

QUICK TIPS: HOW TO ENGAGE WITH YOUR STATE MEDICAID DIRECTOR

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When approaching Medicaid directors and staff, you want to make these conversations as productive as possible. These 3 important tips can help APTA state chapters and individual members start the conversation:

1. Know your state's priorities

- Beforehand, browse your state's Medicaid website for news, announcements, and press releases. States often will post about issues they are currently addressing, including proposed and final benefit changes, plans and reports, and eligibility.
- Review your state's Medicaid press releases and social media accounts to understand the areas of focus for the agency and its leadership. Some Medicaid directors have Twitter accounts that they actively use to promote agency activities.
- Track benefit changes reported by states in recent years. This will shed light on the treatments and populations that states have prioritized.

Helpful hint: Kaiser Family Foundation provides public data on state reporting of benefit actions. (files.kff.org/attachment/Tables-States-Focus-on-Quality-and-Outcomes-Amid-Waiver-Changes-Results-from-a-50-State-Medicaid-Budget-Survey-for-State-Fiscal-Years-2018-and-2019)

2. Consider why your state might not already be doing what you want

- Consider the pressure on state Medicaid programs to balance the need for funding against the need to satisfy providers and enrollees. Don't assume that the state is not doing something because they don't know about it.
- States prefer constraints in scope, strict definitions of downstream savings, and treatments backed up by independent research.

3. Frame the conversation as a problem that physical therapists can solve for Medicaid and its enrollees

- Few states have had expanded therapy coverage in fiscal year 2019 (October 1, 2018-September 30, 2019). Consider the need in that state for the services you want to suggest, and approach the agency with a clear vision of how physical therapists can help.

RESOURCES

[APTA Medicaid website](#)

[National Association of Medicaid Directors listing of state directors](#)

[Medicaid.gov Federal Policy Guidance webpage](#)