



# Assessing Awareness and Opinions of North Carolina's Transition to Medicaid Managed Care

## Overview and Key Findings

**North Carolina for Better Medicaid (NCBM)**, a multi-stakeholder, consensus-based coalition of organizations committed to building a better Medicaid system in North Carolina, recently conducted a statewide survey on the upcoming transition to Medicaid Managed Care. The aim of the survey was to assess awareness of the transformation and find out which aspects mattered most to North Carolinians.

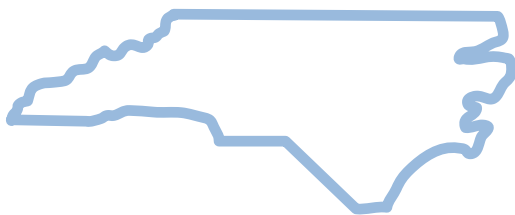
NCBM's research, conducted by APCO Insight from April 29th to May 4th, 2021, surveyed a representative sample of **1,000 North Carolina** residents from across the state. Particularly as the data was gathered during open enrollment



for Medicaid Managed Care, the results were surprising: drastically low awareness of the upcoming transformation across every region, but strong positive opinions from respondents once they were made aware.

## Awareness of Medicaid Managed Care and Transition

NCBM's research shows a vital need for more awareness of the transformation to Medicaid Managed Care which will impact millions of North Carolinians.



**62%**

of participants knew very little or nothing about the transformation prior to this survey, including 43% of Medicaid beneficiaries

**2 out of 3**

North Carolinians know very little or nothing about Medicaid Managed Care

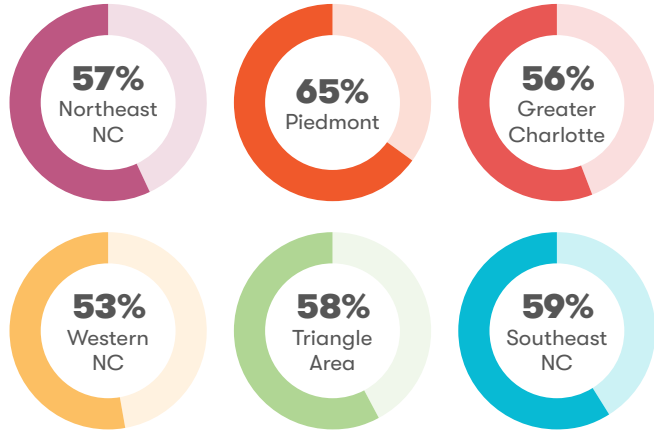
**July 1<sup>st</sup>**

Day that the Medicaid Managed Care transformation will take place in North Carolina



## Opinions of Medicaid Managed Care and Transition

Once provided with baseline information on Managed Care, support for the transformation increased by 23 points, with strong approval from North Carolinians across all regions:



NCBM saw similar levels of support from survey respondents across gender and education, with an especially high percentage of **Millennials (73%)** and **Black North Carolinians (73%)** in

favor of the transformation. There was also bi-partisan support for the transition to Managed Care with a majority of Democrats and a plurality of Republicans supporting the transformation.

**70%**

had a positive impression when they learned about Medicaid Managed Care improving access to preventative health and wellness programs.

**68%**

approved of Medicaid Managed Care's ability to drive down long-term health care costs by addressing critical health and social needs and decreasing in-patient stays and readmissions.

**67%**

had a positive impression of Medicaid Managed Care's ability to improve access to care for North Carolina's most vulnerable populations.

## Additional Information

The data were weighted by age, gender, race, and educational status to provide a representative sample of North Carolina residents. The online survey has a margin of error of ±3.1.

### Demographics of Survey Respondents

