



Gainwell Community Engagement Verification Service Description

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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.

Solution feature summary

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

- API-based connections to eligibility and enrollment systems to receive in-scope member information (before or after scrubbing for exemptions)
- Data-based verification from federal, state, and at least three commercially available data sources
- Tech-enabled outreach to guide members to member portal for user-permissioned verification and document uploads.
- Web based member portal.
- Omni-channel contact center to conduct outreach to engage members.
- Soft-landing page to guide unqualifying members to job and community engagement resources.
- Basic reporting package

In-Scope Functionalities

1. **Platform:** 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 to ensure high availability and seamless scalability to accommodate growing workloads and user demands.
2. **Data ingestion:** Architecture is centered around efficient data ingestion and processing via data pipeline. Solution ingests data from multiple external sources 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.
3. **AI matching algorithms:** Our intelligent AI matching algorithm 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.

4. **AI-enabled automatic verification:** Agentic AI is utilized to intelligently seek verification data for each member from federal, state, and at least three commercially available sources. It is trained to seek out a “match” based on cost and likelihood to find qualifying activity data for that member (e.g., based on historical verification cycles, a member may consistently demonstrate gig employment).
5. **Automated member outreach:** The solution supports multi-channel outreach, integrating technology-enabled communication channels such as emails, text messages, robo-calls and other automated notifications. Manual outreach is facilitated through case workers, enabling a hybrid approach that balances automation with human judgment for high-touch scenarios – see “contact center” functionality for additional details.
6. **Member portal:** Members who cannot be verified by automatic data matching will be directed via automatic outreach to our standard member portal. Within this portal, members can provide permission to verify their activities from third party data sources or upload documentation to verify qualifying activities, hours, wages, and track their completion of compliance requirements. They also have the ability to 1) request an exemption based on the exemption criteria and 2) access state resources for job, community service, and job training opportunities.
7. **Full stack contact center:** The solution is equipped with personnel and advanced technology that is required to outreach members and ensure maximum engagement. The contact center support model scales based on number of expected members that require verification; agents will be equipped with AI-enabled technology to receive inbound member inquiries, manually review documents, and perform outbound calls.
8. **Intelligent chat:** Embedded in the member portal is an intelligent chat bot “Gabby” that can answer questions from the member in-real-time as they navigate the standard verification process. When a question cannot be answered, the intelligent chat bot will handle a warm transfer to a live agent.
9. **Reporting and analytics:** Standard reports and insights will be available to the state to access in real time as well as retrospectively. This includes solution performance indicators (e.g., average document upload time), population verification summaries (% verified), and member-lever reporting. This will all be accessible via an administrative app, which can be configured to allow for single sign on by state administrators.
10. **API connections:** Our solution is connected through APIs to external data sources, including the state’s eligibility system. Through these connections, we can seamlessly ingest eligibility files and return “determinations” back to the state. The APIs are also the mechanisms by which we match members to income, volunteerism, education, and other qualifying activity data to complete the verification process.
11. **Modularity:** The solution is built modularly to support state customization; states can choose to adopt the full end-to-end solution or any combination of pieces of the full solution – which may impact the PMPY pricing provided.
12. **Interoperability:** 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. Platform is ARC-AMPE compliant in terms of security standards.

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.

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 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 verification solutions for over two decades
 - 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.

Community Engagement Verification Software Licensing

Licensing is \$50 per-member-per-year (PMPY) based on two 6-month verification cycles on average, for standard compliance product.

Implementation cost is \$2M for the standard compliance product that is aligned with CMS definition of Minimum Viable Product requirements.