



Gainwell Community Engagement Verification Pricing

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gainwell.

Community Engagement Verification - Flexible, Low Cost, High Confidence

Product Description

Gainwell's Community Engagement Verification (CEV) is a comprehensive technology and services solution designed to help states' Medicaid programs meet H.R. 1 Community Engagement requirements while delivering a seamless member experience. The solution connects to Eligibility & Enrollment (E&E) systems through batch files and ready-to-use APIs, leverages trusted data, and speeds reviews with AI-assisted document verification. Members receive clear next steps through portal, text, email, IVR, or mail, plus closed-loop referrals to workforce and community services through our partner network.

Key Features

The following are key features of our offering, aligned with CMS's definition of Minimum Viable Product:

- Flexible, low-cost, and high confidence solution
- Configurable business, policy, and workflow rules
- High-precision matching and identity checks
- Medicaid-focused AI tools built in at every step of the process
- Real-time dashboards and reports that show program efficiency, effectiveness and KPIs
- Intelligent Contact Center elevates user experiences across channels and supports quick and easy resolution

Key Benefits

- Portable, agile, interoperable, and self-contained platform
 - Portable, flexible, and nimble to address assumed future mandatory changes
 - Standard portal for member engagement is included
 - Opportunity to integrate with any state app/platform and/or Gainwell's Mobile Digital Platform
 - Easy to use for system administrators (review reports, request additional data, etc.)
- Fast implementation, low-cost solution
 - Full Implementation within 90 days for standard product
 - Fast, minimum cost & risk implementation
 - Limited up-front implementation cost to state
 - No need to hire service staff; end-to-end service model
 - Potential to add on continuous monitoring / coaching module to minimize impact to the state
- Member-centric omnichannel engagement
 - Focus on ease of use for the member
 - Member-centric engagement; drives participation
 - Currently in-use omni-channel communication capabilities
 - Call center optimized with intelligent chat
- Expertise in Medicaid data matching & verification
 - Successfully deployed for over two decades
 - Has been used across two HMS products: Dependent & Residency Verification
 - Expertise with Medicaid data matching & verification on 70M members
 - Reduces inaccurate determinations and complaints
 - Automated data exchange (APIs) with systems of record

- Medicaid-focused AI models
 - Verification of large amount of match data for quality, usage and confidence
 - Focus on reducing human burden of document processing
 - End to end operations supported by AI & Automation
- Embedded FWA monitoring
 - Fraud, waste, and abuse efforts supported by AI
 - Expert teams to help states navigate changes
 - Opportunity to bundle other FWA products (e.g., residency verification)
- Effective solution
 - Cost-efficient PMPY model (per cycle) / tiered pricing based on number of members to be verified
 - Closed loop referral system for job opportunities with soft landing page, smart interactive chat to guide members to opportunities

Pricing

Base Platform Licensing

- Gainwell's Community Engagement Verification (CEV) is a comprehensive technology and services solution designed to help states' Medicaid programs meet H.R. 1 Community Engagement requirements while delivering a seamless member experience. The solution connects to Eligibility & Enrollment (E&E) systems through batch files and ready-to-use APIs, leverages trusted data (that can be tailored to state specific needs), and speeds reviews with AI-assisted document verification. Members receive clear next steps through portal, text, email, IVR, or mail, plus closed-loop referrals to workforce and community services through our partner network.

Example Pricing

DDI & PMPY		List price
Scale	Applicable populations that are in scope for HR-1 Community Engagement Requirements	
Standard Implementation	One Time	\$2M
Ongoing Operations	Per-Member-Per-Year	\$50

Standard Implementation includes the following functionality:

Core Functionality

- CEV solution is designed as a cloud-native, scalable platform, leveraging the flexibility, security, and reliability of cloud infrastructure. It is delivered as a SaaS solution, allowing rapid deployment ensuring high availability and seamless scalability to accommodate growing workloads and user demands.
- Architecture is centered around efficient data ingestion and processing via data pipeline. Solution ingests data from multiple external sources (at least one commercial) via file uploads as well as external API calls, ensuring that both batch and real-time data feeds are supported. Once ingested, the data is processed through a robust pipeline that enables verification, enrichment, and validation, before being routed for consumption by downstream modules or user interfaces.
- The solution supports multi-channel outreach, integrating technology-enabled communication channels such as emails, text messages, robo-calls and other automated notifications. In addition,

manual outreach is facilitated through case workers, enabling a hybrid approach that balances automation with human judgment for high-touch scenarios.

- A key differentiator is our advanced AI matching algorithm, which ensures accurate identification, linking, and reconciliation of member & community engagement entity data received from multiple sources. This is complemented by a robust compliance determination framework, which enforces customizable business rules, regulatory requirements, and auditability across all transactions and activities. These features collectively enable high data integrity, precise targeting, and adherence to compliance mandates.
- The solution is designed for seamless integration with existing systems and third-party platforms. It supports SFTP for secure file transfers, SSO for identity management, API-based integrations, and other standard interfaces. This flexibility allows organizations to connect our platform with internal systems, external partners, and various data repositories with minimal configuration effort, supporting smooth workflows and data consistency.
- All modules run entirely in the cloud environment, benefiting from cloud-native services for compute, storage, security, and monitoring. Platform is ARC-AMPE compliant in terms of security standards. This ensures reliability, scalability, and cost efficiency, while providing the foundation for AI/ML-powered automation and analytics capabilities.
- In summary, our solution combines cloud-native architecture, AI-driven intelligence, multi-channel outreach, compliance enforcement, and robust integration capabilities, delivering a technically resilient platform that meets modern enterprise needs for efficiency, accuracy, and scalability.

Community Engagement / Work Requirements Verification Process

