

# SPRING

2021

## How is Maryland Health Connection responding to COVID-19?

The Coronavirus Special Enrollment Period has been extended to May 15. Anyone without health insurance can enroll now, instead of waiting for open enrollment in November.

Maryland Health Connection plans cover costs for coronavirus tests at doctor's offices, urgent care centers, or emergency rooms.



**More than 125,000 Marylanders have enrolled** in the COVID-19 special enrollment since it began in March 2020. It has been one of the longest COVID-19-related enrollment opportunities in the country.

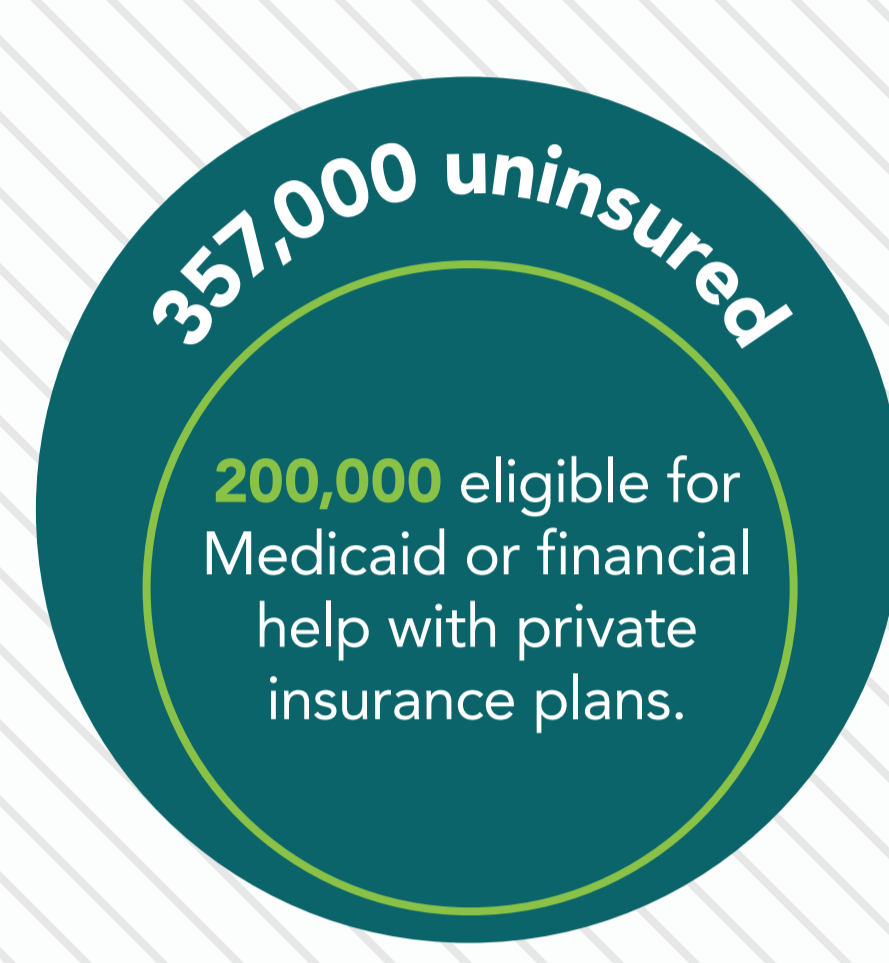
**"After last year's COVID-19 special enrollment period saw record participation, we're pleased to offer even more opportunities for Marylanders to enroll in coverage. I strongly encourage Marylanders to consider taking advantage of this extension as we all look forward to a safer and healthier 2021."**

— GOV. LARRY HOGAN



## How has COVID-19 affected health coverage in Maryland?

**6% of Marylanders were uninsured at the end of 2019.**



**65,000** more uninsured due to COVID-19 job loss (March-August)

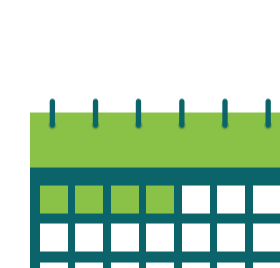
**112,000 Marylanders lost jobs with health insurance in 2020.**

For more information about the uninsured in Maryland visit our new [interactive map](#).

## How successful was open enrollment for the 2021 plan year?



**4.5% increase** from last year



**Highest total in 8 years** of Maryland Health Connection



**Dental enrollments up 28%**

The state's reinsurance program has helped stabilize prices and strengthened the market for everyone in Maryland who buys their own coverage. The total insured in the individual market – both on and off Maryland's health insurance marketplace – grew 9% to more than 234,800.

**Enrollments of young adults (18-34) were up 13%** in private plans and Medicaid, from 325,821 to 367,286 (Dec. 15, 2019-Dec. 15, 2020)

### Total enrollments in private plans and Medicaid

(Optional self-identify by race)	As of 12/15/2019	As of 12/15/2020	% change
Black / African American	397,739	429,847	+13%
Hispanic	170,362	175,591	+3%

## Although we can't assist consumers in person, we set a record for consumer interactions:

**Consumer assistance organizations logged 26,000 consumer contacts during open enrollment, up 60% from a year earlier.** Consumers said they appreciated the convenience of being able to make appointments to speak by phone. Navigators said they heard many sad stories from consumers about loss of income, loss of insurance and loss of loved ones to COVID-19.

## How are we reaching Marylanders?

Recent outreach included several Facebook Live events and spots with popular radio personalities in Black and Hispanic broadcast media as well as advertisements in print media.

MHC led a webinar with prominent Latino community leaders in the state. We explored potential collaborations, from events to messaging and content needs.



### MHC participated in "Barbershop Conversations"

with LiveChair, an organization that leverages trusted messengers in community barbershops to help solve health inequities, and live broadcasts featuring Black radio station personalities.

## How is technology improving customer service and reducing cost?



**Our chatbot (Flora) answered 80,000 questions** during the open enrollment, saving an estimated \$350,000 in operational costs, and giving consumers easy answers to their questions without having to wait on the phone.

**Consumers also uploaded about 23,000 verifications documents through the Maryland Health Connection mobile app, up 13% year over year, helping to speed their enrollments.**

