

Transforming Medicaid Notice Management with Messagepoint



The notices state Medicaid agencies send to applicants and members play a critical role in determining whether they can access and maintain the benefits they are entitled to. Agencies struggle to ensure each one is clear, accurate, and compliant with changing state and federal requirements, especially in county-administered states or where managed care organizations and other local partners send notices. Yet, most agencies manage these communications in legacy, IT-dependent systems that make changes slow and time-consuming, and don't provide the visibility and control they need to govern notices across their state.

Medicaid Notice Management, Reinvented with Agentic AI.

Messagepoint is a cloud-based, AI-powered notice management platform that gives Medicaid agencies complete control over program notices across their state. Agentic AI safely automates the work of managing notices, so non-technical policy and communications teams can create, update, optimize, and produce them across every channel, faster and with far less effort than ever before. The result is clear, consistent, and compliant notices across your entire program, whether it's administered at the state or county level.

Accelerate changes by up to 10X

Automate the work of managing notices with agentic AI

Simply describe what you need — onboarding a new communication, updating a regulatory clause, a new eligibility requirement — and MARCIEAssist™ plans the work, gets your approval, and then actions it.

Create and update notices without IT

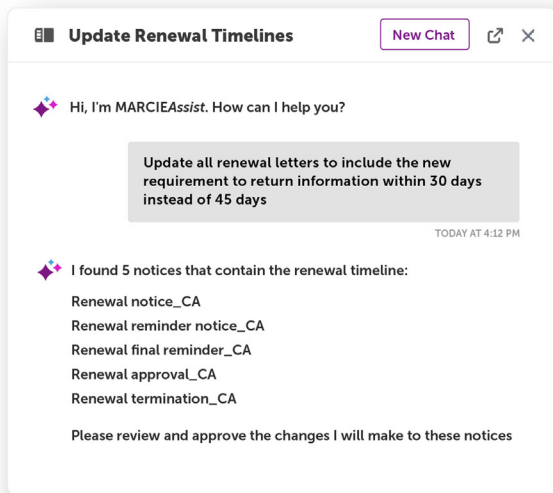
Empower non-technical policy, program, and communications teams to manage the entire content authoring and targeting process through an intuitive, no-code interface.

Eliminate template sprawl

Use intelligent content sharing and patented variation management that let you make a change once and apply it across every communication and channel where that content is used.

Messagepoint enables State Medicaid agencies to:

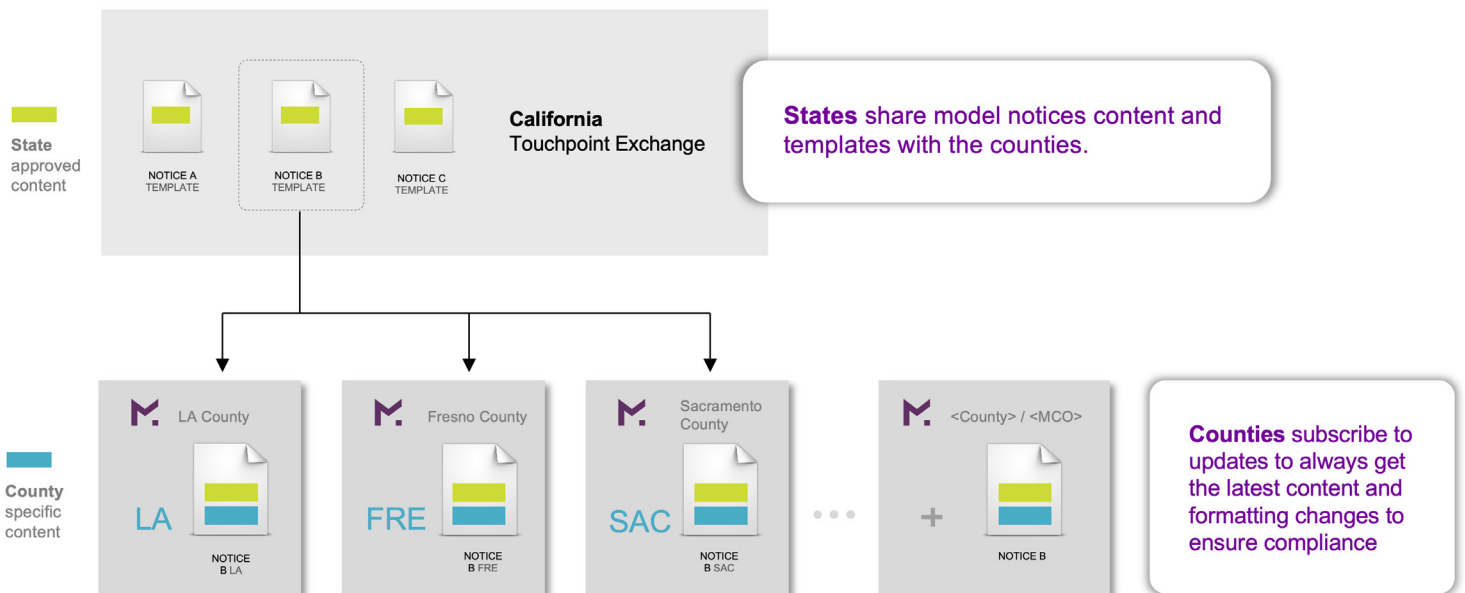
- Automate up to 70% of notice work with agentic AI
- Enforce standards and ensure compliance across counties and local partners
- Optimize notices to meet readability, translation, and accessibility standards
- Orchestrate, track, and deliver across print and digital channels



Built for state-supervised, locally administered Medicaid programs

Enforce notice standards across counties and partners with the Touchpoint Exchange.

Create and manage model communications with approved layouts and content, then sync updates to the counties, managed care organizations, enrollment brokers and regional entities that send them, so every partner subscribes to the current version. Everyone works from state-approved language, so the state enforces standards across every county and partner.



Empower frontline and partner teams without losing control.

Enable caseworkers, call center staff, and local offices to access, personalize, and send approved print and digital communications directly from the client management systems they already work in.

Maintain a complete audit trail.

Version control tracks every change to a notice — what was modified, by whom, and when — giving states the documentation they need when notices come under scrutiny.

Improve notice clarity and relevance

Improve clarity with AI Assisted Authoring by identifying unclear content and generating rewrite suggestions that bring notices to required reading-level benchmarks, or align it with the ISO standard for plain language.

Support diverse populations with AI Translation into preferred languages, up to 20X faster than human translators, with Translation Accuracy checks that flag differences in meaning, structure, and formatting between language versions.

Get the right information to the right member using intuitive, natural-language targeting rules that drive personalized, relevant content based on factors such as eligibility category, plan, region, or status.

Modernize your tech stack

Manage print and digital in one system by centrally controlling the content for every channel — print, email, SMS, portal, web, and IVR — in the Messagepoint Communications Cloud. This lets you cater to members' channel preferences, eliminate redundant content processes, and ensure a consistent experience across all channels.

Compose, produce, orchestrate, and track notices end to end across batch, on-demand, and ad-hoc runs, with visibility into what was generated, when it was sent, and how recipients engaged with it.

Integrate with the systems you already run through flexible APIs and packaged integration options that connect Messagepoint to your existing eligibility, case management, and digital delivery systems, so you modernize notice management without replacing core infrastructure.

Deploy where it makes sense for your state by creating and managing notice content in the cloud. You can host notice composition and production involving PII in the Messagepoint cloud, your state's cloud, or on-premise — so you can meet your state's data residency and security requirements.



The Messagepoint Platform

Messagepoint Communications Cloud: A SaaS-based, AI-powered customer communications management (CCM) solution that enables business users to create, manage, and compose personalized communications across print and digital channels, without reliance on IT.

Messagepoint Rationalizer: An AI-powered migration solution that simplifies and streamlines CCM modernization— making it easy to get your content off legacy systems and into Messagepoint.

Messagepoint Connected: An interactive communications solution that enables customer-facing workers to quickly personalize and send communications to customers via print and digital channels.

QA Module: Take control of the quality assurance process with integrated task management, real-time visibility into status, side-by-side comparison, advanced visualization, and tracking of document changes.

Messagepoint Producer: Provides end-to-end visibility and control over high-volume communications production workflows. Operations teams can monitor production in real-time, consolidate jobs to reduce costs, and track communications from composition through to delivery.

Messagepoint Conductor: Orchestrates the delivery of high-volume customer communications across channels. It ensures communications are sent via preferred channels, tracks delivery and engagement, and triggers follow-up communications when needed.



To learn more about Messagepoint, visit us at messagepoint.com, email us at info@messagepoint.com or contact us at 1-800-492-4103.



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