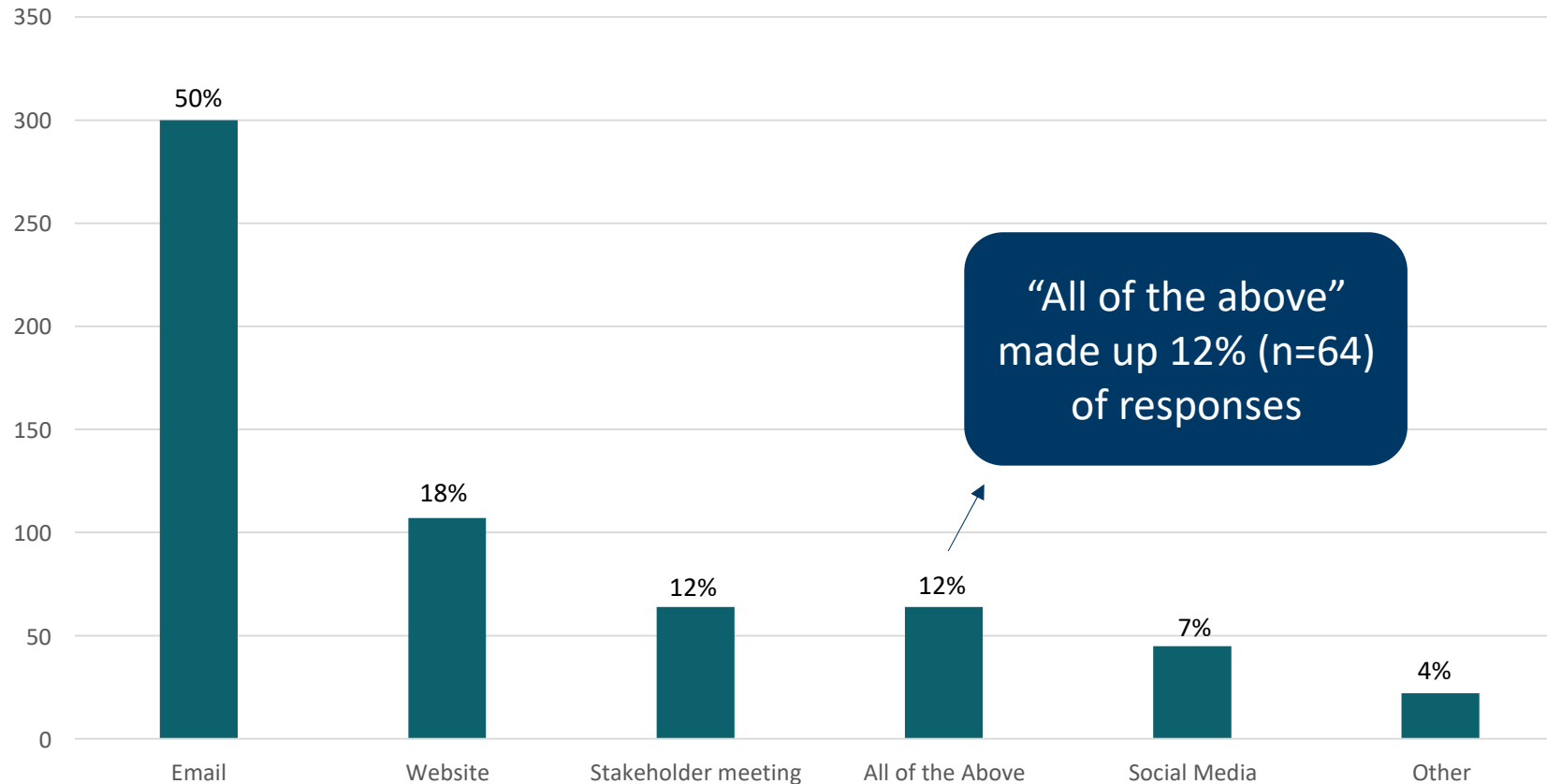
For these results, the Likert Scale responses were averaged across all responses to determine an average score. (Extremely Valuable=5, Very Valuable=4, Somewhat Valuable=3, Slightly Valuable=2 and Not Valuable at all=1).

	Average
MedicaidUnwinding.ky.gov	3.6
Medicaid unwinding stakeholder forums	3.5
Unwinding social media updates	3.1
Unwinding email communications	2.7
Unwinding texts to members	2.9
Unwinding radio spots	2.8
Unwinding billboards	2.8
DMS car wraps	2.5

Frequency of Medicaidunwinding.ky.gov use

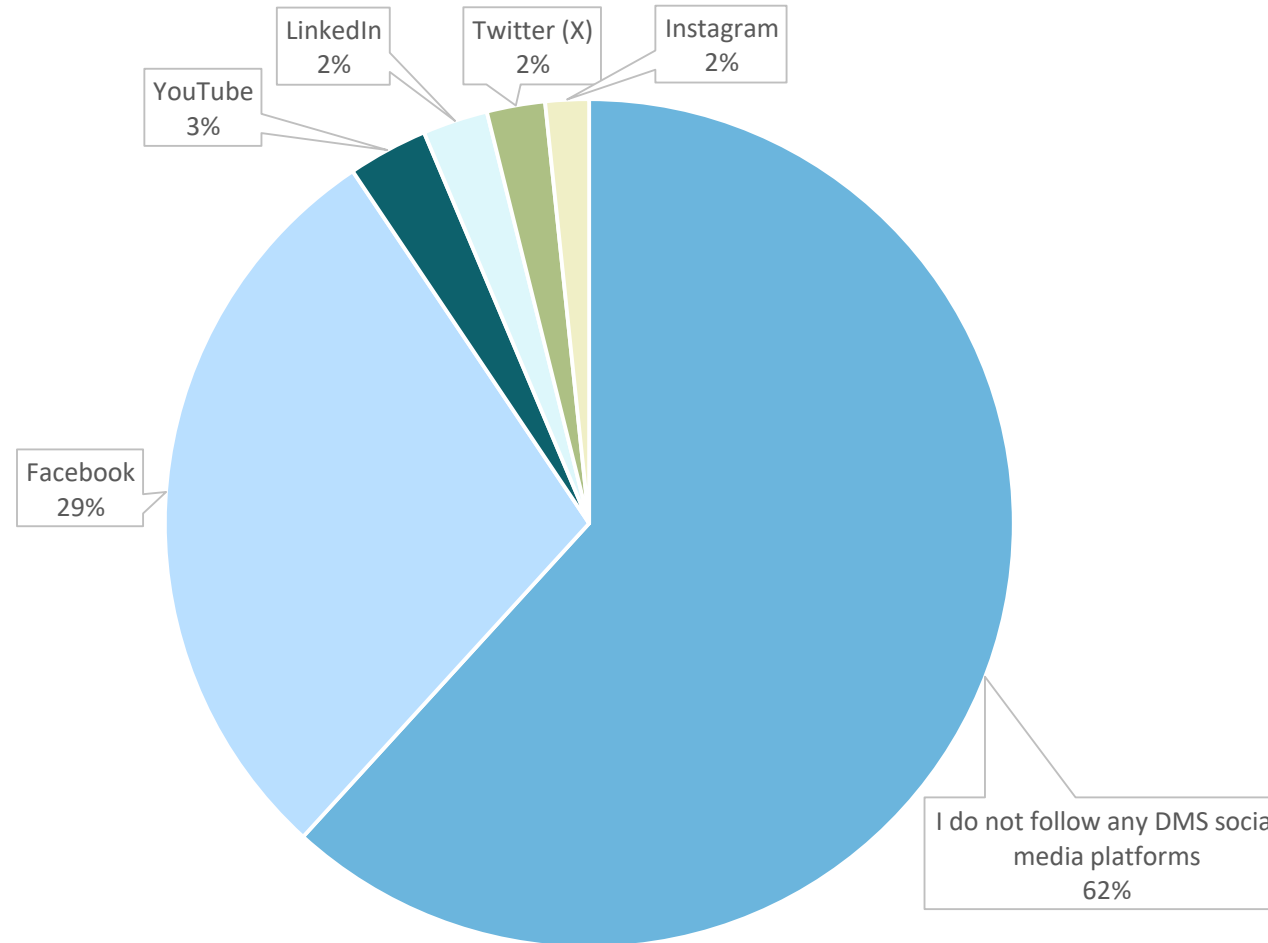


Preferred Method to Receive Information



Some additional answers among those who answered "other" include case managers, written mail, and text messages.

Followed Social Media Platforms



Value of Social Media

For these results, the Likert Scale responses were averaged across all responses to determine an average score. (Extremely Valuable=5, Very Valuable=4, Somewhat Valuable=3, Slightly Valuable=2 and Not Valuable at all=1).

	Average
Facebook	3.4
Twitter (X)	2.9
YouTube	2.9
LinkedIn	2.7
Instagram	2.9

Suggestions to Further Improve the Impact of KY Resources



Other suggestions regarding legislative issues are also available for review

Points of Consideration

Interaction with paid advertising (radio spots, billboards, car wraps) seems to be lacking. Consider diving into impact analysis.

Consider promoting social media sites as it seems to currently be under-utilized. Facebook has the most reported traffic.

Email was the most popular form of communication pointing to the fact that provider ListSrvs are strong. Consider leveraging for future communications.

Most familiarity and favorability was with the Medicaidunwinding.ky.gov website. Consider this for future communication website plans.