

Marketing Services Contract NTE Increase

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Helping Marylanders Understand New Federal Rules

How can Maryland Health Connection communicate complex new federal rules to applicants and enrollees?

- The marketing and outreach team oversaw a two-phased consumer research project in spring 2026 to assess Marylanders' awareness of upcoming changes.
- Findings included: Most consumers are unprepared for policy changes. 92% of enrollees are unaware of upcoming changes to enrollment or coverage rules.
- MHBE received additional FY27 funding for education and outreach surrounding HR1

Helping Marylanders Understand New Federal Rules

Additional funding will be used to create collateral, host events and conduct outreach including:

- Fact sheets and explainers
- Animated videos
- Rack cards
- Social media tool kit
- Social listening
- User generated content (creators)
- Email campaign support
- Email survey
- Outreach + Events

MHBE will coordinate with the Department of Health to compliment the Medicaid Check In campaign

Marketing Contract Increase

- Seeking Board approval to increase the FY27 NTE for marketing services from \$4,060,000 to \$4,460,000
- Funding split: 50% Federal, 50% State
- Contractor: GMMB, Inc.
- Contract term - in second year of base term:
 - Base term of 3 years: July 1, 2024 - June 30, 2027
 - Option year 1: July 1, 2027 - June 30, 2028
 - Option year 2: July 1, 2028 - June 30, 2029

Request for Approval

MOTION: I move to [approve/defer/reject] increasing the Full-Services Communications and Marketing Services Contract not-to-exceed (NTE) amount for the second year of the base contract period by \$400,000 (\$200,000 Federal and \$200,000 State), from \$4,060,000 to \$4,460,000 [as presented/as amended].