

Small Business Programs Advisory Committee (SBPAC)

Meeting 4: April 26, 2023

Maryland Open Meetings Act disclaimer: Meetings are recorded and posted on MHBE's website along with meeting minutes and presentation slides

Agenda

1:00 - 1:30

Networking Session

1:30 - 1:40

Welcome, Agenda, Meeting Minutes

Jon Frank & Lane Levine, Co-chairs

1:40 - 2:15

Small Business Education & Outreach

Theresa Battaglia, Small Business Outreach Manager

2:15 - 2:30

Preferred Broker Program

Mimi Hailegeberel, Small Business Programs Manager

2:30 - 2:50

Discussion

2:50 - 3:00

Public Comment



Approve Meeting Minutes

January 25th Meeting Minutes

- Meeting minutes were emailed to members on March 7th
- Member comments/feedback on meeting minutes

Follow up Items

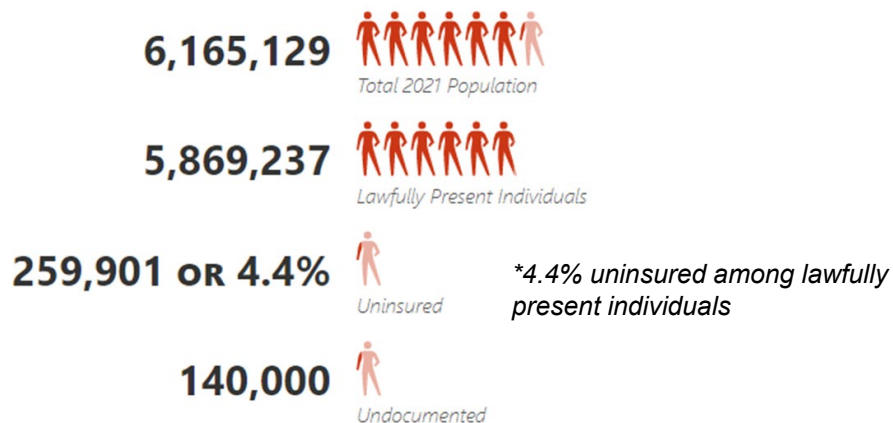
Uninsured Data

- Follow up items from February 2023 uninsured data presentation
- MHBE is unable to provide data slice and drill down view of uninsured populations as requested by members due to data provided is used for:
 - National survey and not Maryland specific.
 - High-level data for informational purposes.

Uninsured Data Recap

- More than half uninsured
Marylanders are employed but remain uninsured.

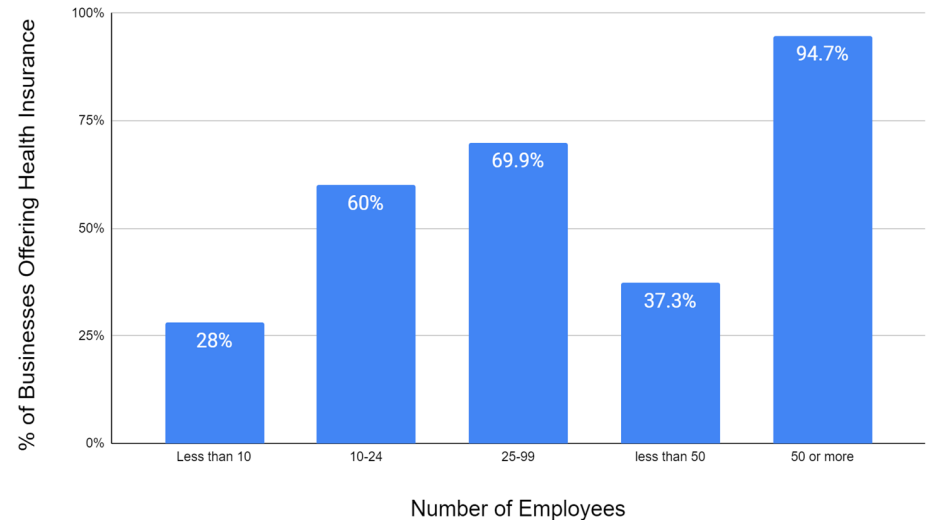
UNINSURED MARYLANDERS



Businesses offering Health Insurance (%)

- Market opportunity in the under 10 Small Businesses; 72% do not offer a plan to their employees.
- Common reasons Small businesses with under 10 employees may not offer health insurance include; high premiums, limited tax credits, lack of participation, and administrative burden.

Percent of Businesses Offering Health Insurance by Number of Employees



Source:

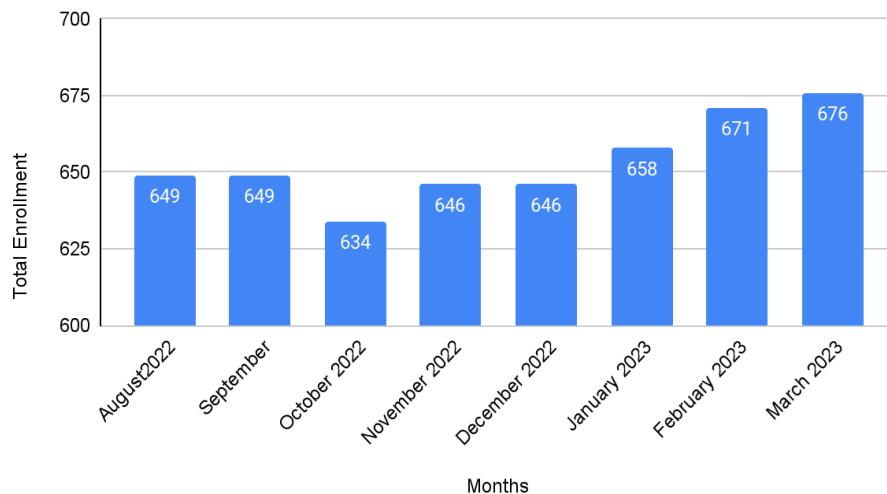
"Why Small Businesses Do Not Offer Health Insurance," Urban Institute, 2016

Small Business Health Options Program (SHOP) Market Research," Maryland Health Benefit Exchange, 2017 "Healthcare and Life Sciences," Maryland Department of Commerce Agency for Healthcare Research and Quality. (2020). Center for Financing, Access and Cost Trends: 2020 Medical Expenditure Panel Survey- Insurance Component

Small Business Enrollment

- Covered lives have increased in the 1st quarter of 2023.
- Factors for increased numbers- employers taking advantage of waiver of participation period also known as Open Enrollment period for small businesses and MHC Small Business enrollment guideline and implementation support.

MHC Small Business 2022-2023 Covered Lives



Recap of Workgroup Recommendations

- Increase marketing and outreach to small employers and their employees to educate them about coverage options.
- Small Business Outreach and Marketing to include workshops, training, and events.
- Financial incentives for employers hosting an enrollment event for employees;
- Branding that shows public support of their employees' healthcare.

SB59/HB107- Update

- Outreach for small employers about health coverage.
- Maryland has limited funding for this year; legislators requested MHBE reach out about funding for the program next year.
- MHBE identified opportunities to connect and work with state agencies. Chair Joseline A. Peña-Melnyk agreed to help facilitate these partnerships.

Marketing Brand Update

- New MHC for Small Business approved logo.





Small Business Outreach Program

MHC for Small Business

Goals:

- **Prioritize helping small businesses** and their employees connect to health coverage easily;
- **Increase** Health Insurance literacy for Maryland small businesses;
- **Cultivate partnerships with state agencies** to educate small business owners about Maryland Health Connection for Small Business;
- **Establish and strengthen** relationships with brokers and external stakeholders;.
- **Increase** overall small business enrollment.

Effective and Efficient Outreach Plan

Elements to developing an effective and efficient outreach plan:

- Understanding the target audience: small businesses & non profit organizations
- Proactive
- Community partnerships
- Engage in-person
- Responsive to audience needs

State Agencies Collaboration

- Connect and maintain partnerships with state agencies;
- Participate in statewide special events, MHC sponsored conferences, and broker events;
- Guest presenter at state agency webinars, private organizations;
- Social media platforms in print and online communications such as newsletters, blogs, and podcasts to expand our marketing outreach efforts and increase health insurance enrollment among small business and nonprofit employers and employees.

Maryland Department of Labor

- Attend meetings with Business Development team to discuss helping small businesses get health care resources via MHC for Small Business;
- Schedule individual in-person and hybrid meetings with each regional representatives to plan meeting with small businesses;
- Partner with Work Smart Maryland Business Solutions & Maryland Business Works for educational opportunities;
- Presented MHC for Small Business to 11 regional business managers working directly with small businesses;
- Programs provide successful incumbent worker training for small businesses.

Maryland Department of Labor, Cont...

- MHC for Small Business website links being considered for placement on various sites as a resource tool by Maryland Department of Labor.
- Links will direct small businesses to the Maryland Health Connection page and additional fact sheets about health coverage and savings.
- Health care tax credit eligibility information also available on Maryland Department of Labor's website.
- MHC for Small Business to partner with Maryland Department of Labor at events and conferences for outreach to small businesses.
- Articles to be sent to Benchmark of Success newsletter business subscribers.

Maryland Department of Commerce

- Partner with senior regional department, regional growth & retention.
- Plan events and webinars with regional commerce representatives.
- Promotional partner with the Department of Commerce Maryland Business Pulse newsletter.
- Provide links, fact sheets and resources to partner and promote on the Department of Commerce's website.

Governor's Office of Small, Minority & Women Business Affairs (GOSBA)

- Participate in a Small Business Connection webinar;
- MHC for Small Business will be featured in GOSBA annual ***Expanding Opportunities*** magazine to showcase how MHC has helped small businesses thrive in Maryland;
- Top Small Business broker will be showcased and quoted in magazine;
- MHC for Small Business will partner with the GOSBA at events and conferences to provide outreach materials and resources to small businesses.

Maryland Department of Assessment and Taxation

- A partnership has been developed with the project manager of *Maryland Business Express*, a website specifically for small businesses.
- <https://businessexpress.maryland.gov/>
- MHC for Small Business link will be listed on the *Start Your Business* category and Under Maryland Workforce Development - Grow Your Business <https://businessexpress.maryland.gov/grow/workforce>

Maryland Insurance Administration

- Participate in webinars: Lunch with MIA series. Schedule webinar on July 18 at 12 noon to educate small businesses about the MHC for Small Business.
- Partner with MIA at statewide conferences and events.
- Provide MHC for Small Business links, fact sheets and resources to partner and promote on MIA's website.

MarylandSaves

- MHC for Small Business partnered with MarylandSaves for small business health insurance and retirement savings.
- Joint live Facebook opportunities and webinars being planned for small businesses.
- Opportunities for small businesses to learn about MHC for Small Business group health insurance and MarylandSaves retirement savings.

State Agencies - Developing Partnerships

- **Maryland Department of Transportation - Maryland's Official Certification Agency**
 - Airport Concessionaire Disadvantaged Business Enterprise (ACDBE)
 - Disadvantaged Business Enterprise (DBE)
 - Minority Business Enterprise (MBE)
 - Small Business Enterprise (SBE)
- **Maryland Department of Natural Resources**
 - MHC for Small Business could conduct outreach on health insurance coverage options.
 - Annual list of Marylanders applying for/renewing commercial fishing licenses needed for outreach.

State Agencies - Developing Partnerships, Cont...

- **Maryland Board of Public Works**
 - MHC for Small Business would work with the Board to align communications to state contractors who do not provide insurance for their employees to promote opportunities for small businesses to do so.
- **Maryland Department of Information Technology**
 - Partnership with Maryland DoIT to display MHC logo with link to website on all state agency pages.

MD Small Business Administration

- MHC for Small Business will be participating in the Maryland Small Business Week Awards Luncheon on June 8 at Martin's West with the honorable Governor Moore and U.S. Senator Ben Cardin to recognize small business success in Maryland.
- MHC for Small Business was invited to be an exhibitor to showcase our program, network and distribute collateral materials.

Partnership Channels

Custom Partnerships with large-scale organizations

- Maryland Chamber of Commerce
- Maryland Hispanic Chamber of Commerce
- Maryland Nonprofits
- Capital Region Minority Supplier Development Council
- MD-based nonprofit orgs
- National Association of Benefits and Insurance Professionals

Statewide Outreach with extensive contacts and/or communications channels

- State agencies with licensing or similar required connections
- Trade associations (restaurant, beauty, childcare, etc.)
- Latino Economic Development Center
- Social media influencers

Hyper-Local Outreach resources for brokers and navigators

- Local co-working spaces
- Direct outreach to small businesses
- Follow up with local Chambers (building of statewide relationship)

Networking organizations

- Maryland 10,000 Small Business network: JHU, Morgan University and CCBC
- Baltimore Business Journal Networking events and publication opportunities
- The Baltimore Times, publisher, partnership-minority small business
- American Marketing Association - MD networking events
- LinkedIn Networking Events
- Downtown Partnership - opportunities to meet with small business leaders, owners

Outreach

- **Events and conferences**, including booth space, sponsorship to raise awareness (e.g., as the named sponsor for the event Wi-Fi), advertising on-site, or communications to attendees.
 - To support outreach efforts directly targeting small business owners and employees, materials will be created and distributed at events.
- **Direct mail** or similar distribution methods based on lists provided by partners.
- **Social media** to be posted by Maryland Health Connection or partners to promote relevant dates, educational information, etc., including a LinkedIn strategy.
- **Earned media** through business- or trade-focused publications and media outlets.

Outreach: Branded Materials

- **Fact sheets**
- **Giveaways** to draw potential customers to event booths/tables (such as thumb drives, water bottles, etc.)
- **Future Goal:** Health Insurance Friendly Business branding for employers website, social media and business-front to show their support for employees' health care

Video Content

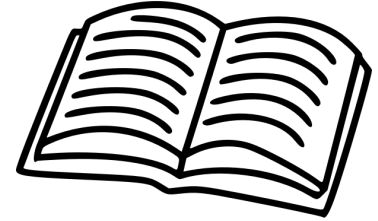
- **What is MHC for Small Business?**
- **About the Small Business Tax Credits**
- **How to get help** (promoting broker and navigator support)
- **Testimonial** broker provided testimony from satisfied small business



Educational Materials for Employer

- Overview of why employers offer health insurance benefits.
- Financial considerations including taxes, payroll and tax credit.
- What are the administration considerations including enrollment, contracting and compliance.
- What are the strategies Employers use to provide health coverage?
- Provide guidance on next steps/assist employer take action to get employees covered.

MHBE Small Business Health Insurance Outreach & Education: Employer Guide



- Introduction to Maryland Health Connection for Small Business
- Health insurance terms & definitions
- Group Coverage Eligibility
- Employer Contribution
- MHC Employer Options
 - Marketplace Private Health Plans
 - Traditional Small Group Plans
 - ICHRA Plans (Individual Coverage Health Reimbursement Account)
- Health Insurance Tax Credit
- Offered Carriers/Issuers
- Medical
- Dental
- Wellness
- Step by step guide to enrolling
- Work with an MHC authorized broker

MHBE Small Business Health Insurance Outreach & Education: Employee Guide

- Introduction to Maryland Health Connection for Small Business
- Health Insurance 101- Why is health insurance important?
- MHC Employee Coverage Options
- Offered Carriers/Issuers
- Medical
- Dental
- Wellness
- Step by step guide to enrolling



Outreach & Education Discussion

- Are there other state agencies that MHBE should consider collaborating with?
- What other contents should MHBE consider adding to the Employer/Employee Guides?
- Which modes of communication are most effective in reaching Small Businesses?
 - Are there any other factors to consider?
 - What should be prioritized from the presented information?
- Would the information presented today motivate Small Businesses to take action? If not, what else could help?

Preferred Broker Program

Brokers

- Brokers are licensed professionals who help individuals and businesses purchase health insurance plans.
- They help small businesses access a wide range of health insurance options and navigate plan selection and enrollment.
- Brokers offer guidance and consultation to small business owners seeking to provide health insurance to their employees.
- They receive compensation from the insurance carriers they work with.

Key Roles of a Broker

- Brokers educate small business owners on health insurance plans and key terms
- Brokers compare plans from different carriers to find the best plan for employees
- Brokers administer health insurance plans and help with enrollment and changes to coverage
- Brokers act as advocates for small businesses with insurance carriers
- Brokers stay up-to-date on industry changes and provide small business owners with the latest information.

MHC Collaboration with Brokers

- Over 1200 authorized MHBE brokers
- Approx 520 authorized small business brokers (as of 4/19/23)
- 51 actively submitting new or renewing their existing groups

Collaboration ideas:

- Provide training & guidance to brokers
- Connect MHC authorized brokers with interested small businesses
- Assist brokers with group implementation

Top 100 MHC Brokers

- Top brokers are authorized MHBE individuals and/or Small Business agents who have enrolled the highest number of individuals or groups during O/E 2022-2023.
- Top 100 brokers selected based on production records analysis in MHC Individual and Small Business markets during O/E 2022-2023

Perks for Top 100

Preferred Brokers could be provided access to:

- Recognition of achievement by authorized brokers in various categories
- Referral program and priority for referrals through MHC platform
- Special consideration for MHBE-sponsored events
- Access to system functionality testing and input and pilot programs
- Digital Badge for broker profile
- Free Continuing Education Credit Courses, training programs

CE Credits & Training Program

- All licensed insurance producers, regardless of age, are required to comply with Maryland's continuing education requirements. (COMAR 31.03.02.03)
- Continuing Education (CE) requirements are mandated in every state and must be completed by all insurance license holders
- MHBE has started communication with MIA for information on becoming an authorized provider of Continuing Education Credits
- MHBE is exploring providing a curriculum and creating relevant health insurance webinar courses for brokers to enroll, complete courses and redeem credit hours necessary for CE credits

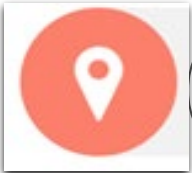
Broker Achievement Award- Spring 2023



Date: May 8, 2023
Time: 1-3 PM



Invitation: 1000+



Location: Virtual/FB
Live Stream



Host: MHBE Executive
Director, Michele Eberle
Attendance:

2023 Broker Achievement Award Categories

**Top Broker:
Individual Market**



**Top Broker:
Small Business**



**Top Broker:
Broker Assistance
Transfer (BATPhone)**



2024 Broker Achievement Award Categories

Additional opportunities for brokers to win

- Rising Star Awards- new brokers
- Recognition of top 10 brokers in each market segment



Discussion

Discussion

- Based on the information presented today, what additional strategies can the MHBE use to both attract and retain brokers to promote a range of healthcare plans including ICHRA plans, tax credits, individual plans (where necessary), and traditional Small Group plans?
- What are ways for MHBE to promote health insurance literacy and ensure that employers understand their coverage options?



Public Comment



Appendix

Small Business Owners' Views on Health Coverage and Costs (National Perspective)

- In 2019, the Commonwealth Fund conducted a national survey of small employers to better understand their perspectives on rising health care costs and prices
- “Outside of costs, which one of the following do you consider the **biggest challenge** when it comes to providing health care coverage to your employees?”
(1st & 2nd choices combined)
- “Indicate [which] solution would be **helpful for you to reduce** health care **costs**.”
(Response of very or somewhat helpful)



43%

Lack of
choices in
health care
plans



32%

Inability to
get clear,
unbiased
information/
data to make
purchasing
decisions



27%

Time required
for
administration
/paperwork

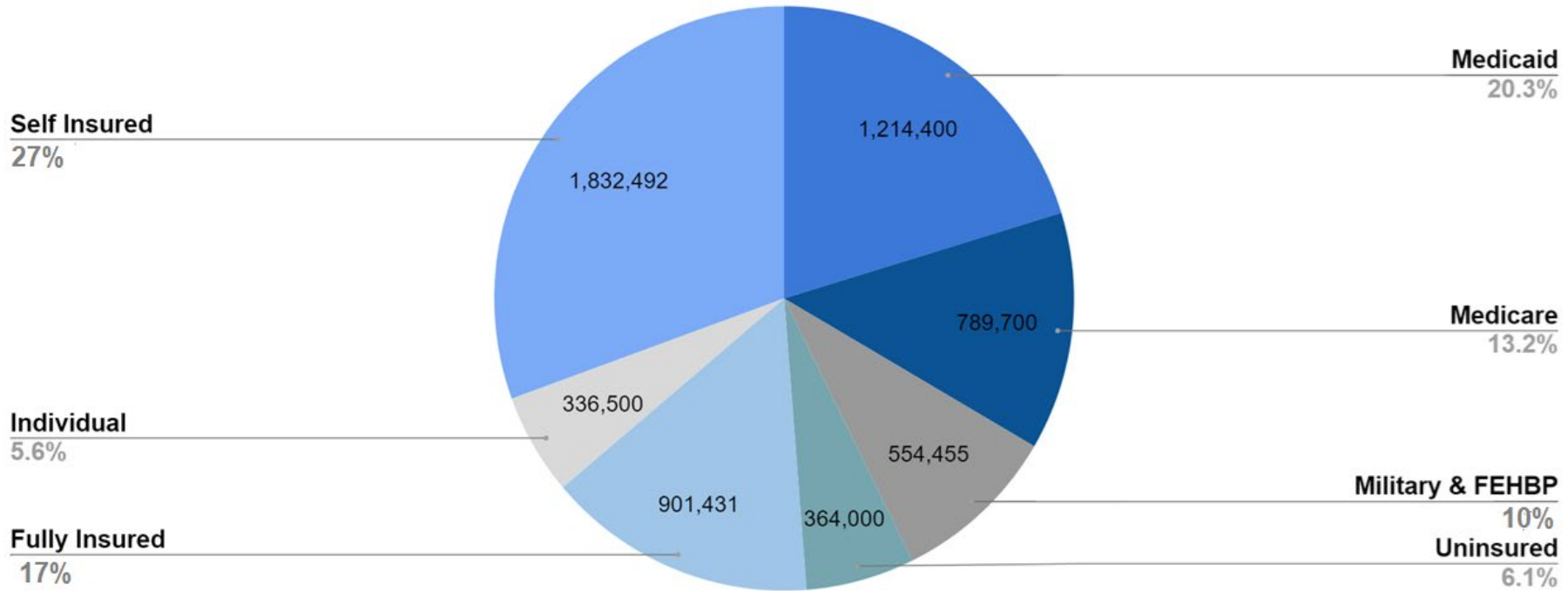


91%

Provide
employers
unbiased
information

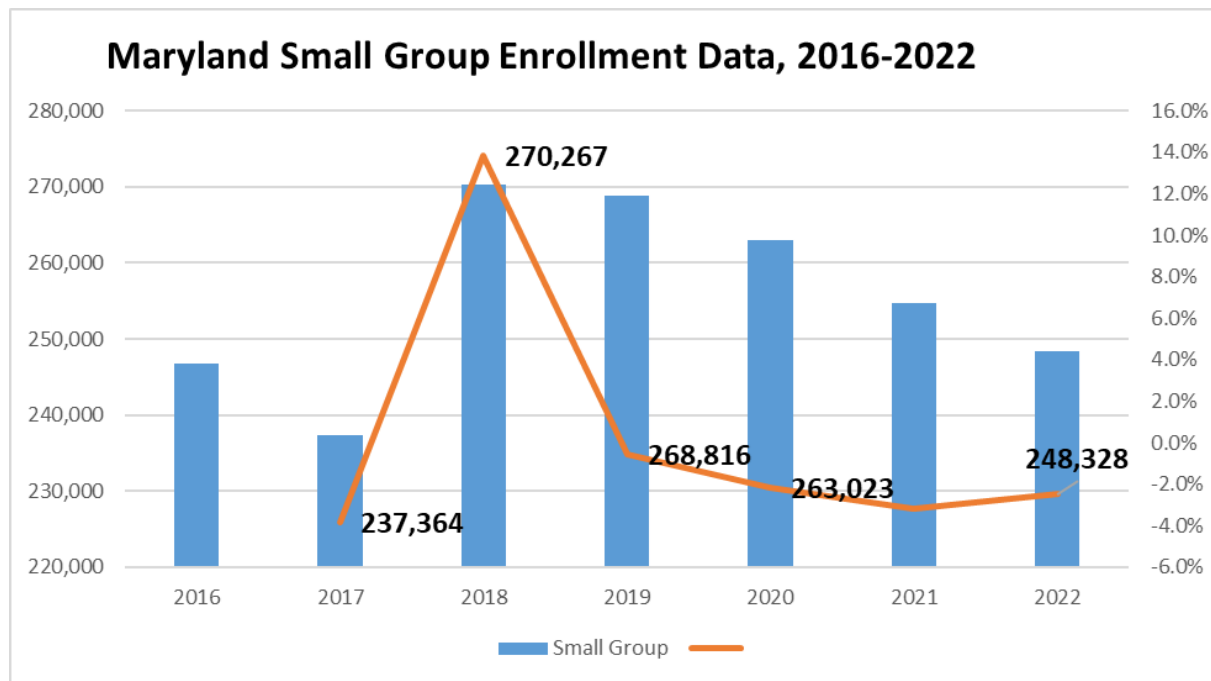
<https://www.commonwealthfund.org/publications/issue-briefs/2019/sep/small-business-owners-views-health-coverage-costs>

Maryland 2021 Health Insurance Landscape



Maryland Small Group Enrollment

- On and off Exchange traditional Small Group enrollment peaked in 2018 and has decreased by an average of 2% per year since 2019.



Maryland Small Group Enrollment

| Date | Enrolled # | Enrolled % |
|------------------|----------------|--------------|
| 3/31/2016 | 246,814 | 0 |
| 3/31/2017 | 237,364 | -3.8% |
| 6/30/2018 | 270,267 | 13.9% |
| 7/31/2019 | 268,816 | -0.5% |
| 6/30/2020 | 263,023 | -2.2% |
| 6/30/2021 | 254,654 | -3.2% |
| 3/31/2022 | 248,328 | -2.5% |

Avg Approved Rate Changes

| Date | Avg % |
|-------------|-------------|
| 2016 | -1.8% |
| 2017 | 3.3% |
| 2018 | 1.9% |
| 2019 | 5.0% |
| 2020 | 3.0% |
| 2021 | 2.3% |
| 2022 | 5.0% |
| 2023 | 7.6% |

*About 248,000 Marylanders are impacted by the approved small group rates

*The primary driver of 2023 increase is higher than anticipated trend levels

UNINSURED MARYLANDERS

6,165,129



Total 2021 Population

5,869,237



Lawfully Present Individuals

259,901 OR 4.4%



Uninsured

**4.4% uninsured among lawfully present individuals*

140,000



Undocumented

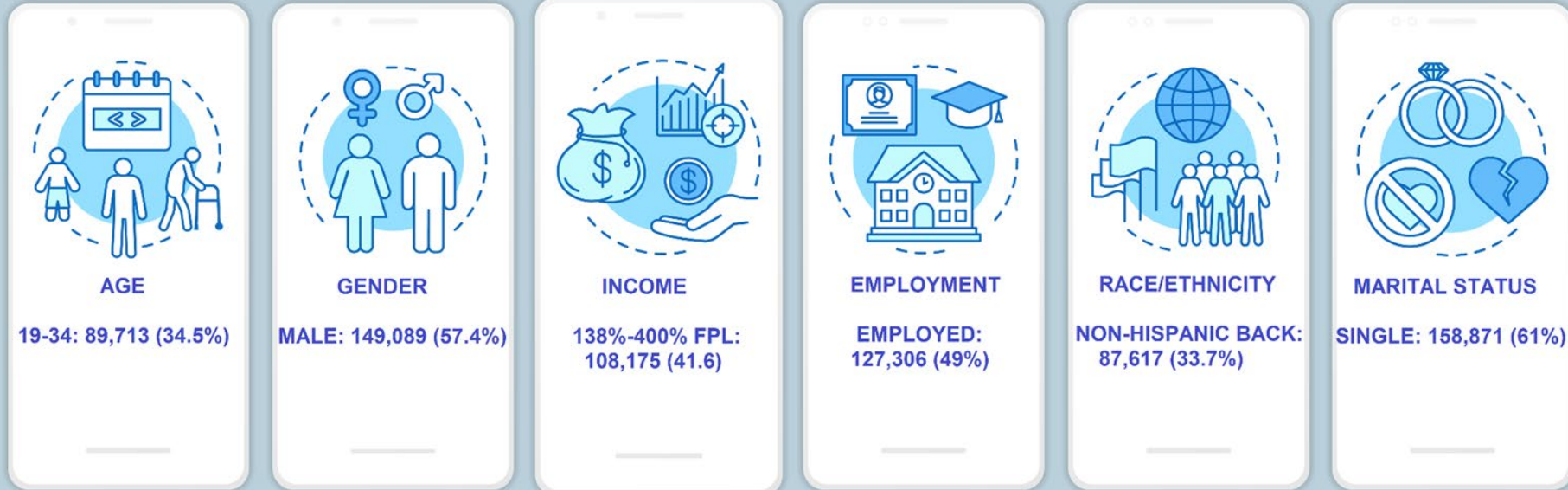
Characteristics of Lawfully Present Individuals without Health Insurance Coverage in Maryland

- The Hilltop Institute provided a sociodemographic characteristics of the **4.4%** uninsured, lawfully present individuals in Maryland without health insurance coverage
- 2021 American Community Survey (ACS) 1-year samples for the estimates.
- Applied MHBE's standard definition of lawfully present or documented individuals, and also present a 95% confidence interval for each estimate and proportion based on the survey design.

Caveats On Uninsured Data

- All figures and proportions are estimates from national surveys and should not be construed as exact counts or percentages.
- The CPS ASEC survey on firm size asked respondents about the number of employees at their workplace in the previous year.
- The CPS ASEC has a significantly smaller pool of respondents than the ACS.
- The survey is not adequately weighted for sub state-level category analyses.

Maryland Uninsured Demographic



Uninsured Population: Additional Information

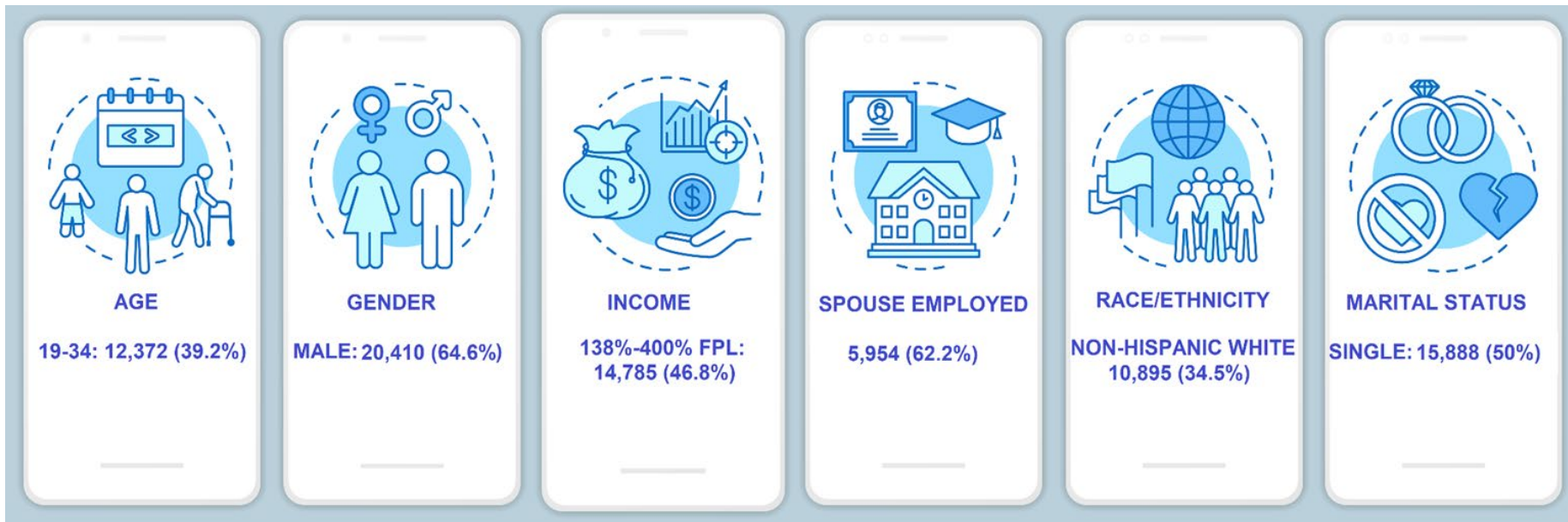
Uninsured individuals:

- Speak some English or speak English fairly well
- They're likely to not be military veterans
- Not likely to have a cognitive, ambulatory, self-care, vision or hearing difficulty

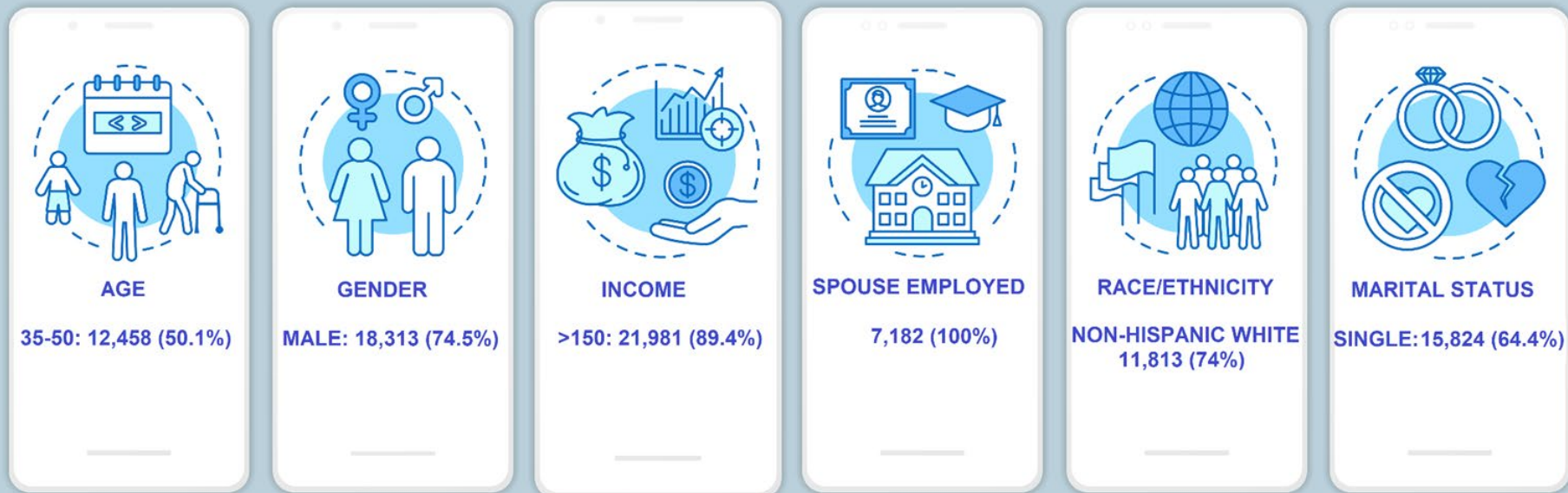
Gig-Economy Workers Nationally

- Almost a quarter of gig workers say they do not have health insurance.
- Among uninsured workers, nearly six in 10 said lack of affordability is the main reason they decided not to enroll in a health plan this year.
- Gig workers who identify as Hispanic or Latino are more likely to be uninsured (31%), compared to those who identify as Black or African American (24%), or White (22%).
- A survey of more than 4,000 gig workers, from insurance broker Stride Health, also found that almost half of those with coverage did not pay a premium for their plans this year.
- The insurance broker for companies including Uber, DoorDash, Instacart, Amazon, GrubHub and Etsy said more than 50 million independent and gig workers do not have coverage through an employer-sponsored plan.

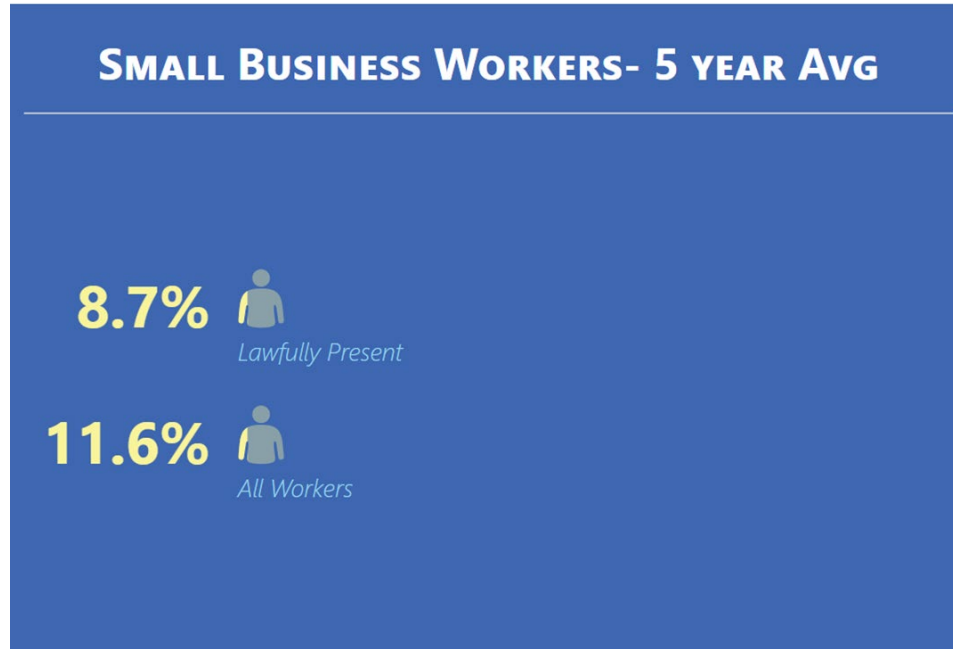
Maryland Gig-Economy Worker Demographic



Highest Uninsured in Small Business by Category



Small Business Workers Data Summary



Special note: Due to the small size of survey respondents, data is averaged for the overall 5-year span.

Legislative Update

Legislative Updates

- **SB59/HB107 Outreach for small employers about health coverage.** Senator Katie Fry Hester and Delegate Robbyn Lewis are sponsoring legislation to appropriate \$5 million per year for five years to the Maryland Health Benefit Exchange to do outreach to help small businesses get their employees enrolled in health care plans.
- **Health care subsidies for young adults.** In 2021 Senator Brian Feldman and Delegate Ken Kerr sponsored a subsidies law which invested \$20 million per year for two years to help lower-income young adults ages 18-34 purchase health coverage. In 2023 they will take the lead to continue those subsidies.

Legislative Updates, Cont...

- **SB365/HB588 Access to Care Act.** Senator Clarence Lam and Delegate Bonnie Cullison have introduced legislation to allow people to purchase private health coverage from the Maryland Health Benefit Exchange regardless of immigration status
- **HB363 Study.** Delegate Cullison has introduce legislation to study options for making health coverage affordable to Marylanders regardless of immigration status through Medicaid, CHIP, and private health coverage through the Maryland Health Benefit Exchange.
- **SB26/HB111 Enroll SNAP recipients into Medicaid.** Senator Malcolm Augustine and Delegate Lorig Charkoudian put in legislation to automatically enroll recipients of SNAP into Medicaid who are eligible but not yet enrolled.

Members

| Member | Affiliation | Member | Affiliation |
|------------------|---|-------------------|--|
| Rob Cohen | Alliance Benefits, LLC | Vennard Wright | Wave Welcome |
| Rob Poli | BenefitMall | Kimberly Prescott | Prescott HR |
| Cynthia Hipwell | Aetna | Ainisa Broadway | Small Cakes Maryland, LLC |
| Alvin Helfenbein | Helfenbein Insurance Agency | Richard Huguen | Linshom Medical, Inc |
| Jon Frank | Small Business Insurance Advisor | Sandy Walters | Kelly Benefits |
| Glenn Arrington | Group Benefit Strategies, LLC | Cynthia Levitt | CareFirst BCBS |
| Mark Khatib | Employee Benefits Corporation of America (EBCA) | Ileana Gonzales | AP Benefits dba IMC |
| R. Nicole Sharp | Griffin Consulting Partners, LLC | Michael Rachesky | United Healthcare |
| Rick Weldon | Frederick County Chamber of Commerce | Neil Bergsman | Maryland Nonprofits |
| Lane Levine | A Friendly Bread | Daniel Koroma | Montgomery County Government Office of the County Executive |
| Brandon Burbage | Kaiser Permanente | | |

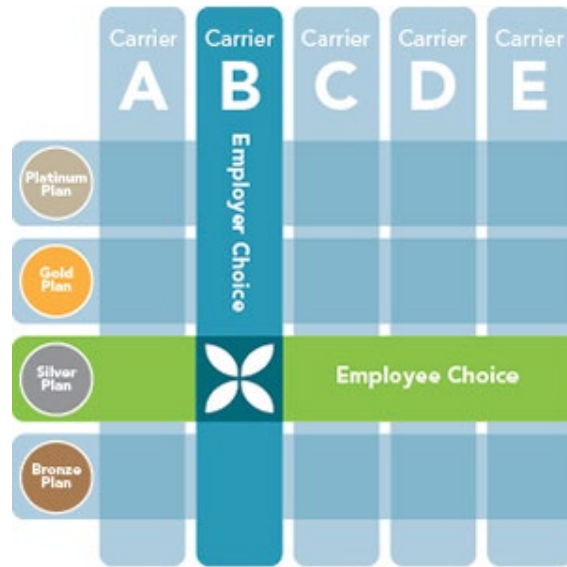
MHBE Small Business Program by Fall 2024

| | Full Service Small Business Enrollment Platform | Outreach Marketing and Preferred Broker Program | Integrate ICHRAs/ QSEHRAs into Maryland Health Connection |
|--------------------|---|--|--|
| Description | Build an in-house portal that is a one stop shop: end-to-end shopping, tax credit eligibility, enrollment, support and billing aggregation system | Respond to Small Business & Nonprofit Health Insurance Subsidy Workgroup recommendations to offer marketing and outreach resources, support and incentives for businesses. | Partner with ICHRA administrator(s) and build ICHRA/QSEHRA integration into MHC/MHC for Small Business |

MHC Employer Choice & Employee Choice

Employer Choice: Select one insurance company that offers coverage; employers can offer any number of plans: one (1), multiple, or all.

Employee Choice: Select up to two consecutive metal levels of coverage; employees may choose any plan across all the insurance companies that offer plans at those metal levels.



| Issuer | MHC Small Biz Medical QHPs |
|-------------------|----------------------------|
| CareFirst BCBS | 18 |
| CareFirst GHSMI | 3 |
| United Healthcare | 18 |
| Optimum Choice | 10 |
| Aetna Health | 6 |
| Kaiser Permanente | 13 |
| Total | 68 |

Federal Small Business Tax Credit

- ACA Federal SHOP (Small Business Health Options Program) Tax credit created to incentivize offering employees coverage
- Requirements to qualify:
 - Business must be located in Maryland
 - < 25 full-time equivalent employees (FTEs) for the taxable year
 - Pay average annual wages of < \$58,000 (adjusted for inflation FY 2022) per FTE employee
 - *Tax credit works on a sliding scale- credit reduced if FTEs >10 , Average wage >\$28,000*
 - Employer maintain a “qualifying arrangement” by paying a uniform percentage for all employees that’s equal to 50% of premium cost of employee only coverage (35% for tax exempt/nonprofit organizations)

Tax Credit (Continued)

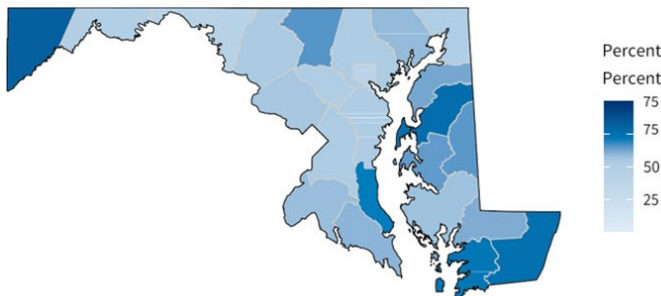
- Federal SHOP tax credit parameters:
 - The maximum credit is 50% of employer's premium payments (35% for tax-exempt organizations)
 - Available for 2 consecutive years
 - Small employers are required to purchase a Qualified Health Plan from a SHOP Marketplace to be eligible to claim the credit
 - Tax Credit can be carrier forward or backward by 2 years

Maryland Small Business Profile

Maryland 2022

634,622 Small businesses
99.5 percent of Maryland businesses

1.2 million Small Business employees
49.4 percent of Maryland employees



| | |
|------------------|----------------|
| No Employees | 527,410 |
| 1-19 Employees | 92,785 |
| 20-499 Employees | 14,427 |
| Total | 634,622 |

Small business count by size and industry

| Industry | No employees | 1-19 employees | 20-499 employees | All small businesses |
|--|----------------|----------------|------------------|----------------------|
| Professional, Scientific, and Technical Services | 82,298 | 16,138 | 2,000 | 100,436 |
| Transportation and Warehousing | 66,788 | 2,448 | 422 | 69,658 |
| Health Care and Social Assistance | 52,753 | 10,468 | 1,879 | 65,100 |
| Construction | 49,360 | 12,406 | 1,602 | 63,368 |
| Other Services (except Public Administration) | 48,029 | 11,661 | 1,133 | 60,823 |
| Real Estate and Rental and Leasing | 53,320 | 4,346 | 383 | 58,049 |
| Administrative, Support, and Waste Management | 46,575 | 5,893 | 1,129 | 53,597 |
| Retail Trade | 33,624 | 9,380 | 987 | 43,991 |
| Arts, Entertainment, and Recreation | 31,004 | 1,615 | 340 | 32,959 |
| Educational Services | 21,644 | 1,561 | 446 | 23,651 |
| Accommodation and Food Services | 9,802 | 7,073 | 2,319 | 19,194 |
| Finance and Insurance | 11,638 | 3,350 | 393 | 15,381 |
| Wholesale Trade | 5,180 | 3,086 | 837 | 9,103 |
| Information | 6,940 | 977 | 236 | 8,153 |
| Manufacturing | 4,601 | 1,977 | 607 | 7,185 |
| Agriculture, Forestry, Fishing and Hunting | 3,438 | 179 | 5 | 3,622 |
| Utilities | 336 | 39 | 14 | 389 |
| Management of Companies and Enterprises | * | 66 | 254 | 320 |
| Industries not classified | * | 187 | 1 | 188 |
| Mining, Quarrying, and Oil and Gas Extraction | 80 | 17 | 12 | 109 |
| Total | 527,410 | 92,785 | 14,427 | 634,622 |

Small Businesses in Maryland

- Maryland defines a small business as having between 1 and 50 employees
- Sharp decline in small group enrollment in 2021
- Small Group Market size: In Maryland's Small Business Enrollment: 117 active groups with **645 covered lives** (MHBE data as of August 30, 2022)

| MHC Small Business Enrollment | | | | | | | | | |
|-------------------------------|------|------|------|------|------|------|------|------|------|
| Year | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| Employers | 43 | 88 | 113 | 107 | 148 | 152 | 156 | 121 | 117 |
| Covered Lives | 263 | 604 | 735 | 588 | 853 | 821 | 878 | 649 | 645 |

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Workgroup Final Recommendations

1. Allocating \$2 to \$4 million per year to MHBE to invest in training, marketing, and outreach to educate small employers and their employees on their health insurance options on- and off-Exchange for a minimum of three years.
1. MHBE should re-engage stakeholders to discuss the possibility of a small business & nonprofit premium subsidy in the future, if it appears likely that the enhanced premium tax credits in the individual market will expire.
1. Financial incentive for small employers and nonprofits hosting events to help their employees obtain coverage and MHBE providing special branding to employers who take advantage of the opportunity, noting that this could boost employee recruitment and retention while also reducing the number of uninsured Marylanders.

Challenges and Opportunities Facing Small Businesses

- “Affordable” Small Group plans impacting employees eligible for enhanced federal subsidies under ARPA
- Opportunity for MHBE to target outreach & education on all coverage options to groups within the top 5 specific industries likely to have employees within 100%-400% of FPL:
 - Professional, Scientific, Management, Administrative, & Waste Management Services
 - Educational Services, Health Care & Social Assistance
 - Construction
 - Wholesale & Retail trade Arts, Entertainment, & Recreation, & Accommodation & Food Services
- Outreach, education and marketing materials and collaboration with producer community to bring awareness to groups with in these industries to offer plans that meet the needs of all of their employees (ICHRA plans, Individual plans vs. Small Group).

| Industry Category | Employer Size | FPL Category | | | | | |
|---|-----------------|-------------------------|--------------|--------------------------------|--------------|----------------|-------------|
| | | Eligible (100-400% FPL) | | Ineligible (<100 or >400% FPL) | | Total | |
| | | # | % | # | % | # | % |
| Professional, Scientific, Management, Administrative, & Waste Management Services | <10 employees | 41,580 | 35.8% | 74,537 | 64.2% | 116,117 | 100% |
| | 10-24 employees | 17,830 | 23.8% | 57,240 | 76.2% | 75,070 | 100% |
| | 25-99 employees | 12,124 | 24.5% | 37,392 | 75.5% | 49,516 | 100% |
| | Total | 71,534 | 29.7% | 169,168 | 70.3% | 240,702 | 100% |
| Educational Services, Health Care & Social Assistance | <10 employees | 23,310 | 40.2% | 34,698 | 59.8% | 58,008 | 100% |
| | 10-24 employees | 19,911 | 36.7% | 34,406 | 63.3% | 54,317 | 100% |
| | 25-99 employees | 17,718 | 38.8% | 27,916 | 61.2% | 45,634 | 100% |
| | Total | 60,939 | 38.6% | 97,020 | 61.4% | 157,959 | 100% |

| Industry Category | Employer Size | FPL Category | | | | | |
|--------------------------|-----------------|-------------------------|--------------|--------------------------------|--------------|----------------|-------------|
| | | Eligible (100-400% FPL) | | Ineligible (<100 or >400% FPL) | | Total | |
| | | # | % | # | % | # | % |
| Construction | <10 employees | 31,755 | 44.6% | 39,411 | 55.4% | 71,166 | 100% |
| | 10-24 employees | 18,487 | 41.2% | 26,433 | 58.8% | 44,919 | 100% |
| | 25-99 employees | 8,206 | 44.1% | 10,411 | 55.9% | 18,616 | 100% |
| | Total | 58,447 | 43.4% | 76,254 | 56.6% | 134,702 | 100% |
| Wholesale & Retail trade | <10 employees | 22,137 | 36.4% | 38,736 | 63.6% | 60,873 | 100% |
| | 10-24 employees | 14,743 | 36.1% | 26,049 | 63.9% | 40,793 | 100% |
| | 25-99 employees | 4,457 | 29.1% | 10,869 | 70.9% | 15,326 | 100% |
| | Total | 41,338 | 35.3% | 75,654 | 64.7% | 116,992 | 100% |

Gender

- Men compose a higher proportion of the uninsured than women-making up 57.4% of the estimated uninsured Marylanders
- Other=140K account for undocumented residents

Note: since the figures Hilltop provided from the ACS are estimates, they should not be construed as exact counts

| CY 2021 | | |
|---------|---------------------|-------------------|
| Gender | Proportion [95% CI] | Estimate [95% CI] |
| Female | 110,812 | 42.6% |
| Male | 149,089 | 57.4% |
| Other | 140,099 | |

Age Group

- 19-34 year olds make up highest percentage of uninsured Marylanders at 34%
- 34-50 year olds are second highest making up 36% of the uninsured Marylanders

| CY 2021 | | |
|-----------|-------------------|---------------------|
| Age | Estimate [95% CI] | Proportion [95% CI] |
| <19 years | 50,624 | 19.5% |
| 19 - 34 | 89,713 | 34.5% |
| 35 - 50 | 65,248 | 25.1% |
| 51 - 66 | 48,604 | 18.7% |
| 67+ | 5,712 | 2.2% |

Race & Ethnicity

- African Americans form highest uninsured population, followed by non-hispanic whites
- Hispanics make up third highest with 21% of uninsured individuals
- All individuals reporting Hispanic origin are combined in the category Hispanic. All other race-ethnicity categories are limited to individuals who did not indicate Hispanic origin.

| CY 2021 | | |
|------------------------------------|-------------------|---------------------|
| Race/Ethnicity | Estimate [95% CI] | Proportion [95% CI] |
| Non-Hispanic White | 84,915 | 32.7% |
| Non-Hispanic Black | 87,617 | 33.7% |
| Hispanic | 55,205 | 21.2% |
| American Indian or Alaska Native | 477 | 0.2% |
| Asian-American or Pacific Islander | 17,678 | 6.8% |
| Two major races | 10,414 | 4.0% |
| Three or more major races | 1,546 | 0.6% |
| Other | 2,049 | 0.8% |

Household Income as % FPL

- The highest number of uninsured individuals have incomes within the 138% - 400% of the FPL threshold

| CY 2021 | | |
|-----------------|-------------------|---------------------|
| FPL | Estimate [95% CI] | Proportion [95% CI] |
| <138% FPL | 68,626 | 26.4% |
| 138% - 400% FPL | 108,175 | 41.6% |
| >400% FPL | 83,100 | 32.0% |

Marital Status

- The highest number of uninsured individuals are single or never married
- Close to 70% of spouses of those who are uninsured are employed

| CY 2021 | | |
|--------------------------------|-------------------|---------------------|
| Marital Status | Estimate [95% CI] | Proportion [95% CI] |
| Married | 67,635 | 26.0% |
| Separated, divorced or widowed | 33,395 | 12.8% |
| Never married or single | 158,871 | 61.1% |

Employment Status

- 49% of uninsured Marylanders are employed
- 26% are not in the labor force
- Spouses of uninsured workers are likely to be employed (70%)
- remaining 30% of spouses more likely to not be in the workforce

| CY 2021 | | |
|--------------------------------|-------------------|---------------------|
| Employment Status of Uninsured | Estimate [95% CI] | Proportion [95% CI] |
| N/A | 39,335 | 15.1% |
| Employed | 127,306 | 49.0% |
| Unemployed | 23,849 | 9.2% |
| Not in Labor Force | 69,411 | 26.7% |
| Employment Status of Spouse | Estimate [95% CI] | Proportion [95% CI] |
| Employed | 41,505 | 69.6% |
| Unemployed | 2,284 | 3.8% |
| Not in Labor Force | 15,826 | 26.5% |

Spouse Health Coverage

- Spouses of uninsured individuals have some form of health insurance coverage
- These counts are limited to lawfully present individuals without health insurance coverage who report being married, and whose spouse was present for the survey.

*Note that a spouse may report multiple sources of health insurance coverage.

| CY 2021 | | |
|--|-------------------|---------------------|
| Spouse Health Coverage | Estimate [95% CI] | Proportion [95% CI] |
| Spouse has any health insurance coverage | 31,750 | 53.3% |
| Spouse has no health insurance coverage | 27,865 | 46.7% |
| Spouse has coverage through employer/union | 15,546 | 26.1% |
| Spouse has private insurance coverage | 19,706 | 33.1% |
| Spouse has public insurance coverage | 14,472 | 24.3% |

Uninsured Population: Additional Information

Uninsured individuals in Maryland:

- Speak some english or speak english fairly well
 - Not applicable to respondents under age 5
- They're likely to not be military veterans
 - Not applicable to respondents under age 17
- Not likely to have a cognitive, ambulatory, self-care, vision or hearing difficulty
 - Not applicable to respondents under age 5

| CY 2021 | | |
|--|-------------------|---------------------|
| Additional Categories | Estimate [95% CI] | Proportion [95% CI] |
| Speak English Well | 240,878 | 92.7% |
| Not Military veteran | 211,861 | 81.5% |
| No cognitive, ambulatory or self-care difficulty | 246,300 | 94.8% |
| No vision or hearing difficulty | 252,869 | 97.3% |