


Maryland Health Connection

Rebecca Pearce
Executive Director

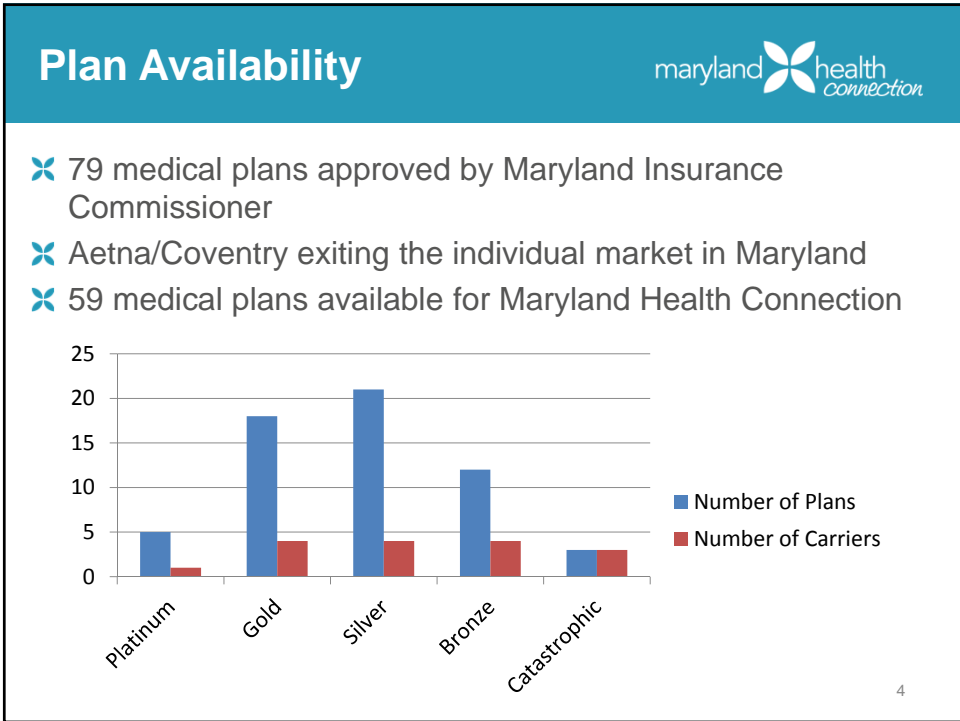
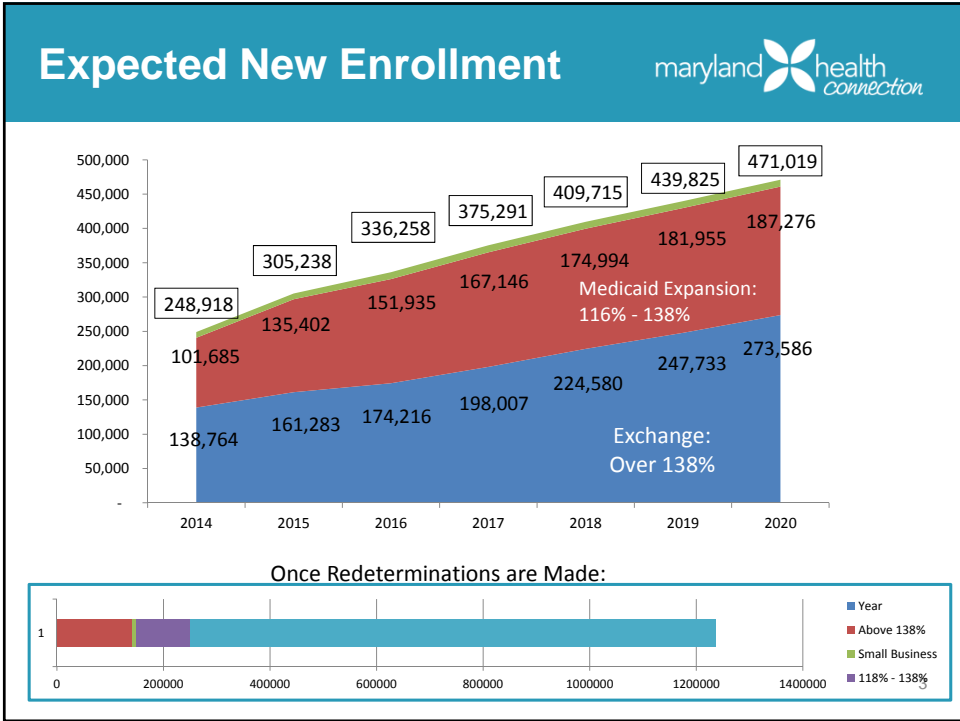
August 9, 2013

A service of Maryland Health Benefit Exchange


Maryland: Some Basics 

- ✘ Governor signed an Executive Order the day after the ACA was signed – forming a commission to determine how to implement HCR in Maryland
- ✘ Exchange was created in 2011
- ✘ Population: 5.9 Million
- ✘ Uninsured: 800,000
- ✘ Eligible: 590,000
- ✘ Hilltop Institute Economic Study on ACA Impact:
 - Creates 9,000 jobs in 2014
 - Creates 26,000 new jobs by 2020
 - Infuses \$600M in federal subsidies into Maryland by 2015

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Rates



- ✘ Maryland rates among the lowest of the 12 states with proposed or approved rates
- ✘ Insurance Commissioner lowered rates by as much as 33% below requested rates
- ✘ In Baltimore Metropolitan area, average rate for 25 year old non-smoker is \$167; \$360 for a 50 year old non-smoker

State	Status of Rates	Basis of Comparison	Other State	Maryland approved rates (varies by region)
Washington, D.C.	Approved	Lowest Bronze, 27 years	\$151	\$119-129
		Lowest Silver, 55 years	\$424	\$325-335

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Partners for Outreach & Enrollment

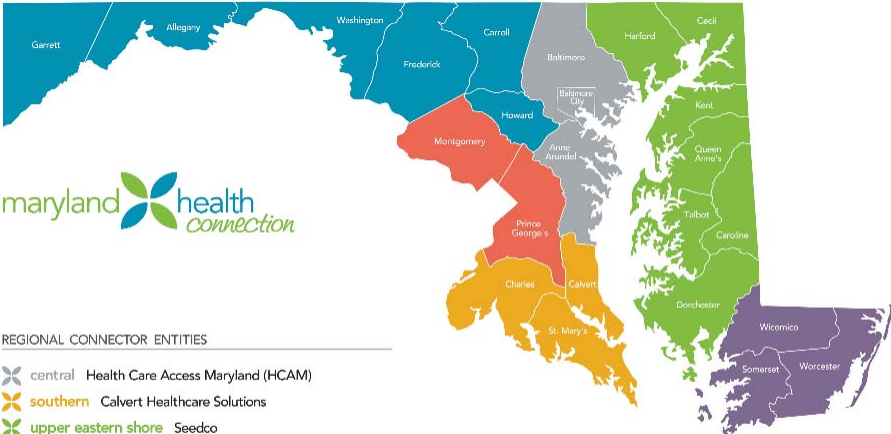



- ✘ Maryland Health Connection will utilize as many avenues as possible to educate and enroll as many individuals and small businesses as possible
 - Connector Entities
 - Over 200 navigators, 300 in-person assisters, outreach workers
 - Entities are utilizing local community benefit organizations (CBOs) with experience reaching hard-to-reach or historically underserved populations
 - 6 entities within state
 - Local Departments of Health and Social Services
 - Over 2,500 case workers already working for state
 - Producers
 - Over 2,000 brokers already expressing interest in working with Maryland Health Connection
- ✘ Comprehensive Media Strategy
 - Multimedia approach customized by region
 - Media campaign to launch end of August

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Regional Connector Entities







REGIONAL CONNECTOR ENTITIES

-  **central** Health Care Access Maryland (HCAM)
-  **southern** Calvert Healthcare Solutions
-  **upper eastern shore** Seedco
-  **lower eastern shore** Worcester County Health Department
-  **western** Healthy Howard
-  **capital** Montgomery County Department of Health & Human Services

Online Resources



MarylandHealthConnection.gov



-  Sign Up for weekly newsletter
-  Sign Up for Text Updates: Text "Connected" to 69302
-  Get information on resources available to help find insurance now

MarylandHBE.com

-  Meeting Information
-  RFP Announcements
-  Job Information
-  Producer Training & Authorization information



Social Networking Resources



Facebook: MarylandConnect



Twitter: MarylandConnect

YouTube

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Contact Information



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