



Maryland Health Benefit Exchange

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MARYLAND LAUNCHES HEALTH INSURANCE CONSUMER ASSISTANCE PROGRAM TO READY RESIDENTS AND SMALL EMPLOYERS FOR OPEN ENROLLMENT THROUGH [MARYLAND HEALTH CONNECTION](#)

Maryland Health Benefit Exchange selects Seedco to educate and enroll uninsured residents and small employers on the Upper Eastern Shore

BALTIMORE (April 25, 2013)—The [Maryland Health Benefit Exchange](#) (MHBE), the public corporation and unit of Maryland State government responsible for the implementation of the state-based insurance exchange through the Affordable Care Act, announced today the launch of its Connector Program with the award of an anticipated \$24 million in grant funds to six organizations serving as consumer assistance and enrollment resources throughout the state. Seedco, a national nonprofit with extensive experience providing access to health insurance benefits, will serve as the prime grantee for a period of 12 months beginning July 1st to meet the needs of individuals and small employers in Harford, Cecil, Kent, Queen Anne's, Talbot, Caroline and Dorchester Counties through outreach and education, eligibility determination and enrollment into Medicaid and qualified health plans. The regional approach ensures that the needs of Maryland's uninsured and underserved communities are provided with in-person assistance as the new health insurance coverage options become available in October 2013 through Maryland Health Connection, the state-based health insurance marketplace.

Seedco will receive an anticipated \$2 million in grant funding to provide education, outreach, eligibility and enrollment services for the nearly 50,000 uninsured residents in the counties it serves. The intent of the regional approach is to ensure that all populations are reached including those with Limited English Proficiency, disabilities or those that may be in underserved communities. Seedco has developed a collaborative approach with six subcontracting partners to provide services, including:

- Cecil County Health Department
- Choptank Community Health System, Inc.
- Eastern Shore Area Health Education Center
- Harford Community Action Agency, Inc.
- Harford County Health Department
- Triangle Health Alliance

“I’m proud to announce this important investment in Maryland’s health care system,” said Lt. Governor Anthony Brown. “By working together to implement the Affordable Care Act, we aren’t just helping Marylanders get the care they need, we’re also creating over 300 jobs across our state.”

“Creating a customized outreach program for each region will allow the navigators to address the specific needs and resources of Marylanders throughout the state,” said Dr. Joshua M. Sharfstein, Secretary of the Department of Health and Mental Hygiene and chair of the Board of the Maryland Health Benefit Exchange.

Seedco will employ a workforce of 25 navigators and assisters to provide outreach and education, with a particular focus on hard-to-reach populations. Trained and certified navigators will counsel and enroll residents into qualified health plans and Medicaid through Maryland Health Connection, the state-based insurance marketplace scheduled to open on October 1, 2013. Non-certified personnel, known as “assisters,” will be trained to provide information, assistance and enrollment into Medicaid. Navigators and assisters will provide information about eligibility requirements for federal premium subsidies and cost-sharing assistance, and assess eligibility requirements for Medicaid and Maryland Children’s Health Program.

“Seedco looks forward to working with our partners to help implement the nation’s first state-based health insurance exchange and ensure access to affordable health insurance to the residents of the Upper Eastern Shore,” said Barbara Dwyer Gunn, President and CEO, Seedco.

“We look forward to working with Seedco and their partners to reduce health disparities throughout the Upper Eastern Shore,” said Rebecca Pearce, Executive Director of the Maryland Health Benefit Exchange. “They have the resources and capacity to begin working immediately on health promotion, outreach and enrollment activities to ensure the region’s residents that have been hard-to-reach are connected to new coverage options available beginning in October through Maryland Health Connection.”

Navigators and in-person assisters will provide referrals to appropriate agencies, including the Attorney General's Health Education and Advocacy Unit (HEAU) and the Maryland Insurance Administration (MIA) for applicants and enrollees with grievances, complaints, questions or the need for other social services through the Department of Health and Mental Hygiene and the Department of Human Resources (Social Services).

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About Maryland Health Connection: Maryland Health Connection is the marketplace for individuals, families and small businesses to compare and enroll in health insurance, as well as determine eligibility for Medicaid and other assistance programs, federal tax credits and cost-sharing reductions. Enrollment through Maryland Health Connection is scheduled to begin in October 2013, with insurance coverage beginning January 1, 2014. An estimated 180,000 individuals are expected to enroll in qualified health plans (QHPs) during the first year. www.MarylandHealthConnection.gov

About Maryland Health Benefit Exchange: The Maryland Health Benefit Exchange (MHBE) is a public corporation and independent unit of the State government established in April 2011 in accordance with the Patient Protection and Affordable Care Act of 2010 (ACA). The (MHBE) has a nine member Board of Trustees that includes the Secretary of Health and Mental Hygiene, Maryland Insurance Commissioner and Executive Director of the Maryland Health Care Commission. The MHBE is responsible for the administration of the Maryland Health Connection. www.MarylandHBE.com.