

Pursuant to Executive Order 14058 (December 13, 2021)
on *Transforming Federal Customer Experience and
Service Delivery to Rebuild Trust in Government*

2024 HISP CX Action Plan

Centers for Medicare & Medicaid Services

As a High Impact Service Provider (HISP), CMS focuses on improving customer experience and delivery for the following services:

- 1) Getting Started with Medicare:** Over 63 million people are enrolled in Medicare insurance. CMS customer research shows that the “New to Medicare” customers do not have as smooth an experience as existing customers and may need extra support.
- 2) Understanding eligibility results and next steps after the application:** 12.2 million consumers enrolled in coverage on HealthCare.gov during Open Enrollment 2023. The number of plans to choose from continues to increase, which can make it more difficult to compare and select a plan.
- 3) Checking eligibility and applying for Medicaid:** Medicaid supports health benefits for more than 80 million people. Medicaid.gov can help connect those seeking coverage with resources to determine their eligibility and begin their application.

What we will deliver in 2025:

- **Conduct outreach to Medicare beneficiaries with a focus on health equity audiences and underserved populations**

CMS will launch a fully integrated, public outreach and education campaign for health equity audiences and underserved populations, that will include marketing in additional languages. CMS’ focus will be on the low-income population and those with lower access to care using targeted tactics to find and enroll people in Medicare’s low-income programs. CMS will also implement organic outreach that drives awareness about Medicare fraud, health care quality information on Care Compare, vaccine awareness, and preventive services.

- **Bolster year-round outreach for Special Enrollment Periods with a focus on hard-to-reach health equity populations**

CMS will launch a fully integrated, public outreach and education campaign, with a major emphasis on paid media, including cutting edge digital strategies, to motivate those that may be eligible for a Special Enrollment Period to apply and enroll at HealthCare.gov. This paid strategy will utilize engaging content that resonates across the target audience, while also increasing promotion to our health equity audiences and underserved populations. Marketing will occur in additional languages and through various tactics that best reach the specific target audience.

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What we will deliver in 2025:

- **Continue to prioritize and enhance customer-centric and usability designs**

Medicaid.gov will continue to implement improvements to help ensure customers can easily access information about Medicaid eligibility, enrollment processes, policies, and requirements through an intuitive website and service design. By making the website and services more accessible to beneficiaries, routinely collecting and acting upon beneficiary feedback, and providing simple, accessible, and responsive feedback mechanisms, Medicaid.gov aims to improve access to Medicaid benefits and services, enhance user experiences, and deliver faster, more efficient services to the public.