

FY 2019 Agency Accomplishments

MHBE Board Meeting
June 18, 2019

A banner year



RATES HAVE DROPPED FOR MANY OF OUR PLANS.

maryland health CONNECTION SEE RATES

THE BALTIMORE SUN

MONDAY, APR. 7, 2019

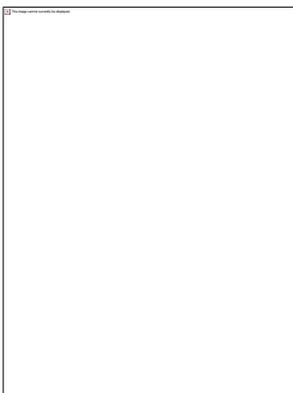
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If you don't have health insurance, Nov. 1 could be your lucky day



ASK FLORA YOUR VIRTUAL ASSISTANT

Hi, I'm Flora, your virtual assistant. How can I help you?

Flora at 2:32 pm

Maryland Health Connection

@MARYLANDCONNECT

sponsored by GetCoveredMD

NEED HEALTH INSURANCE?

See More



THE BALTIMORE SUN

LATEST NEWSPAPER TOP WORKPLACES

37°

State health exchange enrollment up, federal enrollment down in last week



Jenny Mancha Maryland Health Connection

11 Comments 5 Shares 1.8K Views



Stability

1

156,963 QHP
enrollments for '19

2

2.2% growth for '19

3

+3,000 households gained
private coverage on MHC

4

Uninsured rate remained
at historic low of 6.1%

Affordability

1

Largest Reinsurance program in US implemented

2

Avg. premium -\$77 for '19

3

Growth in lower deductible plans

4

29% bought platinum or gold

5

Proposed 2020 rates reflect impact from Reinsurance

Health Equity

1

Young adults = 30% of total enrollments

2

African-American enrollments +6%

3

Hispanic enrollments +2%

4

Growth in 16 of 24 counties, most in rural areas

5

Closing the gap between on- and off-exchange

Agency Engagement and Telling Our Story

- 1 More proactive media strategy
- 2 More ads, more enrollments
- 3 More strategic social engagement: 1,000+ gain
- 4 National model for 1332 Waiver
- 5 National and Regional Individual Recognition

Accessibility

1

Navigators assisted w/ 19,000 OE enrollments; 4,500 in final week

2

Mobile (438K visits) eclipses Desktop (331K) for 1st time

3

Call Center speed to answer halved to 5 minutes during OE

4

Another record year for "BATphone": 6,400+ transfers

5

MEEHIP: A new national model?

Accountability and Transparency

1

Clean audits

Privacy Impact Analysis:
Perfect "55 out of 55"

3

Working to be 1st CMMI-
certified agency in Md.

4

Richer data reports

5

Agency near full staff

Challenges and Opportunities

- 1 “New” enrollments
- 2 Growing SHOP
- 3 Fostering more consumer choice
- 4 Find ways to determine, publicize health outcomes



Questions?