

# Consumer Assistance Connector Entity Extension:

## Connector Entity Grants (CE)

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MHBE Board of Trustees Meeting  
September 15, 2025

Presented by:  
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Director of Consumer Assistance

# Connector Program Grant

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Grant Extension Request FY26  
October 1, 2025 - June 30, 2026

# Contract Modification and Extension

## Prior Request

- Current Consumer Assistance (CE) grants, under the original grant period, ended on **June 30, 2025**.
- The Board previously approved a **three-month extension** from **July 1 to September 30, 2025**, to ensure continuity of CE operations while awaiting CMS review and funding approval for Medicaid.

## Current Request

- MHBE requests the Board approve **another extension** of the CE grants for a **9-month period, from October 1, 2025, through June 30, 2026**, to maintain uninterrupted CE operations during **Open Enrollment 13 (OE13)** and **duration of current fiscal year**. As federal funding for Medicaid has not been approved, the grant will cover private-pay and mixed household assistance only for the remainder of this State fiscal year.

# Timeline for CE Grant RFA Federal Match Request:

- **March 2025** – MHBE was notified of changes needed to request federal match dollars for the CE Grant, which includes two 60-day review periods.
- **April 2025** - Board approved a three-month extension for the CE Grantees.
- **April 2025** - Request for Application (RFA) was sent to MDH for CMS review.
- **May - July 2025** - Interagency discussion of the grant process.
- **August 2025** - MHBE was notified of a hold on the review process for the RFA and additional information was requested.
- **September 3, 2025** – Additional information provided to MDH.
- Given time constraints will plan to resume CE support for straight Medicaid recipients in July 2026.

# Community Outreach and Engagement Strategy:

## **Targeted Outreach to Uninsured Populations:**

- Conduct data-informed outreach efforts in “meta” areas—specific neighborhoods or census tracts identified through U.S. Census data as having high concentrations of individuals without health insurance.
- Utilize demographic and socio-economic indicators to prioritize communities with historically low enrollment rates and high potential need.

## **Adjust Staffing for Navigator Assistance:**

- Allocate and adjust navigator staffing levels based on demand forecasts during peak enrollment times and in high-traffic areas.
- Consider deploying mobile navigator teams in rural or underserved locations to maximize coverage and accessibility.

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## **Strategic Partnerships for In-Person Enrollment Events:**

- Establish and maintain partnerships with organizations representing professions less likely to offer employer-sponsored coverage (e.g., hospitality, agriculture, construction, gig economy).
- Co-plan, promote, and execute enrollment events both during and outside the Open Enrollment Period (OEP), with culturally competent outreach strategies and multilingual support.

## **Brand Visibility Through Signage:**

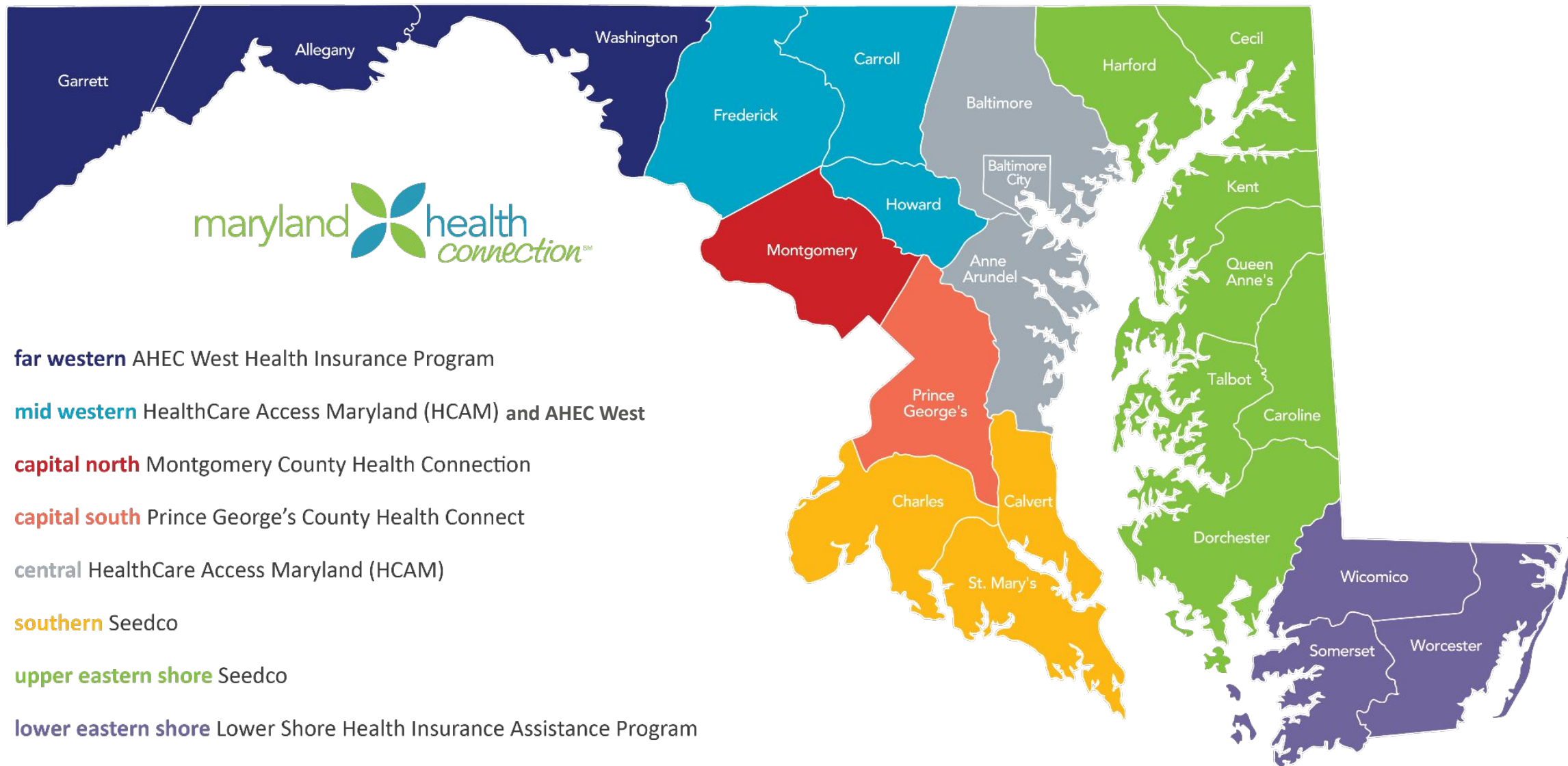
- Ensure all home sites and partner locations are clearly marked with visible and professionally branded signage featuring the Maryland Health Connection (MHC) logo.
- Use consistent branding to build trust and recognition in the community.

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## **Expanded Event Participation:**

- Participate in additional planned community events across all counties throughout the state, including health fairs, school events, job fairs, and local festivals.
- Prioritize events with high foot traffic and diverse audiences to expand reach.

## Consumer Assistance Regions





# Connector Program Modification Award

## (October 1, 2025-June 30, 2026)

| Region              | Grantee                    | Uninsured | % of Total Uninsured | Budget Allocation 7/1/2025 to 9/31/2025 | Budget Allocation 10/1/2025 to 6/30/2026 |
|---------------------|----------------------------|-----------|----------------------|-----------------------------------------|------------------------------------------|
| Capital North       | Montgomery County          | 73,284    | 19.97%               | \$258,909.00                            | \$395,000.00                             |
| Capital South       | Prince George's County     | 105,172   | 28.66%               | \$334,500.00                            | \$425,000.00                             |
| Central             | HCAM                       | 102,757   | 28.01%               | \$708,405.00                            | \$812,500.00                             |
| Far Western         | AHEC                       | 13,651    | 3.72%                | \$220,404.00                            | \$250,000.00                             |
| Lower Eastern Shore | Lower Eastern Shore Health | 6,677     | 1.82%                | \$188,289.00                            | \$200,000.00                             |
| Midwest             | HCAM                       | 33,599    | 9.15%                | Included in Above HCAM Line             | Included in Above HCAM Line              |
| Southern            | Seedco                     | 17,681    | 4.82%                | \$163,312.00                            | \$167,500.00                             |
| Upper Eastern Shore | Seedco                     | 13,156    | 3.59%                | \$257,290.47                            | \$250,000.00                             |
|                     | Total                      | 366,977   | 100%                 | \$2,131,109.47                          | \$2,500,000.00                           |

# Request for Approval

MOTION: MHBE requests to approve a modification and extension for a period of 9-months to all of the current FY25 Connector Entity Grant Agreements and a total award for the Connector Entity Grant for a 9-month extension period ( October 1, 2025 through June 30, 2026) NTE the amount of \$2.5 Million.