

Medicaid Migration™ Case Study



Wage Parity

Snapshot

Home Health Agency using Wage Parity Benefits

State: New York

No. of Employees: 4,300

No. of Locations: Two training locations in Queens and Brooklyn, employees working in patients' homes.

The Challenge

Offer wage parity benefits that attract new employees while spending within the wage parity guidelines.

Solution

Offering BeneStream's Medicaid Migration™ screening and enrollment service as part of a wage parity package gets employees thousands in public benefits.

Results

Overall 75% of employees screened identified as Medicaid and Food Stamps Eligible

Satisfied owners, and many employees with health coverage and access to Food Stamps.

The Challenge & BeneStream's Solution

BeneStream's client—a home health service in New York City needed to attract employees but couldn't afford to offer any wages or benefits beyond those needed to comply with the Home Care Aide Worker Parity Law.

By incorporating BeneStream's Medicaid Migration™ service into its benefits package, the company, which has 4,000 employees, was able to comply with the law while offering a service that provided a greater benefit to their employees than would otherwise be possible.

BeneStream found 75% of those employees they screened were eligible for Medicaid and Food Stamps. BeneStream's average eligibility for the home health industry is 51% and all-industry average is 24%.

Wage Parity + BeneStream: A Successful Combination

As part of employee benefits, employees have access to BeneStream's multi-lingual call center, and can call at their convenience to be screened for Medicaid eligibility and assisted with enrollment should they qualify.

As such, BeneStream is a simple and inexpensive way to give eligible employees access to free health care and Food Stamps, worth thousands of dollars per year.

BeneStream's Medicaid Migration™ screening and enrollment service can be added as part of wage parity benefit packages offered to workers in New York, Nassau, Suffolk, and Westchester counties.

Large NYC Restaurant Chain

Pre-BeneStream: The Client's Situation

The client had offered wage parity benefits before, but had not included BeneStream's service in the past. The client's broker suggested BeneStream as a good addition and the client agreed.

Medicaid Screening, Enrollment, and Renewal

The client's broker added BeneStream to the client's wage parity package and all new and existing employees were notified that they could call BeneStream for help applying for or renewing their enrollment in Medicaid and Food Stamps.

Employees began calling BeneStream for assistance with most needing help in one of three Chinese languages. BeneStream was able to help each employee in their native language, a level of service employees could never receive from a state worker. Most callers qualified for Medicaid and Food Stamps worth thousands of dollars a year to them and their families.

Soon, employees were sharing their positive BeneStream experiences with their co-workers: more calls started coming in, and fewer employees opted out of a screening when they were called.

Employees, who largely came from a tight-knit immigrant community, also told other home health aides who were looking for work about their experience with BeneStream. This made hiring and retention far easier for the company and allowed the company to stand out in a crowd of companies that had been offering lower impact wage parity packages.

BeneStream continues to assist the client's new and existing workforce with screening, enrollment, and renewing their Medicaid and Food Stamps.



Wage Parity

Key Outcomes & Help for Employees

Of employees screened, BeneStream found 75% eligible for Medicaid.

Many employees have expressed overwhelming gratitude for having a BeneStream team member walk them through the Medicaid process. One employee who had been injured in the past and was unable to work for a period of time hadn't realized that she could qualify for Medicaid. This woman was especially grateful that BeneStream was able to help her with getting enrolled in her native language, a barrier that had kept her away from state agencies in the past.

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The company is happy with this win-win arrangement: BeneStream has assisted in providing a meaningful benefit for their workers without squeezing its bottom line.