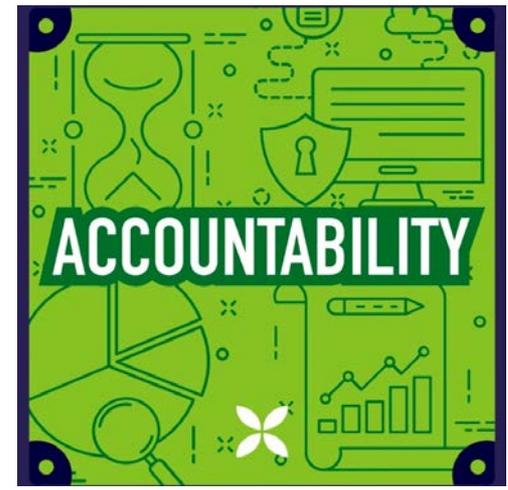


# FY 2018 ACCOMPLISHMENTS

BOARD OF TRUSTEES ANNUAL MEETING  
JUNE 18, 2018

# FIVE PILLARS OF PRIORITIES





- Online shopping tool for Managed Care Organization (MCO) selection unveiled for Medicaid consumers in October 2017. More than **152,000** have since used the application to select an MCO issuer.
- Implemented measurable changes to the application to help consumers more easily complete it without assistance. Six months of development work was informed by live consumer user-experience (UX) research conducted during November 2017.
- Mobile app surpassed 250,000 downloads, 50,000 mobile enrollments and 3 million individuals views of accounts on mobile.
- “BATphone” (Broker Assistance Transfer — handoff from call center to brokers) set records with 3,000+ calls received, 2,000+ enrollments completed and 1,000 hours of producer assistance to consumers.



- Implementation of the Salesforce Customer Relationship Management (CRM) across MHBE consumer support entities has improved workflow, reporting and efficiency for all consumer assistance workers.
- Awarded new contract to Maximus for Consolidated Service Center (CSC) resulting in budget savings to state.
- Maximus implemented flash-card learning tool delivering targeted training to customer-service representatives to reinforce learning and improve quality, raising average quality monitoring scores.
- 144 Navigators enrolled 37,000+ residents into QHP or Medicaid coverage during the last open enrollment period.



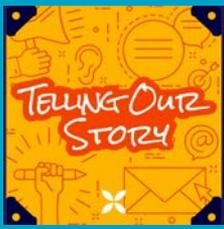
## TARGET AUDIENCE GAINS

- African-American enrollment up 12% year-over-year for 2018 and Hispanic enrollment up 10% year-over-year. Advertising in African-American and Hispanic publications reach 200,000+ in circulation. Several enrollments events feature live broadcasts on Hispanic radio.
- Maryland had 2nd highest percentage of new enrollees in 26-34 age range, exceeded only by D.C. in 2018. Young adults (18-34) made up 30% of enrollments -- 6th in nation. Half of all mobile app enrollments by 18-34 year-olds.
- Largest gains in rural areas: 11% increase in Far Western counties of Garrett, Allegany and Washington and 9% increase in the Lower Eastern Shore counties of Wicomico, Somerset, Worcester.
- Working with SHADAC and staff analysts to improve 2019 targeting through analysis of IRS data by ZIP codes.



## GREATER ORG EFFICIENCIES, IMPROVEMENTS IN IT SECURITY

- Combining IT and business operations at 750 E. Pratt St. to improve efficiency, synergy and cost savings. Move to be completed 6/30-7/2.
- Developed Grant-Making Policy and Procedures for Consumer Assistance Organizations. Reviewed by board in May 2018.
- Streamlined application and data submission in plan certification process to reduce administrative burden.
- Redesigned and implemented Comprehensive Privacy Program in compliance with MARS-E v2 and Computer Matching Agreement to strengthen technology security.
- Improved performance in DBM review of Human Resources transactions that impact payroll, timekeeping and benefits. Rated as consistent in 6 of 7 categories in March 2018. HR team completed Benefits Professional Certification exam in May 2018.



- Developed series of forums for regional stakeholders. Statewide forums held throughout June 2018 to share ideas for increasing enrollments in 2019 plan year and beyond.
- Sought proposals in Spring 2018 for new marketing contract. 1-yr contract with two 1-yr options awarded to incumbent GMMB in May 2018. Strategic focus for 2019 will be on messaging to “hard to reach” populations and ways to locate free in-person consumer assistance.
- Series of videos developed during Winter/Spring 2018 highlight consumer successes and consumer-assistance workers, generating more than 1,000 YouTube views.
- Marketing team and navigators participate in statewide and community events and continue to collect positive experiences from consumers for real-time social media videos and future story-telling opportunities.



## WORK TO STABILIZE RATES ON THE INDIVIDUAL MARKET

- Worked with Governor's office, Insurance Administration and legislative leaders to developed 1332 waiver application to create a Reinsurance program to help stabilize consumer premiums on the individual market for 2019. Application submitted in May 2018 to federal health officials; currently under review and anticipating decision by Aug. 22.
- Four public hearings have been held for the public to participate in the waiver application process. These hearings brought the MHBE and the MIA to the Eastern Shore, Frederick County, Charles County, and Baltimore City.
- MHBE has actively engaged with other State-Based Marketplaces through the National Academy for State Health Policy (NASHP) to share best practices and other strategies on marketplace development.

**QUESTIONS?**