

# Consumer Assistance Connector Entity Grants: Revised Extension Request

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# Timeline for CE Grant Federal Match Request

- **March 2025** - MHBE was notified of changes needed to request federal match dollars for the CE grant, which includes two 60-day review periods.
- **April 2025** - Board approved a three-month extension for the CE grantees.
- **April 2025** - Request for Application (RFA) was sent to MDH for CMS review.
- **May - July 2025** - Interagency discussion of the grant process.
- **August 2025** - MHBE was notified of a hold on the review process for the RFA and additional information was requested.
- **September 3, 2025** - Additional information provided to MDH.
- **September 15, 2025** - Board approved a nine-month extension for the CE grantees at a reduced funding level.
- **September 26, 2025** - MDH notified MHBE of a new pathway for 50/50 funding.
- **October 4, 2025** - MHBE issued revised extensions to grantees reflecting the new funding amounts.

# Community Outreach and Engagement Strategy

## **Targeted Outreach to Uninsured Populations:**

- Conduct data-informed outreach efforts in “meta” areas—specific neighborhoods or census tracts identified through U.S. Census data as having high concentrations of individuals without health insurance.
- Utilize demographic and socio-economic indicators to prioritize communities with historically low enrollment rates and high potential need.

## **Adjust Staffing for Navigator Assistance:**

- Allocate and adjust navigator staffing levels based on demand forecasts during peak enrollment times and in high-traffic areas.
- Consider deploying mobile navigator teams in rural or underserved locations to maximize coverage and accessibility.

# Continue

## **Strategic Partnerships for In-Person Enrollment Events:**

- Establish and maintain partnerships with organizations representing professions less likely to offer employer-sponsored coverage (e.g., hospitality, agriculture, construction, gig economy).
- Co-plan, promote, and execute enrollment events both during and outside the Open Enrollment Period (OEP), with culturally competent outreach strategies and multilingual support.

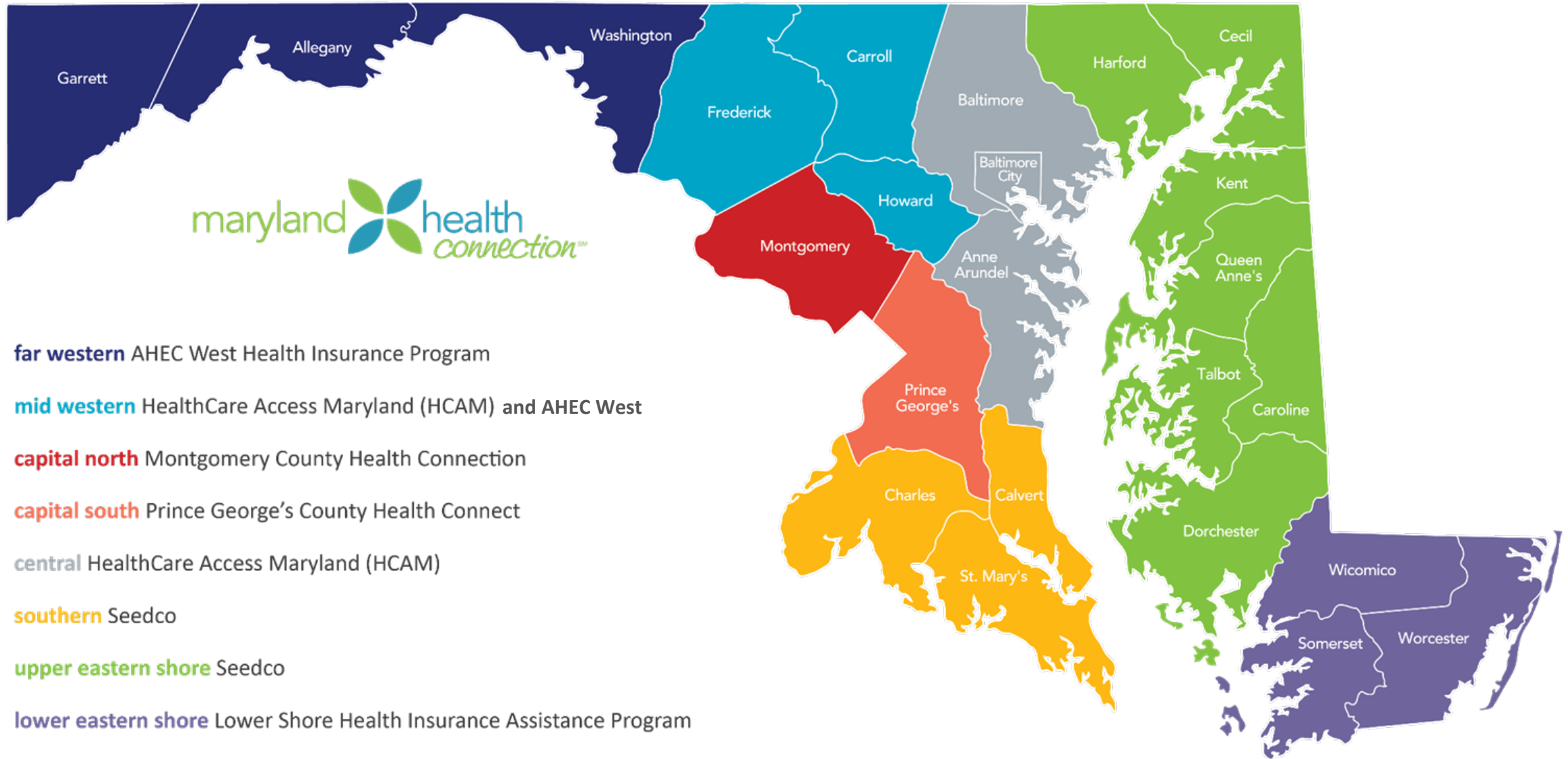
## **Brand Visibility Through Signage:**

- Ensure all home sites and partner locations are clearly marked with visible and professionally branded signage featuring the Maryland Health Connection (MHC) logo.
- Use consistent branding to build trust and recognition in the community.

## **Expanded Event Participation:**

- Participate in additional planned community events across all counties throughout the state, including health fairs, school events, job fairs, and local festivals.
- Prioritize events with high foot traffic and diverse audiences to expand reach.

## Consumer Assistance Regions



**far western** AHEC West Health Insurance Program

**mid western** HealthCare Access Maryland (HCAM) and AHEC West

**capital north** Montgomery County Health Connection

**capital south** Prince George's County Health Connect

**central** HealthCare Access Maryland (HCAM)

**southern** Seedco

**upper eastern shore** Seedco

**lower eastern shore** Lower Shore Health Insurance Assistance Program

# Connector Program Modification Award

## (October 1, 2025-June 30, 2026)

| Region              | Grantee                    | Uninsured | % of Total Uninsured | Budget Allocation 7/1/2025 to 9/31/2025 | Revised Budget Allocation 10/1/2025 to 6/30/2026 |
|---------------------|----------------------------|-----------|----------------------|---|--|
| Capital North       | Montgomery County          | 73,284    | 19.97%               | \$258,909.00                            | \$778,937.00                                     |
| Capital South       | Prince George's County     | 105,172   | 28.66%               | \$334,500.00                            | \$837,098.00                                     |
| Central             | HCAM                       | 102,757   | 28.01%               | \$708,405.00                            | \$1,601,247.00                                   |
| Far Western         | AHEC                       | 13,651    | 3.72%                | \$220,404.00                            | \$492,999.00                                     |
| Lower Eastern Shore | Lower Eastern Shore Health | 6,677     | 1.82%                | \$188,289.00                            | \$394,399.00                                     |
| Midwest             | HCAM                       | 33,599    | 9.15%                | Included in Above HCAM Line             | Included in Above HCAM Line                      |
| Southern            | Seedco                     | 17,681    | 4.82%                | \$163,312.00                            | \$330,309.00                                     |
| Upper Eastern Shore | Seedco                     | 13,156    | 3.59%                | \$257,290.47                            | \$492,999.00                                     |
|                     | Total                      | 366,977   | 100%                 | \$2,131,109.47                          | \$4,929,991.00                                   |

# Request for Approval

MOTION: I move to [approve/defer/reject] the Maryland Health Benefit Exchange request to revise Modification #2, increasing the not-to-exceed amount from \$2.5 million to \$5.1 million for the period of October 1, 2025, through June 30, 2026, to support Medicaid and Qualified Health Plan enrollment and education.