



Connector Program

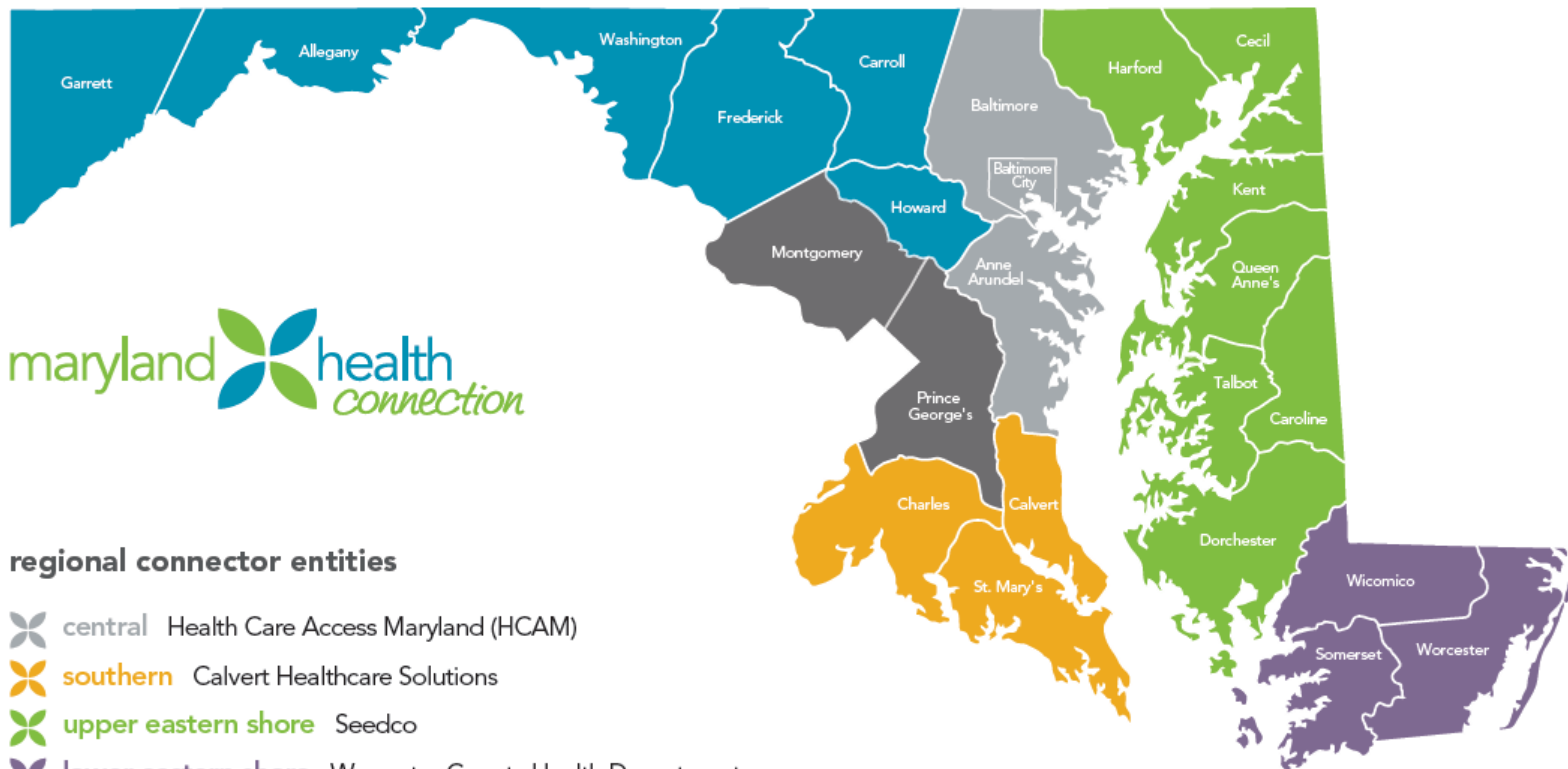
Year 3 Renewal

A service of Maryland Health Benefit Exchange

Maryland Connector Regions



Maryland Health Connection has contracted with entities in six geographic regions to implement the Connector Program



regional connector entities

- central Health Care Access Maryland (HCAM)
- southern Calvert Healthcare Solutions
- upper eastern shore Seedco
- lower eastern shore Worcester County Health Department
- western Healthy Howard
- capital Montgomery County Department of Health & Human Services

Each CE was asked to include the following in their plans for year 3:

- ✦ Health and Insurance Literacy
- ✦ Training and Quality Assurance
- ✦ Handling of Escalated Cases and Appeals
- ✦ CE to serve as Consumer Assistance Hub
- ✦ Overlapping Catchment Areas
- ✦ Service to Seniors and Coordination with SHIP

- ✘ Staff deployment strategy to be developed based on data analysis by Primary Care Coalition of Montgomery County to determine areas and communities where there are still high rates of uninsured
- ✘ Competitively recruit and contract with partner organizations to assist with marketing/ outreach and enrollment support within the Capital Region
- ✘ Navigators and outreach partners will participate in health literacy training sessions and health insurance literacy will be incorporated in all community and faith-based outreach and education
- ✘ A learning community will be established to engage certified personnel, including certified application counselors, across the region
- ✘ Collaboration with the health insurance producer community, especially with those who have capacity to support persons with Limited English Proficiency

Year 3 Proposal: Central Region



- ✘ Continue to staff the Baltimore City Walk-In Center at 201 E. Baltimore Street which is co-located with the Baltimore City Health Department Eligibility Program; navigators and case workers work closely together to give consumers the best possible experience.
- ✘ Satellite sites in Pasadena (Anne Arundel County) and Reisterstown (Baltimore County) which offer evening and weekend hours and are located in convenient shopping districts
- ✘ Operate a call center staffed by navigators who respond to questions, set up appointments and give consumers information on the status of applications
- ✘ Four formal partners: Health Care for the Homeless, The Coordinating Center, MedChi and the Mental Health Association of Maryland
- ✘ Outreach efforts will shift from enrollment to education for the consumer about financial literacy, health insurance literacy and other topics to educate consumers about health plans; at least one of the large-scale events will center on this topic
- ✘ Active relationship with health insurance producers in the region to increase capacity at satellite sites and enrollment events and maximize support of ACSEs and certified application counselors

- ✘ Focus will be on reaching consumers with behavioral and mental health conditions, minorities, youth, seasonal workers, farmers/waterman and small business employees/ employers
- ✘ Health literacy and health insurance literacy to consumers is a priority
- ✘ Each day of the week during open enrollment, one navigator will be available after hours until 8 pm
- ✘ Hold health education and Medicaid sign up events at community –based locations from June – October 2015 targeted at assisting with the high volume of Medicaid redeterminations in the region
- ✘ Hold large scale enrollment events, one each month during OE3, and also host an outreach day in August, and an enrollment day in November on Smith Island

- ✦ Continue established outreach efforts within the local communities and use detention center pre-release fairs and employment events to access the uninsured
- ✦ Outreach efforts will focus on rural areas of Charles and St. Mary's counties, and collaboration with newly formed ACSEs and neighboring health clinics
- ✦ Staff library sites throughout the region to provide evening and weekend hours for enrollment
- ✦ Strategies that produce the greatest success are 1) presenting expectation of needed supporting documentation, 2) incorporating unfamiliar health insurance terms and definitions into the eligibility determination process, and 3) providing relevant tools and materials for the consumer to take away

- ✦ Retain formal sub-contracting agreements with Triangle Health Alliance in Cecil County and the Eastern Shore Area Health Education Center in Dorchester County
- ✦ Work with locally based community groups and institutions to reach the unemployed, Immigrants, those with limited English proficiency, and college age/ 18-26 population
- ✦ Improved efficiency for consumers by developing a process for navigators to send verification requests directly to the Medicaid Eligibility Determination Department in Baltimore for immediate assistance
- ✦ A summer training series for all staff will include the topics of health insurance literacy, understanding health insurance plans, Medicaid eligibility, Medicare benefits and others
- ✦ Conduct several large scale enrollment events throughout OE3; these will again be a joint effort between Seedco, the local health department staff and local insurance producers
- ✦ Host regular meetings with local producers and CACs to share best practices, provide technical support and solve problems

- ✘ Focus outreach on the following harder-to reach populations: adults under 35, small businesses and temp agencies, services workers, self-employed, foreign-born, African-American and Hispanic populations
- ✘ Navigators at 16 staff host locations throughout the region, will host one large-scale enrollment event each of the 3 months of OE3, and offer evening and weekend hours during open enrollment
- ✘ Reduce the number of funded partners from eleven to three: Partnership for a Healthier Carroll County, Inc., Garrett County Health Department and Garrett County Community Action Committee.
- ✘ Many former partners who will not be funded in Year 3 will continue to house certified staff through a memorandum of agreement with Healthy Howard/Door to Healthcare
- ✘ Work closely with the University of Maryland Extension in developing the Smart Choice and Smart Use tools and plans to provide workshops/ training sessions on these tools for all navigators
- ✘ Expand collaboration with local insurance producers, particularly those with language services, Application Counselor Sponsoring Entities (ACSE), and the Rural Action Enrollment Network (RAEN), a non-profit entity focused on education and outreach to rural western Maryland consumers

- ✦ MHBE CE Program Manager provides oversight of each CE to ensure adequate performance
 - Quarterly Reporting
 - Number of Encounters
 - Completed Applications
 - Call Center Metrics
 - Customer Satisfaction Survey Results
 - Site Visits
 - Mandatory Training
 - Weekly and Monthly Status Meetings

CE funding for Year 3 (FY 2016) no longer includes Exchange establishment grant funding from the federal government

- MHBE has allotted \$12M for the Connector program for Year 3- a reduction by almost half from Year 2
- Funding allocated based on the percentage of uninsured in each region

Funding/ Source	Western	Central	Capital	Southern	Upper Shore	Lower Shore
State General Funds (contains Federal matching funds)	\$1,611,844	\$3,987,687	\$4,006,272	\$612,998	\$1,197,485	\$583,714
Totals	\$1,611,844	\$3,987,687	\$4,006,272	\$612,998	\$1,197,485	\$583,714

Year 3 Recommendation



Fund six CEs with a total funding of \$12,000,000

Grant Period July 1, 2015 – June 30, 2016 (FY 2016)