

Medicaid Coverage Retention

CAPABILITY STATEMENT

The member-engagement layer for
Medicaid work requirements (H.R.1 / OBBBA)
EN + Spanish, native quality · CMS-aligned

We make sure eligible people don't lose Medicaid over paperwork. When work requirements take effect, most coverage loss is procedural — missed notices, language barriers, unclaimed exemptions. We build the member-facing layer the eligibility-system vendors don't: plain-language, multilingual notices, exemption education, and managed retention outreach.

Core competencies

- › CMS-compliant, plain-language enrollee notices (mail, SMS, IVR, email), comprehension-tested.
- › Native-quality multilingual member communications — Spanish first, plus threshold languages.
- › Exemption-education and exemption-claim campaigns for the eligible-but-confused.
- › Managed omnichannel retention outreach tied to a measurable retention KPI.
- › Member-comprehension testing and response / claim / disenrollment-risk reporting.
- › An “Am I exempt?” member assistant and self-serve member tools.

Differentiators

- › Purpose-built for the H.R.1 notice window — not a generalist agency.
- › Member-comprehension and multilingual quality as a discipline, not an afterthought.
- › Teams with eligibility-system primes; supports diversity / BEP participation goals (minority-owned).
- › Speed to the Aug 31, 2026 deadline: rapid notice/outreach packs in 2–3 weeks.
- › We complete the eligibility vendors; we do not build verification systems or compete for that seat.

How we engage

Aug 31 Notice & Outreach Rapid Pack \$25–50K · 2–3 wks
Procedural Disenrollment Risk Audit \$25–75K
Churn-Prevention Pilot (90 days) \$50–150K
Engagement Layer, Managed (ongoing) \$25–100K / month

Company snapshot

PRACTICE OF
Atypical Global, Inc. (Delaware
C-corporation)

BUSINESS MODEL
Services; minority-owned
(Asian-American-owned), pursuing MBE
certification

DELIVERY
US-based PM, QA & client comms;

NAICS codes

541613 Marketing consulting services
541930 Translation & interpretation
561422 Telemarketing / outbound
contact
541511 Custom computer programming
511110 / 323111 Publishing & printing

Differentiated NAICS / set-asides

Minority-owned business; available as
subcontractor to primes to meet diversity
/ BEP goals.

Contact

PHONE
(925) 858-8002

WEB
medicaid.atypical.global

INQUIRIES
Via the request form at
medicaid.atypical.global/#contact