



CONNECTING WITH MEDICAID BENEFICIARIES

VIDEO TRANSCRIPT

This is Alicia she's expecting her first child but just got laid off. Fortunately, her mom has some helpful advice. Late that night in search of options, Alicia googles her state's Medicaid. The service hotline isn't open but then she spots the Chat Now option. That's where Stacy, the chat representative, comes in. After a few initial questions, Stacy prompts Alicia to apply for benefits. After Alicia submits her application she wonders if she'll have to change providers. She is relieved to learn her provider is a participant. Stacy then gives Alicia information on other programs to support her and her baby and the opportunity to opt into SMS messages. The next day Stacy sends Alicia a personalized message and a short recap of the chat to go with her peace of mind.

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