

HIPAA-Secure CX Platform for Medicaid

Elevate Medicaid beneficiary experiences and reach hard-to-engage populations with AI Agents that help members navigate complex Medicaid journeys. Ushur's omnichannel digital experiences enable Medicaid health plans to securely share, request, and receive information through simple digital interactions.

Augment live service teams by automating routine inquiries, enabling member self-service, and orchestrating digital engagement across SMS, web, email, and voice — while seamlessly connecting to your front- and back-end systems.

Sales, Enrollment & Retention

- Redetermination reminders and education across the full Redetermination journey
- Benefits education (medical and behavioral health, social needs and community resources)
- Notifications to children who have aged into adulthood

Member Service

- Digital consent to contact capture
- Digital warm welcome
- Digital ID card distribution
- Complex Surveys - Health Risk Assessments, SDOH, Post Care Experience (CAHPS support), etc.
- Portal & App adoption / utilization
- Benefits education (ongoing)
- Eligibility verification
- Prior authorization support
- Life events, ie. add dependent
- Information updates, ie. address change, beneficiary adds and removals

Quality, Health & Wellness

- Care plan adherence
- Closing gaps in care (HEDIS, etc)
- Preventative care education (adult and pediatric)
- Provider selection / change
- Medical, Behavioral Health and Community Event appointment setting & reminders
- Emergency room diversion
- Transitions of Care for Readmission Avoidance
- Medication adherence support

Claims

- Inquiries (claim status, EOB explanations, eligibility, etc.)
- Claims status tracker
- Proactive status notifications
- Cost transparency
- Data collection to enable straight through processing
- Coordination of Benefits
- Grievance handling & appeals
- Payment support

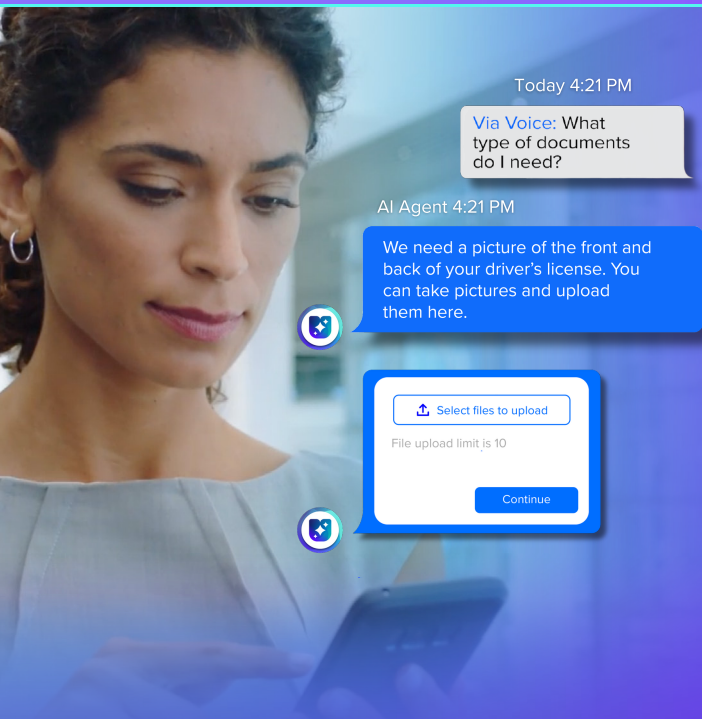
3.4 to 4
CAHPS STAR
score boost

21%
of requests
self-service for
top inbound
call drivers

60%
reduction in
maternal health
outbound call
volume

24%
full HRA
completion for
Dual population

>3x
Redetermination
member engagement
goal achieved



Enterprise AI Agents

Resolve end-to-end Medicaid member journeys with compliant AI agents and digital workflows that automate engagement, outreach, and service interactions.

Trust-Native Architecture

Compliance, governance, and auditability built into every interaction.

Built for Regulated Industries

Designed for healthcare, insurance, and financial services.

Speed to Value

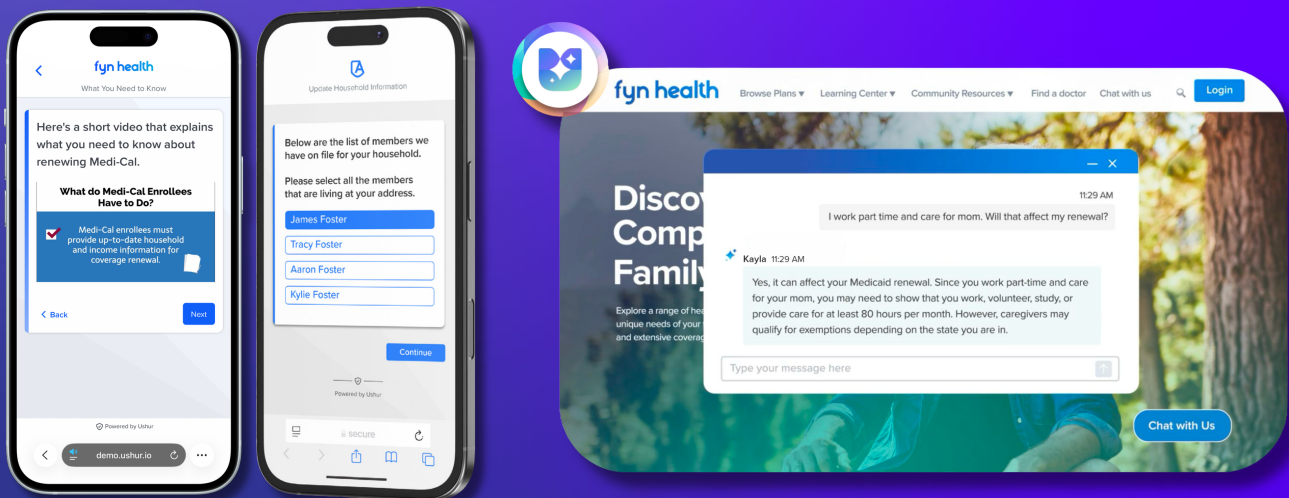
Rapidly design and deploy compliant AI-powered experiences.

Inbound & Outbound Engagement

Proactive outreach and responsive support across one platform.

Omnichannel Continuity

Engage users across SMS, email, voice, and web in one persistent, compliant interaction thread.



Dynamic, HIPAA-secure digital experiences that move seamlessly across channels without requiring apps, downloads, usernames, or passwords.



Learn more at ushur.ai/medicaid