

# Maryland Easy Enrollment Health Insurance Program Work Group Meeting

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March 9, 2020

# Agenda

## **10AM-10:05AM**

Welcome and Introductions

- *Stan Dorn and Deb Rivkin, Co-chairs of MEEHP Work Group*

## **10:05AM-11:05AM**

Program Updates

- *Stan Dorn and Deb Rivkin, Co-chairs of MEEHP Work Group*
- *Johanna Fabian-Marks, Director of Policy and Plan Management, MHBE*

## **11:05AM-11:20AM**

Marketing Updates

- *Maggie Church, Communications Manager*

## **11:20AM-11:25AM**

Maryland Citizen's Health Initiative Focus Group Discussion

- *Stephanie Klapper, Deputy Director, Maryland Citizen's Health Initiative*

## **11:25AM-11:50AM**

Next Steps Discussion

- *Stan Dorn and Deb Rivkin, Co-chairs of MEEHP Work Group*
- *Johanna Fabian-Marks, Director of Policy and Plan Management, MHBE*

## **11:50AM-12PM**

Public Comment

## **12PM**

Adjournment

# Program Updates

The background features a solid teal color with a decorative pattern of four overlapping, semi-transparent teal circles arranged in a cross-like pattern, centered behind the text.

# Data Update

- As of the beginning of March, more than 18,000 taxpayers have checked the box on their tax return to receive further information about enrolling in health insurance coverage.
- Developing addition to MHBE monthly data report that will provide number checking the box, applying for coverage, and enrolling in coverage, and breakdown by county, age, income, and eligibility for Medicaid and APTC.

# Easy Enrollment Implementation Phases

## Phase 1 (*2020 Tax Filing Season for Tax Year 2019*)

- Provide informational notice and SEP to individuals who check the box and are eligible for coverage through Medicaid or MHC

## Phase 1.5 (*2021 Tax Filing Season for Tax Year 2020*)

- Opportunity to make advancements in outreach and connection to MHC
- Additional year allows for robust stakeholder engagement in development of Phase 2 tax form and notices, Comptroller, MHBE, and MDH systems development, and coordination with federal partners

## Phase 2 (*2022 Tax Filing Season for Tax Year 2021*)

- Goal: Auto-enroll Medicaid-eligible individuals and provide a full eligibility determination to QHP-eligible individuals

# Easy Enrollment Current and Proposed Timelines

Current Timeline		2020												2021											
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Programmatic & Stakeholder Engagement Activities	2019 Tax Filing - MEEHP Phase 1	■	■	■	■																				
	Draft proposed Phase 2 tax form changes	■	■																						
	Share proposed changes with stakeholders, incorporate feedback			■	■																				
	Finalize 2020 tax forms					■																			
	Educate tax preparers on new forms					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Analyze results of MEEHP Phase 1					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Based on tax forms, draft proposed notices						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Share notices with stakeholders & incorporate feedback													■	■										
	Educate public on new forms																								
	2020 Tax Filing - MEEHP Phase 2																								
IT/Systems Activities	Gather MHBE bus. req'ts for Medicaid auto-enrollment, QHP eligibility det.	■	■	■	■																				
	Preliminary HBX system design	■	■	■	■																				
	System development & unit testing			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	System, load, and integration testing; Stakeholder testing & signoff																								
	System/Operational readiness testing																								

- Stakeholder feedback on Phase 2 tax forms & notices
- Programmatic activities
- Tax filing season
- Phase 2 tax forms finalized
- IT/systems activities

Proposed Timeline		2020												2021											
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Programmatic & Stakeholder Engagement Activities	2019 Tax Filing - MEEHP Phase 1	■	■	■	■																				
	Draft proposed Phase 2 tax form changes	■	■	■	■																				
	Share proposed changes with stakeholders, incorporate feedback					■	■	■	■																
	Analyze results of MEEHP Phase 1					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Based on tax forms, draft proposed notices																								
	Share notices with stakeholders & incorporate feedback																								
	Test proposed forms & notices with consumers																								
	Share consumer feedback with stakeholders, incorporate as appropriate																								
	2020 Tax Filing - MEEHP Phase 1																								
	Finalize 2021 tax forms																								
IT/Systems Activities	Gather MHBE bus. req'ts for Medicaid auto-enrollment, QHP eligibility det.	■	■	■	■																				
	Preliminary HBX system design	■	■	■	■																				
	System development & unit testing			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	System, load, and integration testing; Stakeholder testing & signoff																								
	System/Operational readiness testing																								

# Discussion

- Are there any activities that it would be helpful to add to the timeline?
- What are meaningful and feasible steps we could take for Phase 1.5?
- Are the previously established task groups still the right groups given the new timeline?
  - Phase II Implementation
  - FAQ, Outreach, and Education
  - Data, Analysis, and Metrics

# Maryland Easy Enrollment Health Insurance Program: Marketing Efforts

MEEHP Advisory Group  
March 9, 2020

Maggie Church,  
Communications Manager



# Easy Enrollment Messaging

- Kickoff press conference with Oriole Eddie Murray
- Webinar for tax partners, brokers, consumer assistance organizations with 100+ attendees
- MarylandHealthConnection.gov
  - Message on home page
  - And an [Easy Enrollment](#) page:
- Emails to partners sharing [Social press kit](#)
- Emails to consumers Feb – April about checking the box and next steps
- Easy Enrollment 2 minute [video](#)
- [Blog](#)
- Press release announcing the program
- Press release announcing the first consumers to check the box
- \$70K on digital advertising

**UNINSURED?  
CHECK THE BOX! ✓**

Hello,

This tax season, uninsured Marylanders will have a new chance to get quality, affordable health insurance. This innovative program, called [Maryland Easy Enrollment Health Program](#), offers uninsured Marylanders a special enrollment period to sign up for free or low-cost health coverage when they file their taxes. All they have to do is check a box on their tax forms!

We are excited about this program and believe it will be a big step in closing the uninsured gap across Maryland. We hope you will help us spread the message.

**You Can Help!**

- Spread the word with easy-to-share social media graphics and newsletter language: [thesocialpresskit.com/marylandconnect](#)
- Read and share our [blog post](#) explaining the program
- Join us on **Wednesday, Feb. 5 at 2 p.m.** to learn more about the program. To join the webinar, please [click here](#). To join by phone, please dial **+1 470-228-6181 PIN: 107 689 498#**

**MARYLAND FORM 502 RESIDENT INCOME TAX RETURN**

2019  
Page 2

Name \_\_\_\_\_ SSN \_\_\_\_\_

**MARYLAND HEALTH CARE COVERAGE**  
See Instruction 30.

Check here  if you do not have health care coverage DOB (mm/dd/yyyy) ▶ \_\_\_\_\_

Check here  if your spouse does not have health care coverage DOB (mm/dd/yyyy) ▶ \_\_\_\_\_

Check here  I authorize the Comptroller of Maryland to share information from this tax return with the Maryland Health Benefit Exchange for the purpose of determining pre-eligibility for no-cost or low-cost health care coverage.

E-mail address ▶ \_\_\_\_\_

1. Adjusted gross income from your federal return ..... ▶ 1. \_\_\_\_\_

# Easy Enrollment Messaging

## Follow up communication

- Send letter shortly after checking the box.
- Send two emails to people who provided email address (Weekly on Tuesday)
- Continue regular chase campaign emails once they start application
  - Consumers receive three emails, one every three days, if they've started the application process.
- A/B test: Send the first group of households a postcard toward the end of their 35 days to remind them to enroll.

A decorative graphic on the right side of the slide, consisting of several overlapping, rounded leaf-like shapes in various shades of purple, arranged in a vertical column.

# MD Citizen's Health Initiatives Focus Group Discussion



# Next Steps Discussion

# Next Steps

- Letter to Legislature regarding updated timeline
- Convene task groups
- Others?

# Public Comment

