



Insure New Mexico Enrollment Kiosks

New Mexico Human Services Department

What it is

- The *Insure New Mexico* enrollment kiosks are stand-alone Medicaid enrollment units. Each unit includes a full-functioning printer, scanner and signature pad. On-line application kiosks were installed with the express purpose of making the Medicaid application process more accessible to people in remote and rural areas of New Mexico.

How it works

- The kiosks provide client access to the only electronic Medicaid application currently available in New Mexico. The application is web-based and hosted on a HIPAA-compliant encrypted server. The kiosk units house everything that is needed to successfully complete and submit an electronic version of the Medicaid application, but do not store any personal information.
- The built-in scanner allows for the scan and upload of all required documents (citizenship, identity, financial, etc.); the built-in signature scan allows for the application to be populated with an electronic version of the client's original signature; and the built-in printer allows the client to receive a completed application "packet" (the electronically populated application and documents supplied). The kiosks also have the ability to accept recertification information.
- Kiosks were placed in the most remote areas of the state that had a high concentration of free and reduced-price school lunch enrollments, yet lower Medicaid enrollment numbers for children. Community locations such as libraries, community centers, Head Starts and Chapter Houses were chosen to house the kiosks.

Successes

- We did not find much success in the community locations. However, after placement of our "spare" kiosk unit in one of our county eligibility offices, there was immediate and consistent use.
- Applications submitted through the traditional paper process can take up to 45 days from the date of receipt to process. Electronic applications supplied via kiosks are processed, on average, within 5 days of submission.

Challenges

- The biggest implementation challenge was that New Mexico did not already have an on-line application. When New Mexico applied for the CHIPRA grant, the Human Services Department was working towards the completion of an on-line application. Changes in administrative goals and technical difficulties caused that project to be put on hold. Therefore, we had to look elsewhere for an application that could be adapted to work with the kiosks. This happened almost 6 months into our project.
- Another challenge was that the kiosks were strictly for Medicaid applications. In rural areas, families said that, had they been able to apply for other state assistance programs (SNAP, LIHEAP, etc.), they would have used the kiosks. Since they still had to travel to a state eligibility office to apply for those programs, it made more sense to them to apply for everything at once.

Implementation

- We had two years to implement this as part of our CHIPRA grant (Cycle I). Total grant award was \$957,221.00.
- CHIPRA grant funding and our MOUs with community locations ended September 30, 2011. Since that time, all kiosks have been relocated to state eligibility offices. All kiosks are seeing very steady client usage.

For more information:

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