

# BATPhone Update

September 15, 2015



## Pilot Program Goals

- Gather Call Metrics
- Gather Broker Feedback
- Gather Consumer Feedback
- Refine Procedures
- Establish Performance Milestones

## Broker Selection Considerations

- Primary – Best Support Pilot Goals
- Required – Located in Maryland
- Required – MHC Enrollment Experience
- Preferred – History of Commitment to MHBE
- Considered – Time Commitment to BATPhone – Cost effectiveness of MHBE's investment

## Resolution

- Requesting resolution in support of the Pilot
- MHBE to engage brokers
- MHBE to report Pilot results to the Board