



2015 Open Enrollment

A service of Maryland Health Benefit Exchange

Key Figures

- ✘ **264,245** total enrolled in Open Enrollment 2 (OE2)*:
 - **84,316** in private Qualified Health Plans w/ Advanced Premium Tax Credit
 - **34,780** in private QHP plans without subsidy
 - **145,149** in Medicaid

- ✘ People who began an application by 2/15 may complete it by 2/28; Figures for OE2 will be revised after 2/28 to account for those completed enrollments.

- ✘ **87%** of applicants determined eligible for financial assistance, up from 80% a year ago.

- ✘ Last year during OE1, **63,002 QHP/232,075 Medicaid** enrolled 10/1/13-3/31/14.
- ✘ Updated to **81,091 QHP/376,850 Medicaid** as of 9/20/14

- ✘ **418,582** phone calls received*
- ✘ **1,581,519** unique visitors to website* (*11/15/14 to 2/15/15)

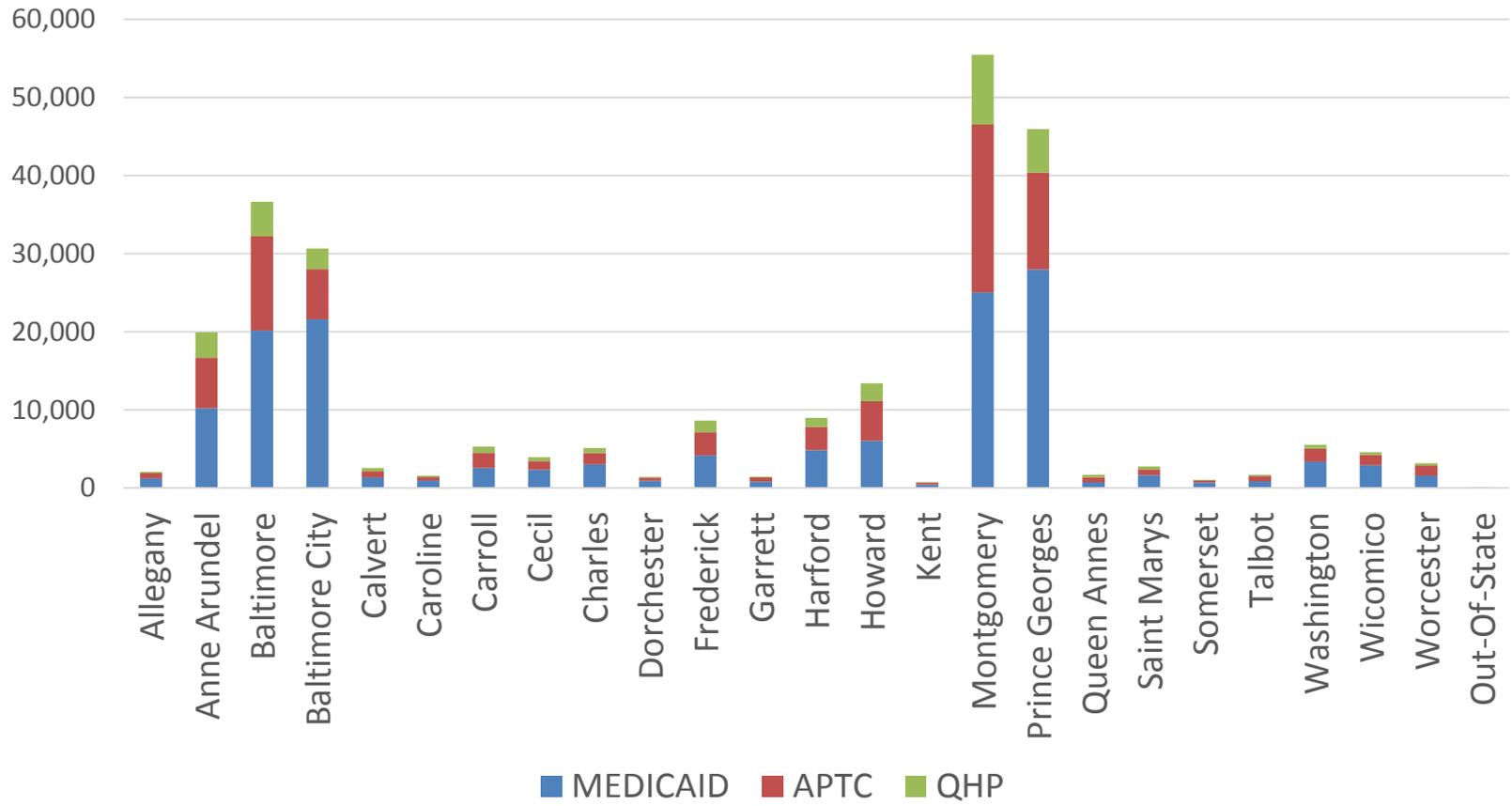
2015 Enrollment by County

(as of 2/15/15)



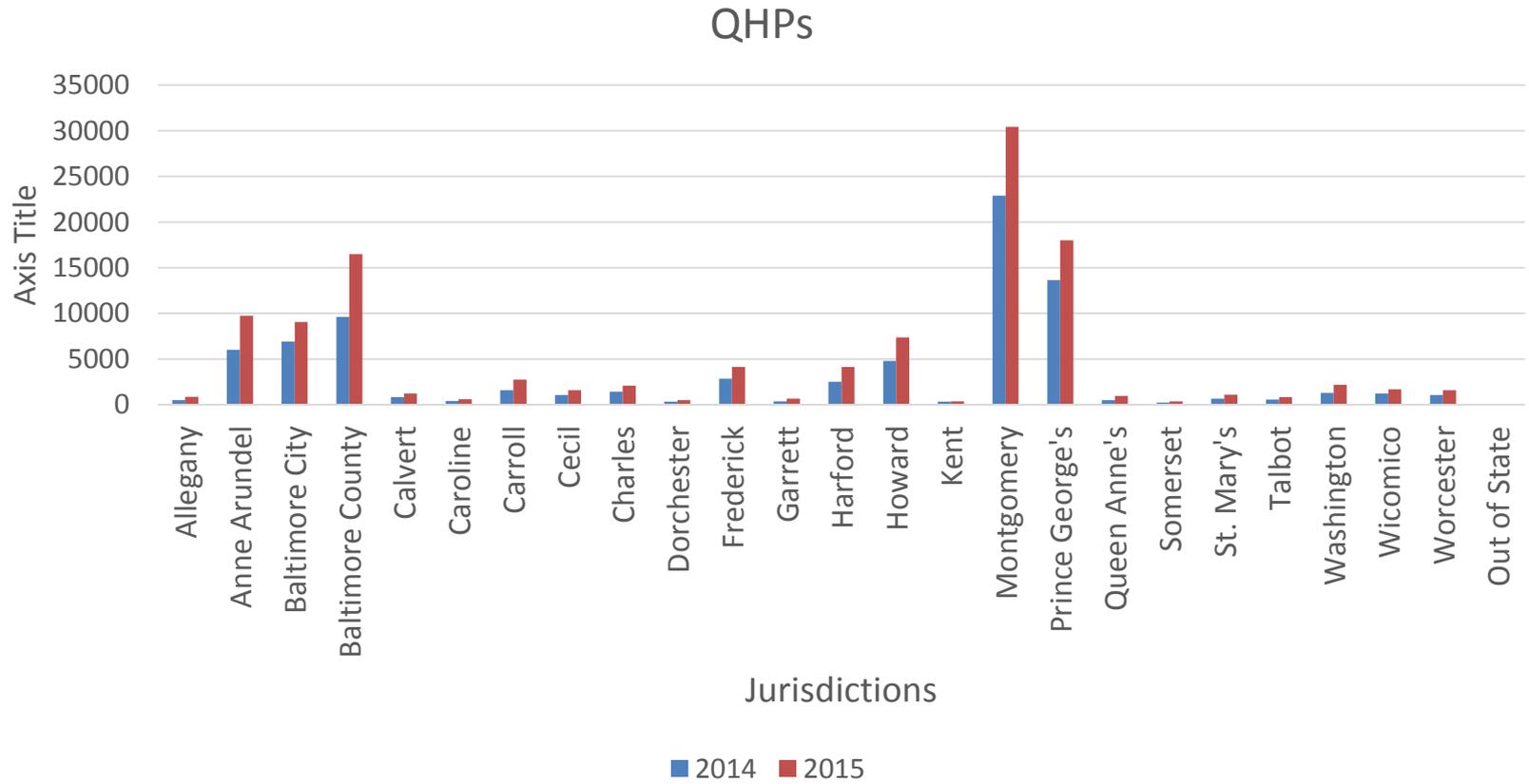
COUNTY	MEDICAID	APTC	QHP	TOTAL
Allegany	1,205	718	153	2,076
Anne Arundel	10,181	6,500	3,243	19,924
Baltimore	20,167	12,055	4,413	36,635
Baltimore City	21,583	6,432	2,626	30,641
Calvert	1,322	802	429	2,553
Caroline	957	464	124	1,545
Carroll	2,568	1,938	802	5,308
Cecil	2,336	1,091	508	3,935
Charles	3,020	1,433	656	5,109
Dorchester	912	378	120	1,410
Frederick	4,150	2,972	1,513	8,635
Garrett	781	548	129	1,458
Harford	4,828	2,975	1,154	8,957
Howard	6,024	5,084	2,285	13,393
Kent	417	285	74	776
Montgomery	25,026	21,502	8,914	55,442
Prince Georges	27,956	12,423	5,575	45,954
Queen Annes	715	673	297	1,685
Saint Marys	1,642	723	363	2,728
Somerset	667	302	50	1,019
Talbot	840	675	149	1,664
Washington	3,373	1,647	521	5,541
Wicomico	2,896	1,355	340	4,591
Worcester	1,570	1,294	296	3,160
Out-Of-State	13	47	46	106
Grand Total	145,149	84,316	34,780	264,245

Enrollment by County

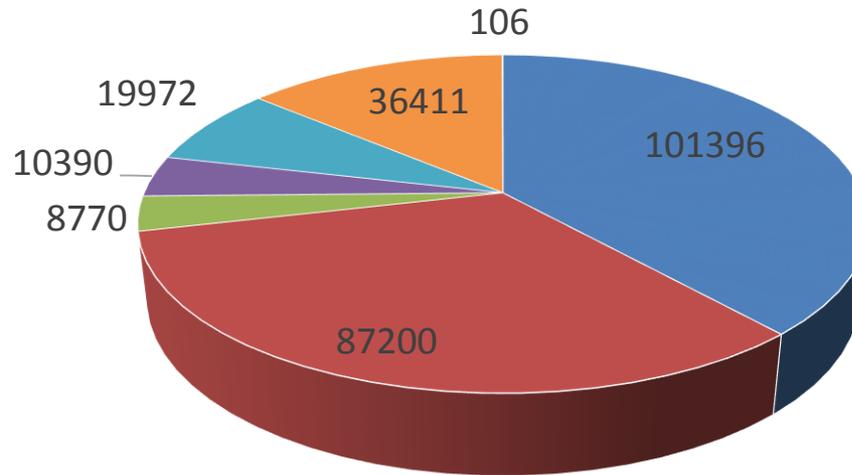


QHP Enrollments by County

Qualified Health Plans Year over Year



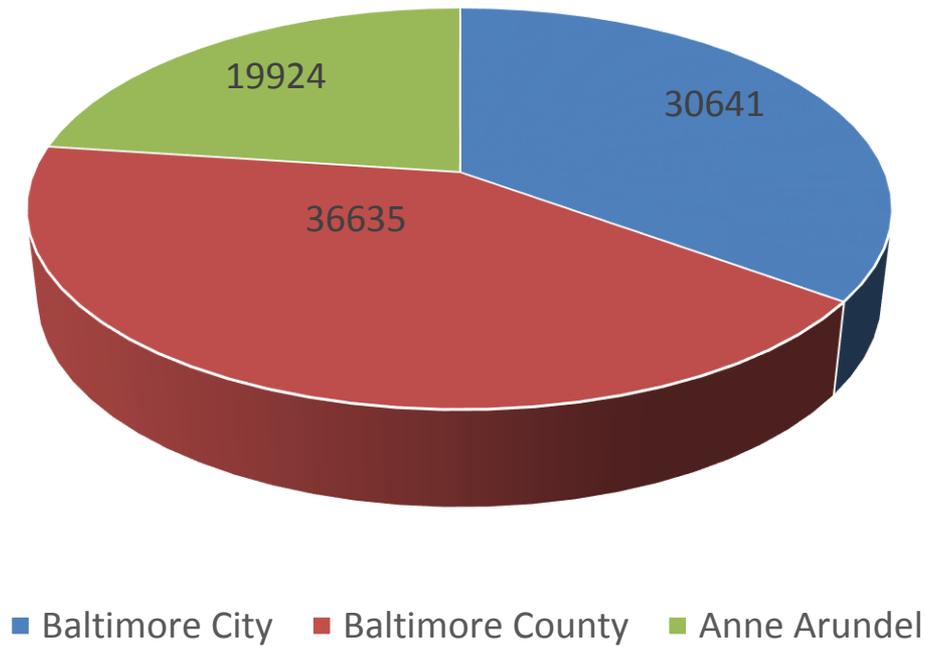
2015 Total Enrollment by Region



- Capital (Montgomery, Prince George's)
- Central (Baltimore City, Baltimore County, Anne Arundel)
- Lower Shore (Wicomico, Worcester, Somerset)
- Southern (Charles, St. Mary's, Calvert)
- Upper Eastern (Harford, Cecil, Kent, Caroline, Talbot, Queen Anne's, Dorchester)
- Western (Howard, Carroll, Frederick, Washington, Allegany, Garrett)
- Out-Of-State

2015 Total Enrollment by Region

Central Region

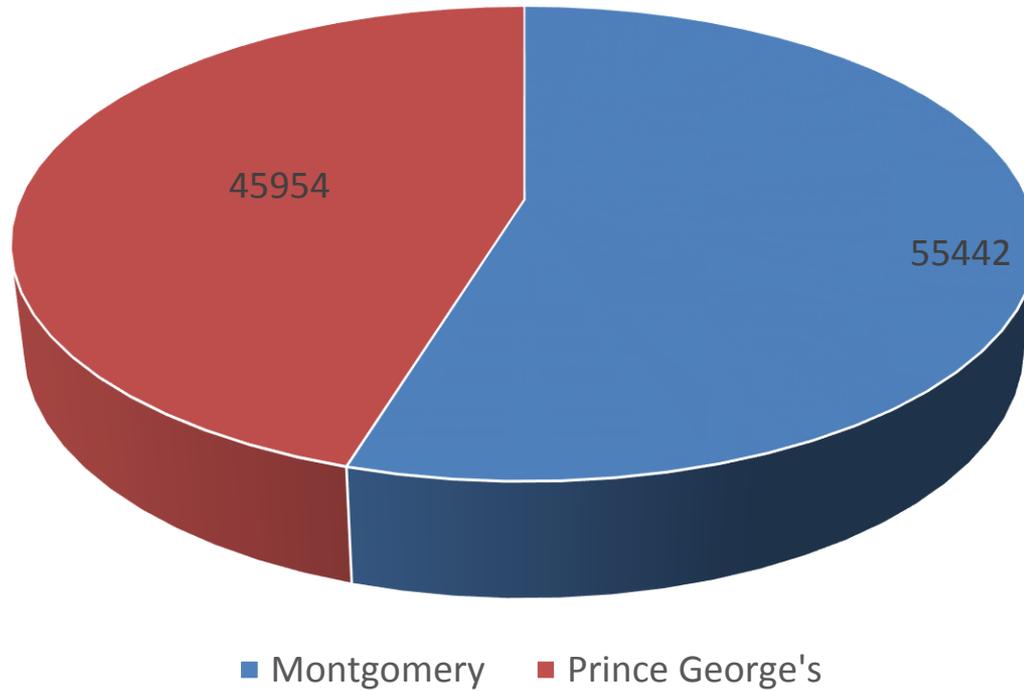


Adam Jones radio ad
press conference,
HealthCare Access
Maryland 1/31/15



2015 Total Enrollment by Region

Capital Region

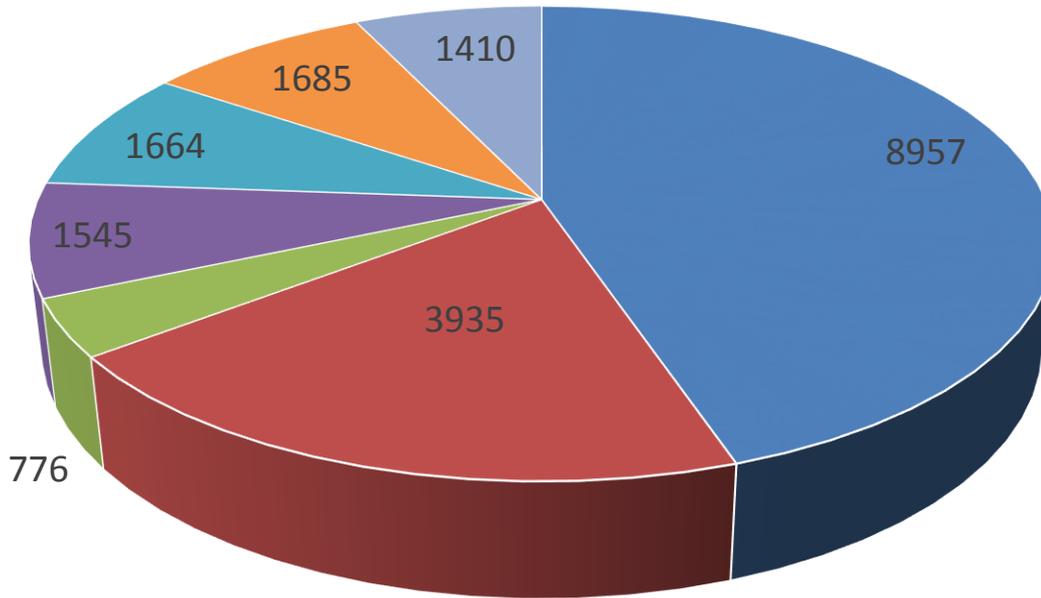


Fort Washington enrollment fair 12/6/14



2015 Total Enrollment by Region

Upper Eastern Shore



■ Harford ■ Cecil ■ Kent ■ Caroline ■ Talbot ■ Queen Anne's ■ Dorchester

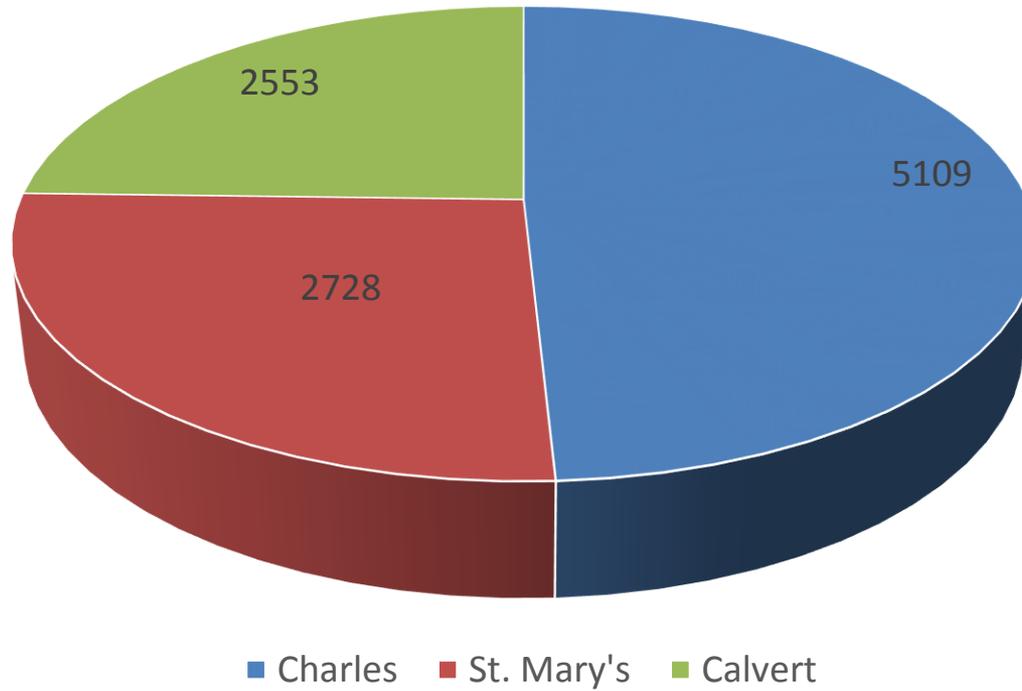


“Youth Enrollment Day,”
Northeast 1/29/15



2015 Total Enrollment by Region

Southern Region

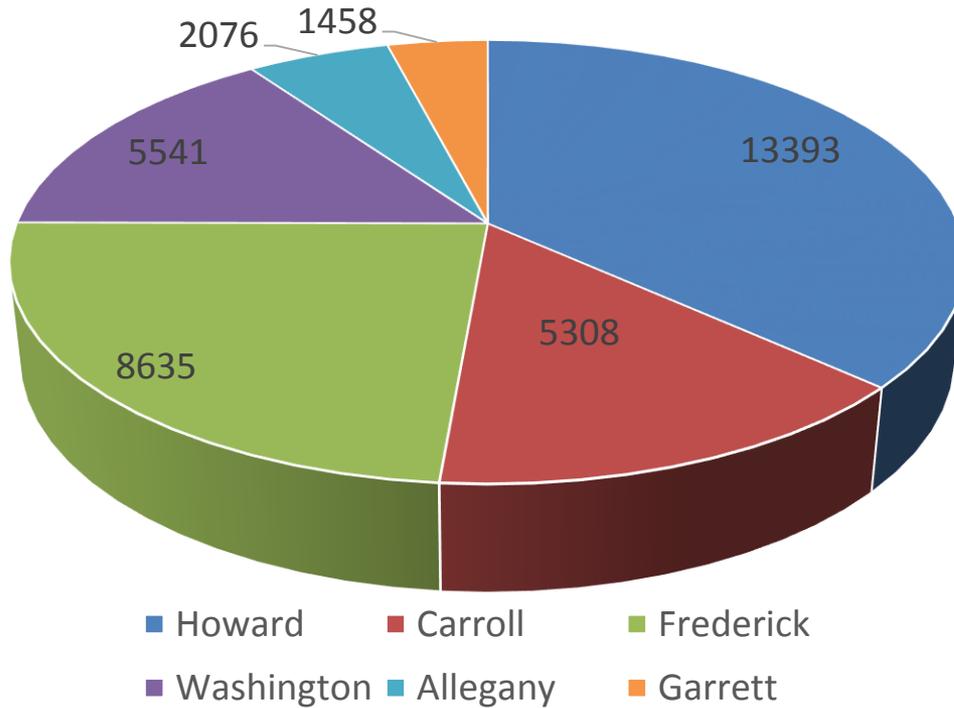


Solomons enrollment fair
2/12/15

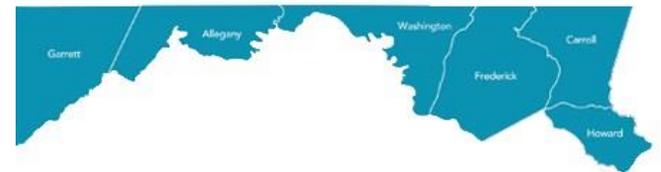


2015 Total Enrollment by Region

Western Region

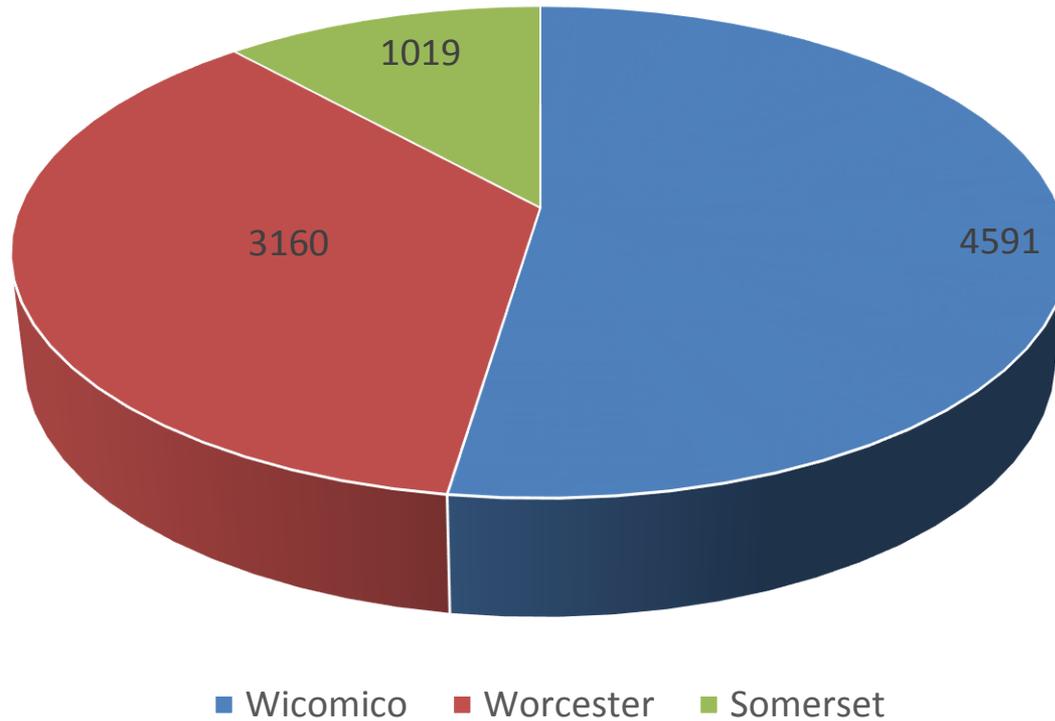


Healthy Howard/Door to HealthCare navigators, Westminster 1/10/15



2015 Total Enrollment by Region

Lower Shore Region

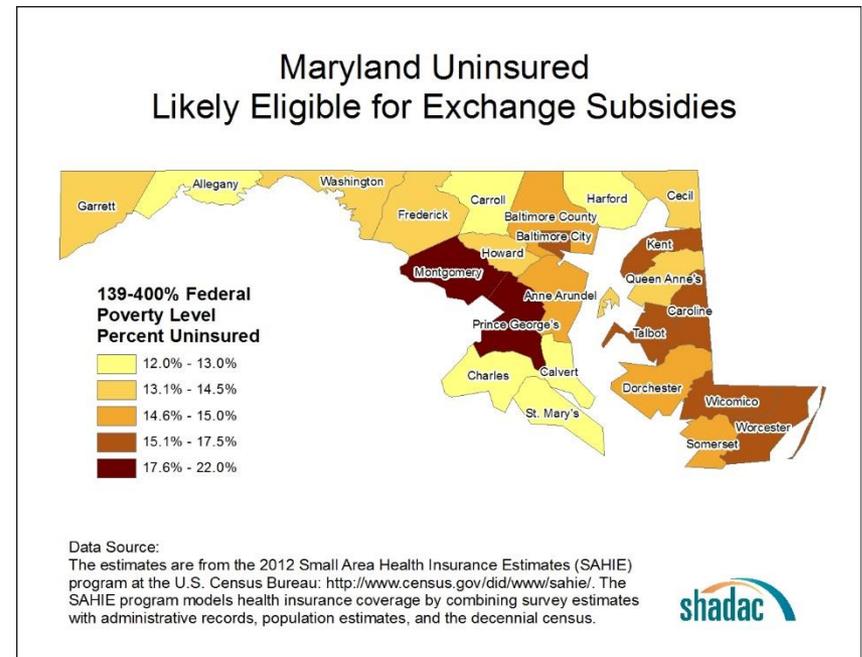
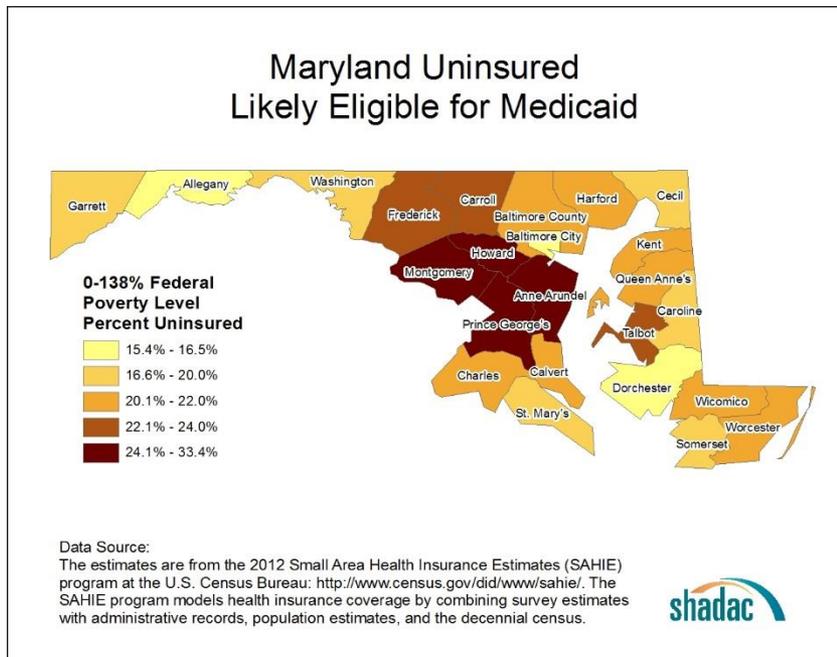


Salisbury enrollment fair
11/22/14

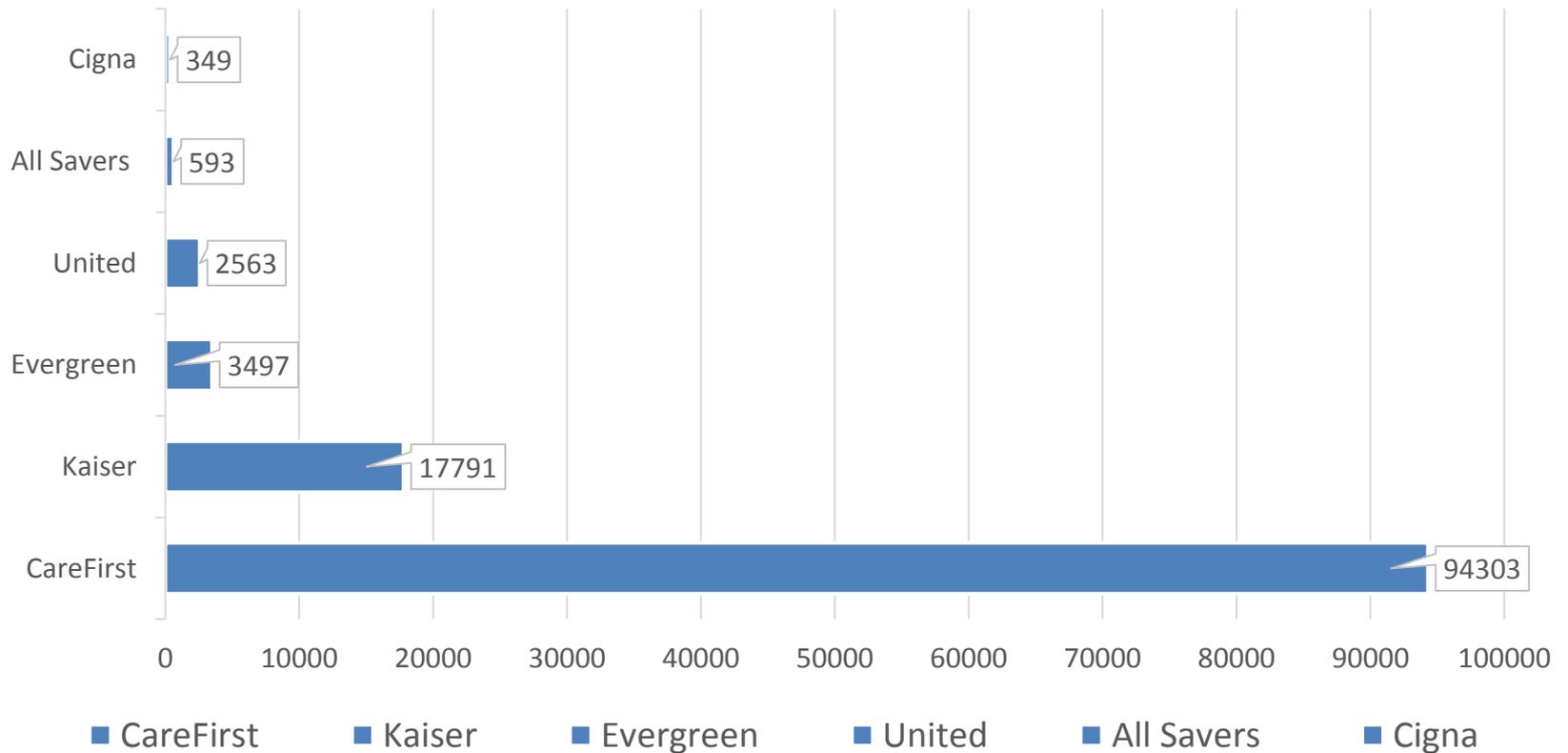


Uninsured Likely Medicaid Eligible

Uninsured Likely Eligible for Exchange Subsidies



Enrollment by Carrier



African-American Community

- ✦ MHBE entered into a partnership with the AFRO American Newspaper, which disseminated information to African American-serving churches, Historically Black Colleges and Universities, the NAACP, Baltimore Urban League and Associated Black Charities.



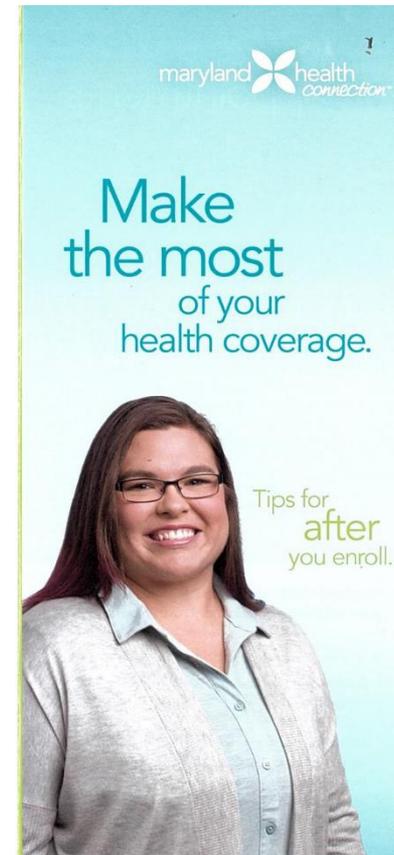
Latino Community

- ✦ Paid advertising reaching the Latino audience to encourage enrollment and promote events was increased for the second open enrollment, achieving a reach of 87 percent of Spanish-speaking TV households with ads on Entravision and Telemundo. In addition, Spanish-language online advertising and Latino radio stations in DC metropolitan and Lower Shore regions were employed, as well as Spanish-language newspapers in Baltimore and Washington metro markets.
- ✦ Community outreach efforts have included electronic and in-person distribution of Spanish-language enrollment materials to mercados, retailers and community organizations.



“Young Invincibles”

- ✦ Young people (ages 18-34) comprise 30% of Md. enrollment so far, in line with national trend. Strategic approach taken in selecting digital outlets (online apps, Pandora) to reach “Young Invincibles.”
- ✦ With a paid social advertising campaign on Facebook that has extended reach of our page content to about 300,000 unique users a month, we are significantly growing our social media presence.



Connector Organization Outreach

- ✦ Our “Boots on the Ground”: Connector Entities have interacted with 35,000+ Marylanders, providing information and enrollment assistance.
- ✦ Lower Shore group worked with locals to hold an enrollment day on Smith Island -- Tylerton and Ewell. DNR provided boat transportation. Worked with locals and Coast Guard for another enrollment event on the island.
- ✦ One-Stop Job Market: Offered after-hours computer lab for people to enroll -- an important partnership because of the high percentage of unemployed using resources at the One Stop who are also uninsured.
- ✦ Door to Health Care in Western Region partnered with Asian-American Center of Frederick to make contacts with Asian-owned small business.



A Program of Healthy Howard, Inc.



