HANDOUT C

CUSTOMER SERVICE CENTER (CSC)

The Department of Human Services has partnered with the Arkansas Foundation for Medical Care (AFMC) as its Customer Service Center (CSC) vendor.

The **ARHOME Community Engagement and Work Requirement** will launch in full on Jan. 1, and Medicaid expansion enrollees who are not exempt will be required to work, volunteer, or take classes for 80 hours a month to maintain their coverage. To help ensure beneficiaries understand how to meet the requirement, DHS has partnered with AFMC on a **Customer Service Center (CSC)**.

DHS will first attempt to conduct an automated, or ex parte, verification by checking data already available to the state to determine compliance. If this is successful, the individual will not be required to report. If it is not successful, a CSC representative will reach out directly to the individual by **phone, text, or email** to verify their status as either exempt, compliant, or non-compliant. The beneficiary may be required to submit information to demonstrate compliance within 30 days, and the CSC representative will provide details on what documentation is needed and how to provide it. The CSC can also make referrals to resources to help bring individuals into compliance.

The CSC will also perform additional systems checks and send follow-up emails and texts to beneficiaries as needed. The vendor has already begun messaging individuals who could not be confirmed as compliant during the soft launch in 2026.

Technology

AFMC will use a comprehensive platform called AFMC Engage that will be accessible to both DHS and AFMC staff. This will include a **customer relationship management** platform powered by Salesforce; an integrated community resource database through **FindHelp**; support for calls, texts, chat, and live multilingual communication; and AI tools to streamline processes.

Contract and staffing

DHS and AFMC have agreed to an initial 3-year term with an option for four more years. AFMC is dedicating 90 staffers to this project.