

# MHBE Board Meeting

May 20 ,2024

## IT Roadmap Update

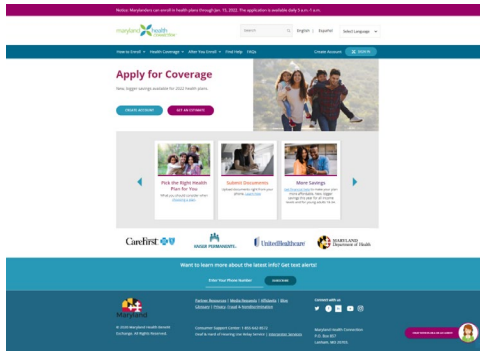
**Presented by:**

Venkat R. Koshanam, CIO

# Technology Recap

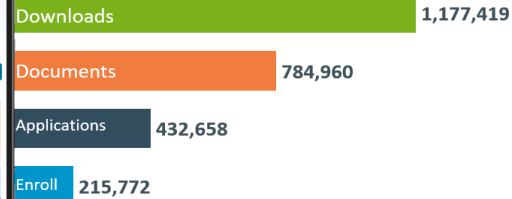
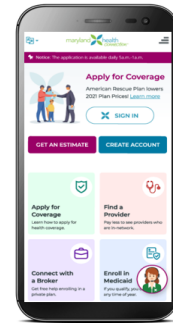
**CIO 100**  
**AWARDS**  
 2019-2022, 2024

## Web Apps



- Consumer Portal
- Worker Portal
- Broker Portal
- Marketing Portal
- Presumptive Eligibility Portal

## Mobile Apps (iOS and Android)



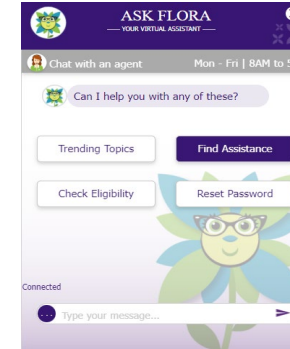
## CRM & Internal Apps

A tightly integrated CRM solution supported **8 million** consumer inquiries since 2017.

## Enterprise Automation

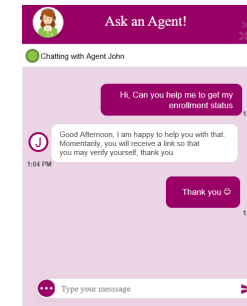
Verification of **~100,000** documents for Medicaid eligibility annually.

## AI Bot ("Flora")



**4.8 million Responses**  
**1.2 million Users**

## Live Chat



**286,000 Live Chats**

User Accounts **2.9 million**  
 Applications **18 million**  
 Notices and Documents **55 million**



## IT Functions

- ❑ PMO
- ❑ App Development
- ❑ Special Projects
- ❑ Mobile App
- ❑ Salesforce
- ❑ Testing & QA
- ❑ EDI Operations
- ❑ Data & Reporting
- ❑ AI & Robotic Process Automation
- ❑ DevOps & SysOps
- ❑ Security & Infrastructure

# 2024 IT Strategy Recap

## Cybersecurity

1

- AI-powered Security
  - ✓ Disaster Recovery
- Business Continuity
  - ✓ Awareness & Training

## Operations

4

- ✓ Lower Environments Migration
  - ✓ Policy Implementations
  - ✓ System Enhancements



2

## Innovation

- ✓ More Robotic Process Automations
- ✓ AI Integration & Adoption
- ✓ Consumer Engagement Channels
- ✓ Data Analytics Platform Enhancements
  - Microservices Architecture

3

## Collaboration

- ✓ Integration with Medicaid
- ✓ Real-time Enrollment with Carriers

# CY 2024 Q1 Key Implementations

## Chatbot “Flora”

Enhance conversational capabilities of Chatbot Flora for logged-in consumers

## Newborn Portal

Portal for hospitals to apply Medicaid eligibility for deemed newborns.

## BrokerConnect in Mobile App

Enable BrokerConnect capabilities in Mobile App

Jan 2024

- 1095-A/B Process
- Retain Medicaid coverage for an additional 30 days when a paper renewal form is requested by a consumer

Feb 2024

- Enhance Salesforce Application for Brokers.
- Enhance security for Small business application and marylandhbe.com

Mar 2024

- Implement Robotic Process Automation to automate the Social Security Number (SSN) verification for eligibility.
- Implement PayNow functionality for Alpha Dental

# CY 2024 Q2 Plan

## Medicaid Policy Changes

MCHP Premium  
Continuous MA coverage for  
Children

## Content Specific Help!

Provide chat feature for  
consumers to ask questions  
about specific data element

## Newborn Portal

Enhance Deemed Newborn portal  
with expanded search capabilities.

Apr 2024

- Medicaid policy changes protecting children's coverage
- Implemented additional password security

May 2024

- Technology enhancement for "Flora" knowledgebase
- Retention of Transitional Medical Assistance (TMA) for children

Jun 2024

- Platform Upgrade for Workflow Manager
- Enhance the Worker Portal 360 Degree to highlight additional information