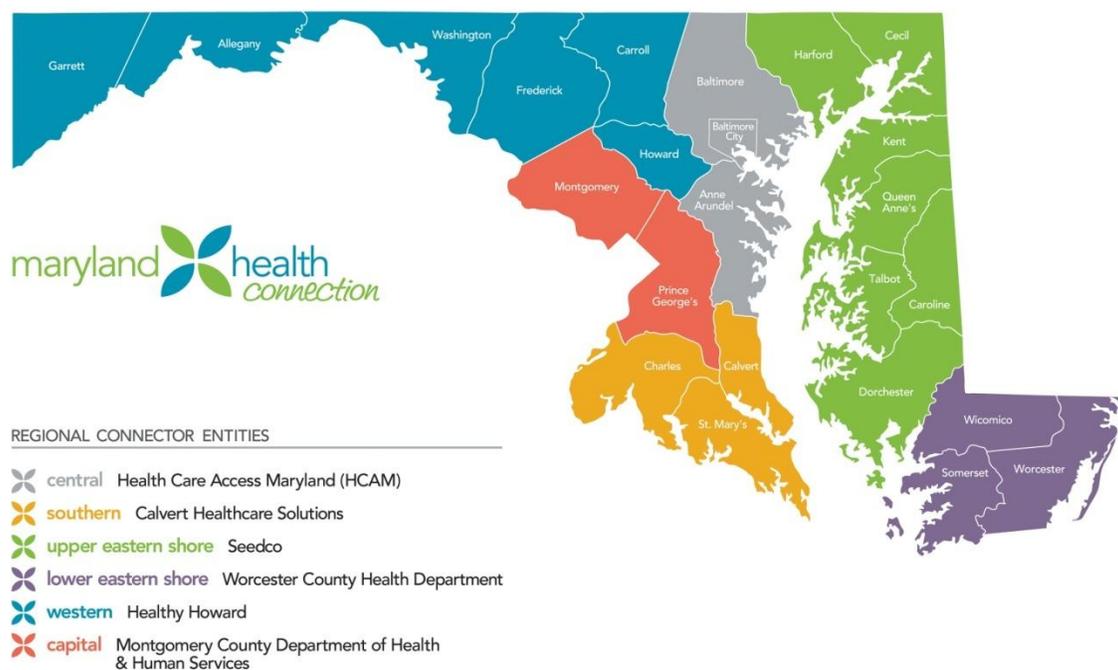


Issue 17: INSIDER'S EDGE: Let's Get Connected!

Welcome back, Insiders! This time, I'm here to tell you about the new Connector Program debuting in Maryland. Nope, it's not Facebook's new, more attractive sibling, nor is it a souped up version of LinkedIn. Maryland Health Benefit Exchange launched the Connector Program to help provide target populations with in-person education, eligibility, and enrollment assistance using Maryland Health Connection. The Connector Program may also encounter and assist consumers applying for Medicaid.

"Wait, Marge, does this mean I'm out of a job?" Most definitely not! Remember, unveiling health reform in Maryland is going to be a PARTY! Lots of VIPs will be there, including you. The Connector Program is just one more entity to join the exclusive guest list.

So, what is the Connector Program bringing to the table? As it turns out, 6 very important friends. The Program will be comprised of 6 Connector Entities spread throughout the state. (We don't want anyone bumping elbows at the table, do we?) Here, I'll introduce you!



Hi, guys! Can't wait to work with you!

I bet you're thinking, that's all fine and well, Marge, but seriously, what exactly is a Connector Entity? Each one is a community-based organization or a partnership of entities. Connector Entities will be where some of the folks we mentioned last time call home (their work home that is!). Connector Entities will employ or retain Navigators, Assistants, and administrative personnel.



One of the main jobs of the Connector Entities will be to get the word out to the masses of Maryland about health reform, their insurance options, and the ins-and-outs of the assistance programs they might qualify for, such as Medicaid and MCHP. The Connector Entities will be right there on the front lines with you helping enroll consumers in insurance plans using Maryland Health Connection. If you are working with someone who doesn't qualify for Medicaid, but needs to enroll in a qualified health plan (QHP) or a commercial plan instead, you might be working with a Connector Entity to ensure the consumer gets the help they need.



Hey, Connector Entity, this call is for you!

Connector Entities will also be referring consumers to appropriate agencies like the Attorney General's Health Education and Advocacy Unit (HEAU) and the Maryland Insurance Administration (MIA), if they have a grievance or complaint. You might even get referrals for questions related to other social services yourself!



Remember, under the "no wrong door" approach, communication isn't a one way street! We're in this together!

Questions? Send me an e-mail, dhmh.medicaidmarge@maryland.gov.