

Consolidated Service Center Contract Report

MHBE Board of Trustees Meeting

April 15, 2024

Presented by: Tamara Gunter, Director of Consumer Assistance

Consolidated Service Center Contract Terms

- Five-year award approved by Board in 2022
 - One 3-Year Base term: July 1, 2022, to June 30, 2025
 - One 2-Year Option term: July 1, 2025, to June 30, 2027
- Total Contract Bid is \$79,472,068 for the five-year term
 - State funds – 39.8%
 - Federal funds – 60.2%
- Contract pricing includes a monthly operational fixed fee plus a fixed unit price per call fee
- Current contract awardee is Maximus

Consolidated Service Center Spend Chart

Contract Year	Period	Contract Not To Exceed Amount	Actual Spend Amount
Year One	7/1/22 – 6/30/23	\$17,371,101	\$12,694,894
Year Two	7/1/23 – 6/30/24	\$20,158,138	\$15,368,599*
Year Three	7/1/24 – 6/30/25	\$15,932,690	TBD

* As of March 30, 2024

Consolidated Service Center Contract Details

Services Include

- Inbound Calls
- LiveChat Support
- Social Media Support
- BatPhone (Broker Assisted Transfer) Support
- Broker Connect (Online Channel For Customers To Connect With A Broker)
- Outbound Calling
- Escalated Cases Triage and Routing
- Telephony/CRM Integration
- IVR and Courtesy Call Back

Consolidated Service Center FY24 Performance

Successes

- Full understanding of MHBE programs and mission
- Stepped up to meet new initiatives and requirements as they arose
- Robust Genesys telephony system
- Responsive to changing policy, system updates, quality audit feedback and training
- Average speed of answer has reduced significantly

Challenges

- Ability to scale up for PHE Unwind quickly
- Delayed contract modification requests and timely turnaround
- Staff absenteeism and retention
- Special Projects team training and case management

Consolidated Services Center Contract Changes for FY2025

Moving Special Projects from Maximus CSC to MHBE Team in-house

- Change being made to increase quality outcomes and reduce costs
- Maximus will stop handling special project as of June 30, 2024
- MHBE will begin handling special projects as of July 1, 2024
- MHBE has weekly planning session with all departments involved to ensure transition is organized
- Total savings for this modification after expenses is \$107,723 State and \$156,228 Federal

Returning ownership of MHC toll-free numbers from Maximus to MHBE

- MHBE implementing self-service technology features on the Interactive Voice Response (IVR) system
- Customer service technology improvements to decrease call volume and improve consumer experience



Consolidated Service Center Goals FY2025

- Increase monthly Q&A averages
- Reduce call handle time for tier I and tier II agents
- Reduce repeat calls from consumers
- Implement smaller team sizes within Maximus to improve productivity
- Improve first call resolution averages
- Improve the overall consumer experience
- Improve case escalations

Consumer Assistance Grant and Contract Approval FY2025

Connector Entity Program Grant (CE)
Fulfilment Services (FC)
Language Translation Services (LL)

April 15, 2024

Presented by: Tamara Gunter, Director of Consumer Assistance
Tracey Gamble, Procurement Manager

Connector Entity Grant

Second Option Year

Connector Entity Grant Mission

The primary goal of the Connector Program is to guide community outreach activities related to enrolling eligible, hard to reach populations such as; minorities, those with limited English proficiency, limited access to computers, or who possess low literacy rates, into Medicaid, the Maryland Children's Health Program, and Qualified Health Plans (QHPs).

In May 2022, the Board approved Grant Awards for Navigator Services to the Connector Entity Organizations for one base year (FY23) with two, one year option years (FY24 and FY25), in the total amount of \$10M each year.

Connector Entity Grant Award Overview

Counties	Name of Grantee	Region	FY 2023	Change for FY 2024	FY 2024	FY 2025
Montgomery	Montgomery DHHS	North Capital Region	\$1,250,000	\$330,000	\$1,580,000	\$1,580,000
Prince George's	Pr. George's DSS	South Capital Region	\$1,900,000	-\$200,000	\$1,700,000	\$1,700,000
Baltimore City, Baltimore County, Anne Arundel	HealthCare Access Maryland	Central Region	\$2,850,000	\$0	\$2,850,000	\$2,850,000
Howard, Frederick, Carroll	HealthCare Access Maryland (\$350K) AHEC West (\$50K)	Midwest Region	\$100,000	\$300,000	\$400,000	\$400,000
Charles, St. Mary's, Calvert	Seedco	Southern Maryland Region	\$700,000	-\$30,000	\$670,000	\$670,000
Harford, Cecil, Kent, QAnne's, Talbot, Caroline, Dorchester	Seedco	Upper Eastern Shore Region	\$1,000,000	\$0	\$1,000,000	\$1,000,000
Washington, Allegany, Garrett	AHEC West	Far West Region	\$1,200,000	-\$200,000	\$1,000,000	\$1,000,000
Wicomico, Somerset, Worcester	Worcester Co Health Department	Lower Shore Region	\$1,000,000	-\$200,000	\$800,000	\$800,000
			\$10,000,000	\$0	\$10,000,000	\$10,000,000

Connector Entity Grant Program FY24

Successes

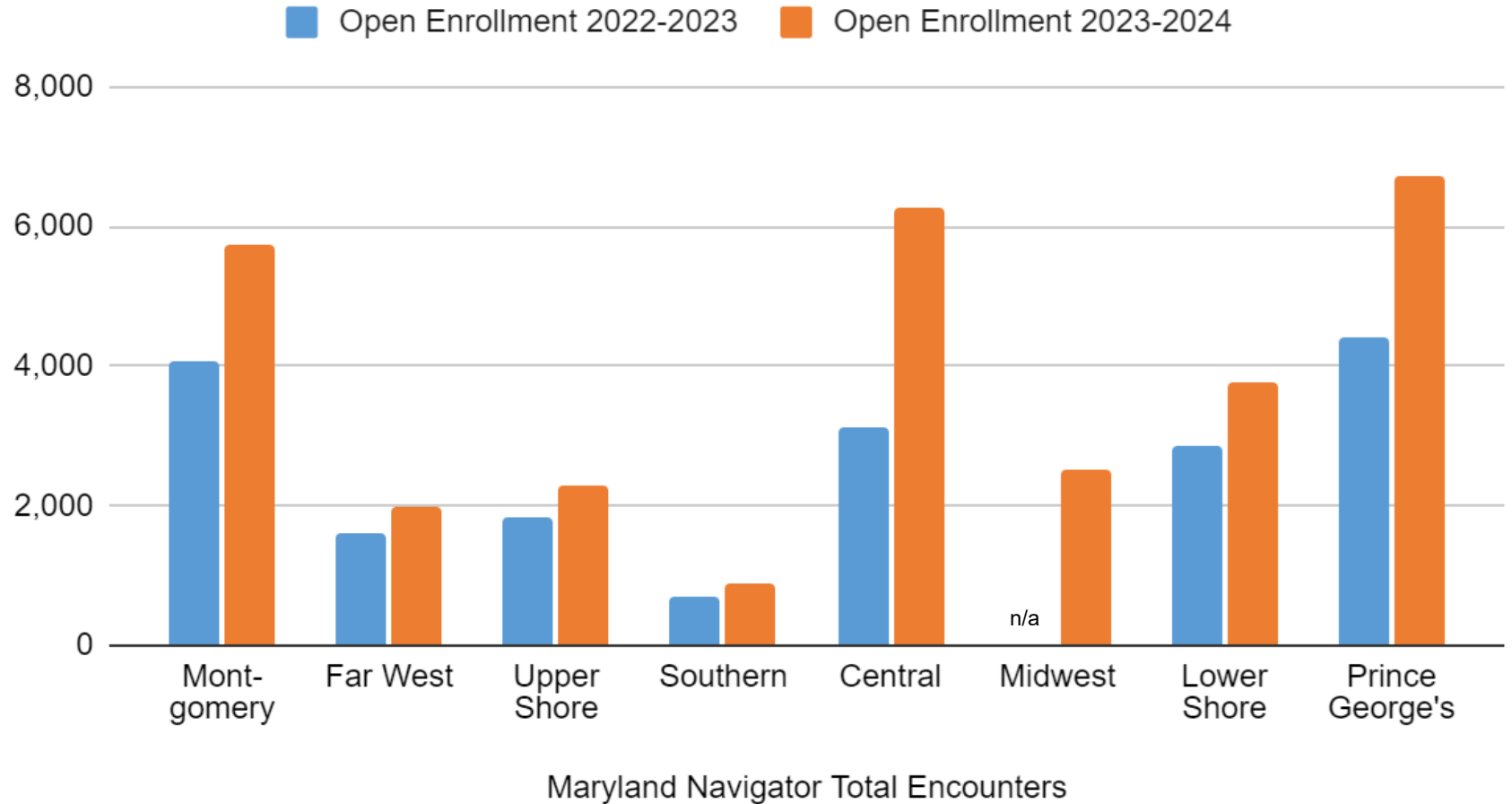
- CEs revised locations and hours to meet the increase in demand for MHC enrollment assistance
- CEs have found new ways to promote enrollment events by including other health and service activities and choosing innovative locations
- CEs have established collaboration with Community Schools in all regions to connect with underserved families

Challenges

- Health insurance is not a top priority for people, even for those without it
- Consumer resistance to paying for something they once received free (Medicaid)
- Lack of access to health professionals and transportation, financial constraints and language barriers are all challenges for health plan enrollment

Connector Entity Grant – Navigator Encounters

Open Enrollment 2022-2023 and Open Enrollment 2023-2024



Navigator encounters are one-on-one assistance sessions with consumers

Connector Entity Grant FY 2025 Focus



- Increase bi-lingual capacity; demand for Spanish- speaking has increased dramatically
- Have a presence in high-focus areas where there are uninsured Marylanders
- Become a partner with established “Community Schools” in high need communities
- Allow staff to be trained and certified as Community Health Workers (CHW) to prepare for outreach work
- Host events at locations where people gather – Restaurants, Culture Events and Churches

Connector Entity Grant

FY 2025 Outreach Activities

Attend	Attend fairs, festivals, and events across the State
Send	Send navigators to assistance sites in local communities
Contact	Contact MHC consumers who have not completed their application to offer assistance
Seek out	Seek out new partnerships, make presentations to local businesses and organizations
Hold	Hold “pop-up” events in areas of greatest need

Request for Approval

Staff request that the board approve the motion to exercise the grant renewal second year option for the Connector Entity Grantees with a not-to-exceed amount in the amount of \$10,000,000 for FY25. State Funds \$4,247,968 and Federal Funds \$5,752,032.

Fulfilment Services

First Option Year

Fulfillment Services Contract Terms

- Current Vendor is Art & Negative Graphics
- Print and mail consumer notices, tax forms, voter registration forms, MCO enrollment packets, and Medicaid cards; and receive and process incoming mail
- 2-Year Base term: July 1, 2022, to June 30, 2024
- 2-Year Option term: July 1, 2024, to June 30, 2026
- FY25 is first year of option year one
- Funding Split Federal 46.6% State 53.4%
- NTE amount for FY25 is \$5,878,500 which includes estimated postage

Fulfillment Services Contract Terms

- Four-year award approved by Board in 2022
 - One 2-Year Base term: July 1, 2022, to June 30, 2024
 - One 2-Year Option term: July 1, 2024, to June 30, 2026
- Print and mail consumer notices, tax forms, voter registration forms, MCO enrollment packets, and Medicaid cards; and receive and process incoming mail
- NTE amount for FY25 is \$5,878,500 which includes estimated postage
 - State funds – 53.4%
 - Federal funds – 46.6% %
- Current contract awardee is Art & Negative

Fulfillment Contract Spend

Contract Year	Period	Contract Not To Exceed Amount	Actual Spend Amount	Total Documents
Base Year One	7/1/22 - 6/30/23	\$5,800.00	\$5,713.954	2,474,575
Base Year Two	7/1/23 - 6/30/24	\$6,132,000	\$8,097,000*	3,599,899
Option Year One	7/1/24 – 6/30/25	\$5,878,500	TBD	TBD

* Overage result of Public Health Emergency Unwinding and change from Medicaid Household level redetermination to individual level redetermination



Fulfillment Services Success And Challenges

- **Successes**
 - Very responsive in day-to-day operations
 - Submits invoices accurately and timely
 - Excellent communication with MHBE
 - Minimum errors
- **Challenges**
 - Increase cost of the project

Request for Approval

Staff request that the board approve the motion to exercise the first option year of the two-year option term, with Art & Negative for fulfillment services, with a not-to-exceed amount of \$5,878,500 for FY25.

Language Translation Services

Contract Renewal FY25

Language Translation Services

- MHBE utilizes the Maryland State contract with Language Line Services through the Board of Public Works (BPW)
- Statewide contract which is open to all State agencies
- Each agency generates a purchase order from the State contract's BPW
- The BPW contract is a 5-year contract which BPW extended 1-year to = 6-Years to end August 31, 2025
- Seeking Board approval to generate a PO through BPW's state contract for Language Line services in the not to exceed amount of \$250,000 for FY25
- Funding Split 45.2% Federal, 54.8% State

Language Translation Services Usage

- On average 50% of all translation calls handled with Language Line are Spanish
- French, Amharic and Mandarin all tie for the 2nd most used languages at an average of 7% of calls handled with Language Line
- Language Line has offered the best pricing and services under the Maryland State BPW contract
- Language Line offers over 290 different languages

Language Translation Services Contact History

Contract Year	Period	Contract Not To Exceed Amount	Actual Spend Amount
Year One	7/1/19 - 6/30/20	\$168,000	\$221,842
Year Two	7/1/20 - 6/30/21	\$218,000	\$290,484
Year Three	7/1/21 - 6/30/22	\$380,000	\$326,168
Year Four	7/1/22 - 6/30/23	\$450,000	\$163,317
Year Five	7/1/23 - 6/30/24	\$450,000	\$169,829
Year Six	7/1/24 – 6/30/25	\$250,000	TBD

Language Translation Services- Success and Challenges

Successes

- Contract running under budget
- Low call abandonment rate
- Submits invoices accurately and timely
- Excellent communication with MHBE

Challenges

- None

Request for Approval

Staff request that the board approve the motion to secure Language Line services through the State contract with the Board of Public Works in the not-to-exceed amount of \$250,000 for FY25.