



UPDATE

Report from the Maryland Health Benefit Exchange about Maryland Health Connection, the state-based health insurance marketplace, as of Friday, October 18, 2013

Overview

Interest in Maryland Health Connection remains strong, and participation is growing. Since October 1, there have been more than 260,000 unique visitors to our website and more than 25,000 calls to our call centers. More than 34,000 people have created identity-verified accounts for their households. More than 23,000 Marylanders have learned whether or not they are eligible for financial assistance.

We have seen more than 2,300 Maryland households enroll into coverage through Maryland Health Connection, doubling the total number from one week ago today.

Since January of this year, the Department of Health and Mental Hygiene has led an intensive outreach effort to sign up Marylanders into a limited benefit program that will become part of the Medicaid expansion in January 2014. This effort has involved simplifying the application process, accelerating eligibility determinations, producing and distributing more than 150,000 cards at clinics, shelters, and other locations across the state, and partnering with a wide range of organizations.

As of September 2013, 82,473 Marylanders are signed up to be automatically enrolled in Medicaid coverage on January 1, 2014. Combined with enrollments through Maryland Health Connection, there are nearly 85,000 Marylanders on track to access affordable, quality health coverage in 2014.

Outreach events across Maryland are attracting significant interest. More than 1,200 people have attended 13 outreach and enrollment events as part of the statewide "ConnecTour." The Maryland Health Connection van has visited the following counties: Anne Arundel, Calvert, St. Mary's, Charles, Prince Georges, Montgomery, Howard, Carroll, Frederick, Harford, Washington, Allegany, and Baltimore City. During each event, navigators and assisters provide information for consumers, answer questions and meet one-on-one to begin the application process. The statewide tour continues through the end of the month with visits to the remaining counties in the state.

Maryland Health Connection also hosted partnership outreach events with Giant Food at eight locations and CVS at 27 stores statewide. Consumer assistance workers were on-hand to provide information and answer questions for consumers. Additional events are scheduled through the end of open enrollment in March 2013.

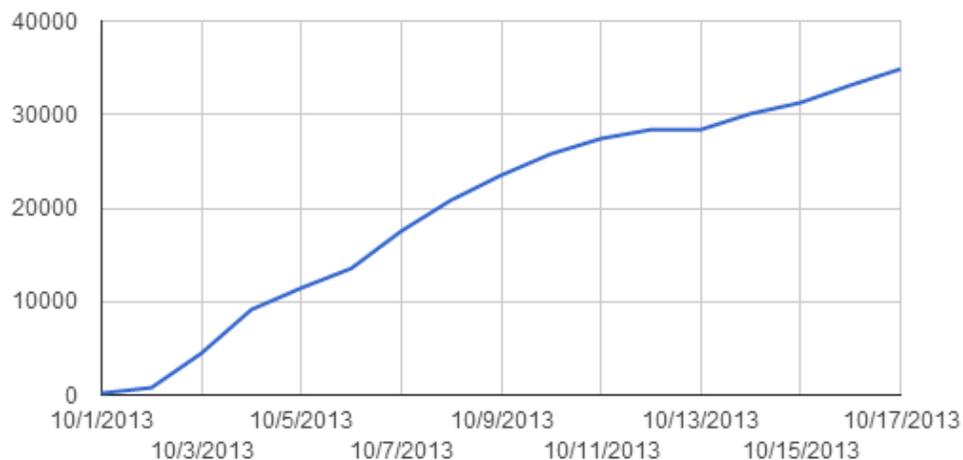
Our IT team is continuing to make changes every day to address technical issues with the web site. These changes are based in large part on feedback from users. In addition, the IT team is implementing a number of additional steps to improve performance, including an update to the system software in the near future.

Data

The following information covers from October 1 through midnight the evening of October 17.

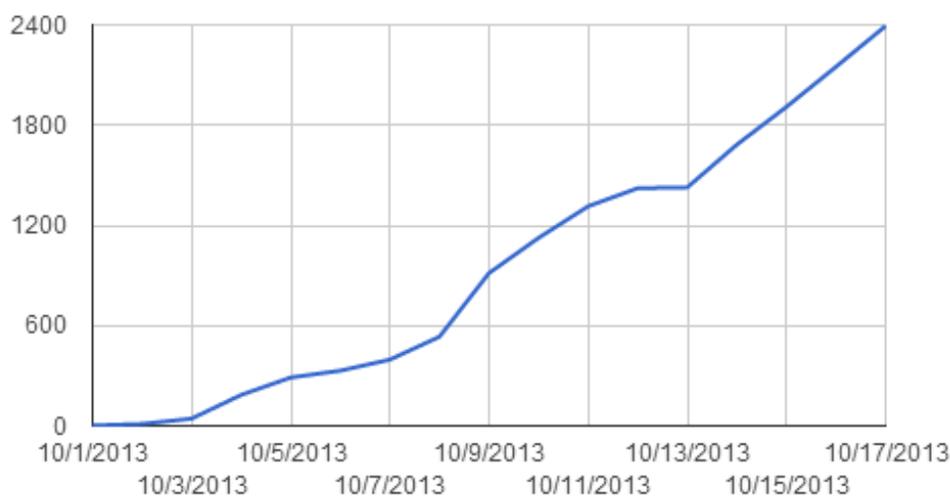
- Unique website visitors, 10/1-10/17: **261,139**
- Calls to call center, 10/1-10/17: **25,149**
- Accounts created with verified identity, 10/1-10/17: **34,862**

Figure 1: Cumulative totals of accounts created with verified identity



- Account-holders who have received eligibility determination for their household, 10/1-10/17: **23,141**
- Enrollment, 10/1-10/17: **2,393**

Figure 2: Cumulative Enrollment through Maryland Health Connection



- Marylanders to be Automatically Enrolled in Medicaid Expansion, as of September 2013: **82,473**
- Sum of New and Automatic Enrollment, above: **84,866**

Information for Users of MarylandHealthConnection.Gov

- We have posted a webpage, [Prepare for Enrollment](#), which provides information on plans, shows sample rates for a range of scenarios, and provides instructions on the documents needed for the application for financial assistance.
- Our simple but powerful [Provider Search Tool](#) allows consumers to search for a doctor and find out the plans in which their doctor participates.
- We are in the process of addressing technical issues on the website to improve the application and enhance users' experience; we are working around the clock to make the site better.
- Marylanders can use the system now, and they should also know that we expect the user experience to improve substantially in the days and weeks ahead. Marylanders have time: open enrollment extends through March 31, 2014, and the earliest coverage can become effective is January 1, 2014. People may ensure their coverage begins January 1 as long as they are enrolled and their first payment is received by mid-December.

- Users of MarylandHealthConnection.Gov should visit the [Consumer Information Update page](#) for important notices before beginning. These notices include advice on how to navigate some of the issues on the website, as we work to address them.
- If you use the site and run into any issues, you can provide [feedback](#). Information from users is sent to the technical team working to improve the user experience on the site.
- The site's performance may be inconsistent, especially during periods of peak usage. If web site pages are having trouble loading, it may be best to wait a few minutes and try again.
- As we continue to improve the experience of using this website, it may, from time to time, be temporarily unavailable. Moreover, in order to perform routine maintenance, certain functions may be unavailable from 11 p.m. to 5 a.m. daily through the month of October.
- Marylanders can learn about available programs, discuss potential options, and begin the enrollment process by calling the Consumer Support Center at 1-855-642-8572 toll-free Mon-Fri 8 am- 8 pm, Sat 8 am-6 pm, and Sun 8 am-2 pm. Consumers can receive in-person assistance by contacting a local organization to work with a [consumer assistance worker](#) in their area.

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