

# Tips for Conducting Targeted Outreach to Medicaid Beneficiaries for COVID-19 Vaccines by Linking Immunization Information Systems (IIS) and Medicaid Data



When implementing targeted outreach efforts to Medicaid beneficiaries in your jurisdiction, consider the jurisdictional context to ensure you have the necessary data infrastructure and partnerships to support Medicaid data sharing and outreach.



## Partner with your state Medicaid agency

- Develop an understanding of your own IIS capabilities.
- Cultivate champions within the state Medicaid agency.
- Communicate your value proposition.
- Engage in conversations with your state Medicaid agency about available data and system capabilities.
- Determine the role of Medicaid managed care organizations.



## Coordinate with information technology (IT) and legal staff

- Understand the technical, policy, and legal limitations.
- Develop a memorandum of understanding (MOU) or data sharing agreement.

The COVID-19 public health emergency (PHE) temporarily increased the funding available to implement practices such as targeted outreach to Medicaid beneficiaries. For example, some jurisdictions may have upgraded legacy systems to meet the high demand and urgency for COVID-19 data sharing. In the post-PHE environment, jurisdictions may not have funds available to maintain the improvements to functionality they made during the pandemic, but could focus on reestablishing, maintaining, and improving data sharing processes, which may incur less costs.



## Understand that the data infrastructure requires upfront investment

- Leverage infrastructure set up during the public health emergency.
- Secure funding to make improvements to IIS and data infrastructure.



## Assess data completeness and implement strategies to ensure complete and accurate data

- Work with the IT department or a third-party vendor so that systems can facilitate data integration and share complete and accurate data.
- Encourage providers to fill out vaccination data for children enrolled in Medicaid to avoid incomplete data.

## About Association of Immunization Managers:

The Association of Immunization Managers (AIM) is a nonprofit membership association comprised of the directors of the 64 federally funded state, territorial, and local public health immunization programs. AIM is dedicated to working with its partners nationwide to reduce, eliminate, or eradicate vaccine-preventable diseases. AIM also works to ensure the success of its members by providing support in their programming interests. Since 1999, AIM has enabled collaboration among immunization managers to effectively control vaccine-preventable diseases and improve immunization coverage in the United States. For more information on AIM, please visit [www.immunizationmanagers.org/](http://www.immunizationmanagers.org/).

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