



UPDATE

Report from the Maryland Health Benefit Exchange about Maryland Health Connection, the state-based health insurance marketplace, as of Friday, October 25, 2013

Overview

Interest in Maryland Health Connection remains strong, and participation continues to grow. Since October 1, there have been more than 300,000 unique visitors to our website and more than 33,000 calls to our call centers. More than 40,000 people have created identity-verified accounts for their households, with the most common age groups 25-29 and 30-34 and approximately 36% created by individuals under the age of 35. 53% of account holders are women. More than 27,000 Marylanders have learned whether or not they are eligible for financial assistance. As of October 23, 2013, more than 3,100 Maryland households have chosen to enroll through Maryland Health Connection.

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, more than 85,000 Marylanders are on track to begin accessing affordable, quality health coverage in 2014 as a result of the Affordable Care Act.

Our IT team is continuing to make changes to address technical issues with the website. These changes are based in large part on feedback from users, so we expect the updates to improve the user experience. In addition, the IT team is implementing a number of additional steps to improve performance, including additional updates to the system software in the coming days and weeks.

Data

The following information covers from October 1 through midnight the evening of October 23.

- Unique website visitors, 10/1-10/23: **308,475**.
- Calls to call center, 10/1-10/23: **33,380**.
- Accounts created with verified identity, 10/1-10/23: **40,198**.
- Percentage of account holders who are female: **53%**.

Figure 1: Cumulative totals of accounts created with verified identity

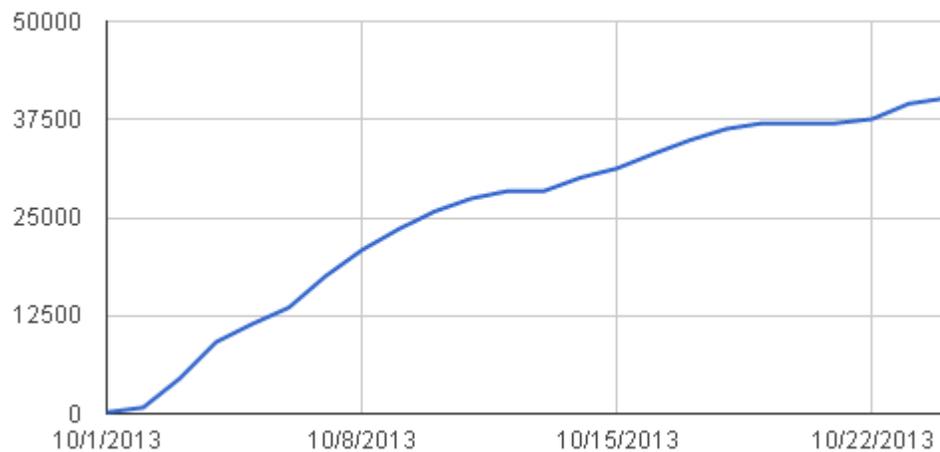
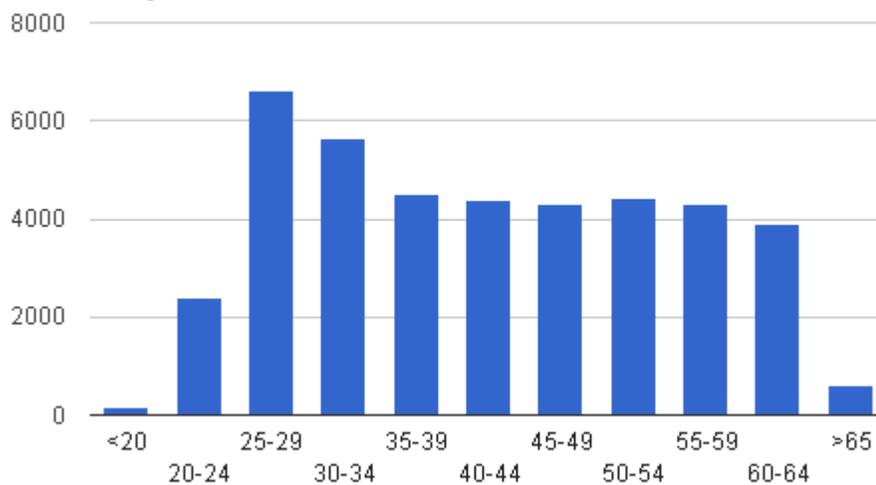
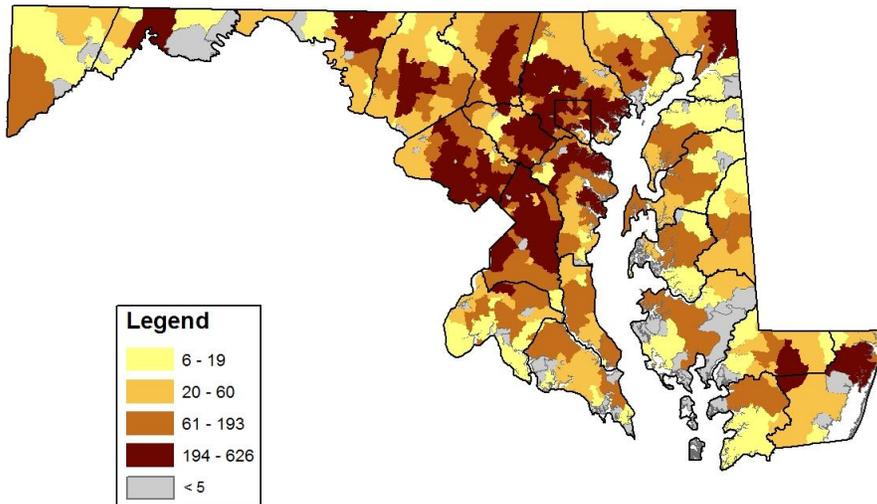


Figure 2: Ages of Account Holders Through Maryland Health Connection



Map: Account Holders by Zip Code Across Maryland, October 23, 2013



- Account-holders who have received eligibility determination for their household, 10/1-10/23: **27,204**.
- Enrollment, 10/1-10/23: **3,186**.

Figure 3: 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: **85,659**.

Information for Users of MarylandHealthConnection.Gov

- Marylanders can download from the site a range of materials in Spanish, including [videos](#) and [written overviews](#) of Maryland Health Connection, fact sheets on income [eligibility](#), [Medicaid](#), health [insurance](#), fraud [protection](#), and assistance for small [businesses](#), and answers to frequently asked questions. The Spanish version of the [application](#) for health coverage and financial assistance is also available, and bi-lingual staff can provide consumers assistance in Spanish through the call center and [connector entities](#).
- 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 working to make Maryland Health Connection’s website available in Spanish as soon as possible. We expect the front section of the site, *i.e.*, the “Prepare for Enrollment” and other consumer information pages for individuals, families, and small businesses, to be ready first.
- 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.
- 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 to 8 pm, Sat 8 am to 6 pm, and Sun 8 am to 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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