

Marketing NTE Increase

MHBE Board Meeting
April 19, 2021

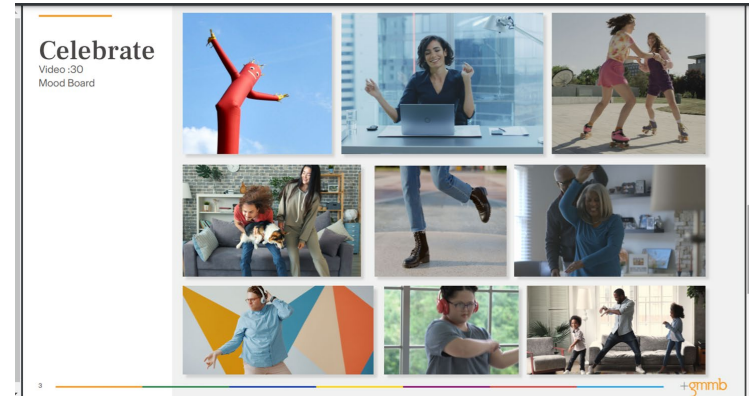
Betsy Plunkett
Director, Marketing & Web Strategies

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Procurement Manager

Marketing NTE Request

Existing FY 2021 contract: \$3,370,000
Proposed NTE increase of \$673,000 in
marketing contract with GMMB

Purpose: To increase advertising and outreach in May/June (digital, cable TV and radio) directed toward uninsured and newly eligible to inform about additional help available for those who enroll in a health plan through Maryland Health Connection as a result of the American Rescue Plan Act.



American Rescue Plan Act Communications

- Extended special enrollment to Aug. 15; Maryland will align with federal marketplace
- Healthcare.gov advertising shown nationally; no additional spending in Maryland
- Our research last fall showed that:
 - affordability and awareness gaps persist, esp. in communities of color
 - Increased desire and need for coverage during pandemic
- Spread the word to new audiences:
 - People who have come in before to look and did not get financial assistance because of higher income
 - Lower income Marylanders who will now get a private health plan for just a few dollars

Request for Approval

Motion to approve NTE increase of \$673,000 in marketing contract with GMMB to \$4,043,000