

Strategic Plan Update FY2024

MHBE Board of Trustees
February 20, 2024

Maryland Health Benefit Strategic Plan 2022-2025

Organizational Strength Our Story

- **Comprehensive Approach to Risk**
- **Employee Development**
- **Secure MHBE Financial Position**
- **Strengthen Organization Through Data**
- **Build Board Leadership and Governance Practice**

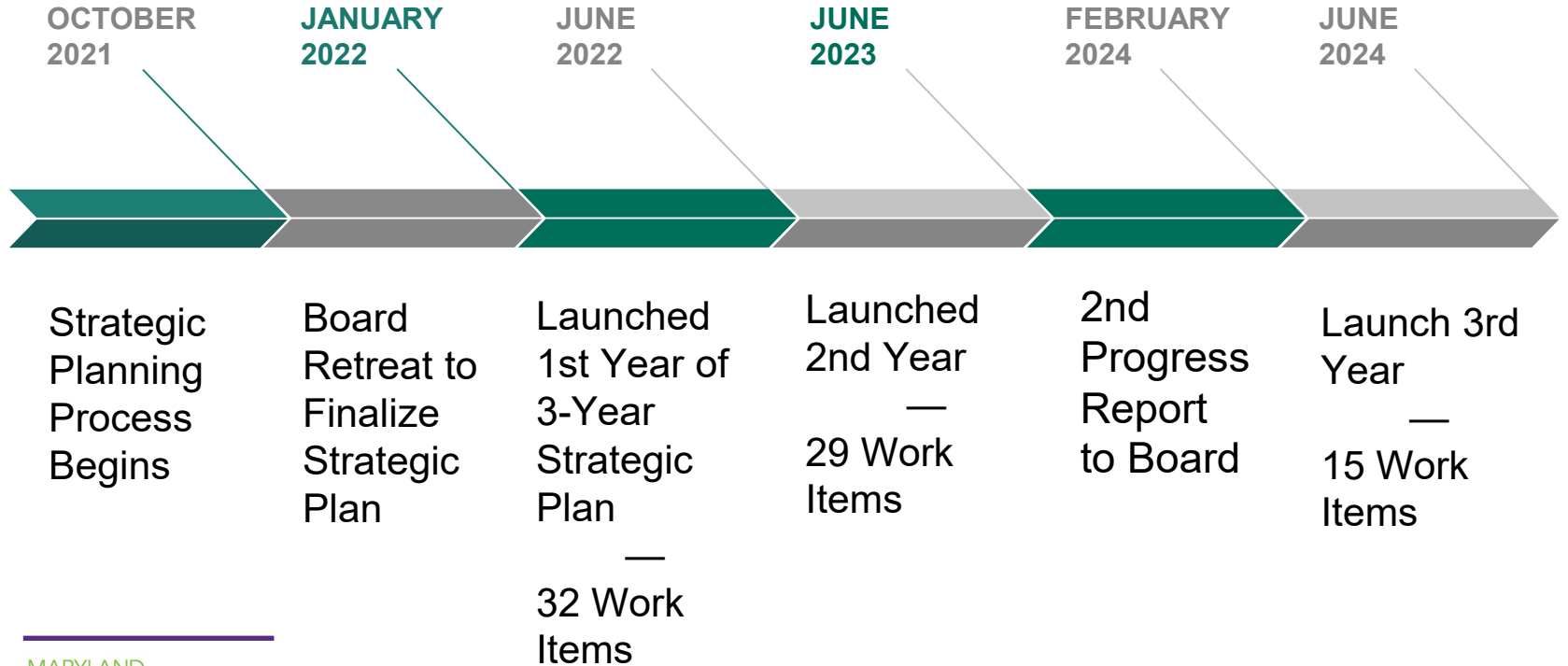
Product Growth

- **Expand to Serve the Small Group Market**
- **Ensure Availability and Accessibility of Products**
- **Maintain Product Affordability**

Telling

- **Expand Outreach**
- **Build and Leverage Partnerships**
- **Support Storytelling with Data**

Timeline



1. Organizational Strength Highlights

COMPLETED / ONGOING

- Evaluate procurement process to minimize risk
- Apply to extend the Reinsurance Waiver
- Update Memoranda of Understanding-MOUs and Data Use Agreements-DUAs as needed to procure data
- Partner with sister agencies to share data

TO BE COMPLETED

- Create a roadmap for management team and staff succession
- Establish Google Drive and shared drive policy and protocols
- Catalog and publish all Non-Exchange Entity Agreements (NEEA) agreements

2. Product Growth

COMPLETED / ONGOING

- Update value plans based on affordability workgroup outcomes
- Establish a preferred producer program to provide optimal producer engagement
- Evaluate and secure data analysis resources
- Evaluate additional affordability programs

TO BE COMPLETED

- Identify, engage, support and align with appropriate partners, including health equity networks, to reduce health inequity
- Evaluate broker compensation

3. Telling Our Story Highlights

COMPLETED / ONGOING

- Partner with other groups on events, such as Forum of the Health of Black Men co-sponsored with the AFRO last year
- Identify and develop health insurance literacy partnerships and materials
- Evaluate and secure tools for data reporting

TO BE COMPLETED

- Develop a marketing strategy and plan for the small business market
- When developing data to support our mission and when refreshing internal and external reporting, identify whether new data is needed from sister agencies

Questions?