

MARYLAND HEALTH BENEFIT EXCHANGE WINS AWARD FOR “BEST MARKETING TECHNOLOGY CAMPAIGN” REDESIGNED WEBSITE AND APPLICATION AND NEW MOBILE APP CITED

BALTIMORE (April 7, 2017) — Maryland Health Connection's redesigned website and innovative new mobile app earned the award for Best Marketing Technology Campaign at the American Marketing Association (AMA) Baltimore's 32nd annual Marketing Excellence Awards last night.

In its award presentation, the AMA cited the redesign of the health insurance marketplace website MarylandHealthConnection.gov, a streamlined insurance application and the rollout of a mobile app by the Maryland Health Benefit Exchange last fall. The association also recognized the exchange's process of user-experience testing to help it reevaluate and re-engineer its online consumer experience. The AMA represents more than 300 marketing practitioners, educators and students in the Baltimore region. The panel of award judges was comprised of members from AMAs outside of the Baltimore region.

Consumers responded positively to the changes. The mobile app has registered nearly 100,000 downloads in its first six months. Users checked inbox notices on average 3,000 times a day, uploaded verification documents 300 times a day and completed 50 enrollments per day. Two-thirds of the usage was for Medicaid enrollments. A unique feature of the “Enroll MHC” app is that it enables end-to-end enrollments for both private health insurance plans and Medicaid — the first of its kind among the nation's health insurance marketplaces. The app also provides a GPS-enabled filter to find nearby in-person assistance.

The app helped the exchange engage with young adults. In fact, Maryland's share of enrollments in the 18-34 age group ranked fifth in the nation, up from ninth in 2016, according to the federal Centers for Medicare & Medicaid Services. The availability of the app was featured in television ads, and “click to install” ads connected users directly to it.

Consumers also responded favorably to changes in the online application. In response to a voluntary post-enrollment survey:

- 60% of consumers said application questions were “extremely understandable” or “very understandable,” up from 56% a year earlier.
- 61% of consumers said they were “very likely” or “extremely likely” to recommend Maryland Health Connection to a friend or colleague, up from 57% the year prior.
- 36% said they were “very comfortable” or “extremely comfortable” navigating the website, up from 30% the year prior.

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About the Maryland Health Benefit Exchange: The Maryland Health Benefit Exchange, a public corporation and independent unit of state government, administers Maryland Health Connection. marylandhbe.com

About Maryland Health Connection: More than 1 million people (one of every six Marylanders) enroll in private plans or Medicaid through Maryland Health Connection, the state’s official health insurance marketplace. It is the only place where Marylanders can access financial help such as tax credits to make coverage more affordable. Enroll online at MarylandHealthConnection.gov or download the [Enroll MHC](#) mobile app free for iOS and Android devices.

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