

## Social Determinants of Health Application Frequently Asked Questions (FAQ)

1. *What is a tech-enabled solution?*

Tech-enabled solutions use existing technology to improve the efficiency or performance of a product or service. For the MIC Innovation Showcase, we are looking for tech-enabled solutions that offer a scalable product, service, or intervention to address the social needs outlined in the application. The solution may have a technology component that enables it to scale more effectively, such as virtual, mobile, or digital services, but will most likely also include a human component. Solutions do not need to be tech-only and may leverage navigators, community health workers, peer supports, clinical staff, and other workforce supported by technology.

2. *Can I apply if I'm not a tech-enabled solution or don't offer a technology component?*

MIC aims to identify scalable solutions where technology plays an important role to support efficient delivery of the solution. If you believe that your model can scale without technology, we invite you to apply, as we are interested in learning more.

3. *What kind of companies or organizations can apply?*

We invite both for-profit or non-profit organizations to apply. We are interested in identifying solutions that can scale across multiple states and are open to either for-profit products or scalable non-profit programs.

4. *Who is the intended buyer/customer for solutions?*

Since these solutions are intended to support Medicaid beneficiaries, the customer or buyer for the solutions will likely be Medicaid managed care plans in the three participating states. However, there may be solutions that target health care providers or community-based organizations, and we are open to seeing those solutions.

5. *Who is the intended user of solutions?*

The intended users of solutions to address food insecurity, housing insecurity, transportation insecurity, economic insecurity, or care navigation should be designed for Medicaid beneficiaries and their families. For the infrastructure and data tools area of focus, those solutions may target users within health care systems, health plans, or states, depending upon the solution.

6. *How much Medicaid traction should I have? Is Medicaid experience required?*

Medicaid experience is not required but strongly preferred. Since Medicaid can be complex, the health plans, states, and providers are looking for organizations who understand how to partner

with those serving Medicaid enrollees. There is also interest in ensuring the solutions are designed for and not just adapted to Medicaid enrollees and their needs.

7. *Can I apply to multiple areas of focus?*

Yes, you are welcome to apply to multiple areas of focus. You must select a minimum of one area of focus.

8. *Should I apply if my company is not ready to launch in these cohort states? Should I apply if I am only currently active in a non-cohort state?*

You should only apply if you are able to scale to Iowa, Kentucky, and/or New York in the next 12 to 18 months. Solutions ready to deploy in all states are preferred, but we are open to considering solutions that can scale in at least one of the states.

9. *Can you clarify the entire application process?*

Applications must be completed within Gust, which can be accessed [here](#). Applications must be submitted by April 11, 2023 at 11:59pm CT.

After you submit your application, you will receive a hold on your calendar for the Innovation Showcase. *This does not represent a selection decision, only a confirmation of receipt of your application and a hold to block time, in the case you are selected to present.*

Following the close of the application period, MIC will facilitate a robust evaluation process which includes representatives from the state Medicaid departments, managed care plans, subject matter experts, investors, and consumers. A committee of stakeholders will review the solutions and select the top applicants to present at the Innovation Showcase on May 22, 2023.

If your solution is selected to present in the Innovation Showcase, MIC will inform you by May 12. You will then be invited to participate in the Showcase where you will have the opportunity to participate in deep dive breakout sessions where you can discuss and answer questions about your solution with interested plans and experts. Following the showcase, managed care plans and states will likely follow up with the organizations of interest.

10. *Is there a fee to apply?*

There is no fee to apply.

11. *In what format should I submit my recorded pitch?*

We recommend recording your pitch on Zoom and uploading the video as “unlisted” to YouTube, which makes it available by link only. If you have questions or concerns about uploading it to YouTube, please reach out to MIC at [info@medicaidcollaborative.org](mailto:info@medicaidcollaborative.org).

*12. Can I request an application extension?*

Unfortunately, no. Applications will be reviewed soon after the close of the application period, so we will not be able to extend the deadline beyond April 11, 2023.