



MEDIA CONTACT:  
Dori Henry  
dori.henry@maryland.gov  
[410.504.3667](tel:410.504.3667) cell

## **The Maryland Health Benefit Exchange Adopts Plan to Maximize Enrollment as Open Enrollment Period Comes to an End**

**ANNAPOLIS, MD (March 18, 2014)** – The Board of the Maryland Health Benefit Exchange today took another step to maximize enrollment as the first open enrollment period comes to an end on March 31.

The plan adopted today is designed to ensure that anyone attempting to enroll before March 31 will be able to get covered. Consumers who call a new hotline at 1-800-396-1961, or are referred from the call center (1-855-642-8572), will be able to let Maryland Health Connection know that they have started an application but have been unable to complete it. All Marylanders who call by March 31 will receive a call and special assistance for enrollment for coverage that begins on May 1, 2014. All four carriers offering medical plans in the Maryland Health Benefit Exchange are participating.

"This is just another step we are taking to ensure that as many Marylanders as possible have access to quality, affordable health coverage," said Governor O'Malley. "So far, more than 230,000 Marylanders have enrolled in Medicaid and private health plans in 2014 -- that's more than 90% of the way towards our goal. We will continue to do everything we can to increase that number as much as possible before open enrollment ends."

"We're committed to signing up as many Marylanders as possible for quality, affordable care before the end of open enrollment," said Lt. Governor Anthony Brown. "While we have made real progress enrolling over 230,000 individuals, we won't rest until all Marylanders have the coverage they deserve."

The new plan supplements online enrollment, which will still be available through March 31. Marylanders seeking to start an application on Maryland Health Connection can do so by visiting [www.marylandhealthconnection.gov](http://www.marylandhealthconnection.gov), calling the Consumer Support Center at 1-855-642-8572, or visiting their local Connector Entity through March 31.

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### **About the Maryland Health Benefit Exchange:**

The Maryland Health Benefit Exchange (MHBE) is a public corporation and independent unit of Maryland State government established in April 2011 in accordance with the Patient Protection and Affordable Care Act of 2010 (ACA). The MHBE has a nine-member Board of Trustees that includes the Secretary of Health and Mental Hygiene, Maryland Insurance Commissioner and Executive Director of Maryland Health Care Commission. The Maryland Health Benefit Exchange is responsible for the administration of Maryland Health Connection.



**About Maryland Health Connection:**

Maryland Health Connection is the marketplace for individuals, families and small businesses to compare and enroll in health insurance, as well as determine eligibility for Medicaid and other assistance programs, federal tax credits and cost-sharing reductions. Enrollment through Maryland Health Connection began in October 2013, with insurance coverage beginning January 1, 2014, for individuals and families. It will continue through March 31, 2014. For more information visit our website at [www.MarylandHealthConnection.gov](http://www.MarylandHealthConnection.gov). Additional information about Maryland Health Connection, the enrollment process or selecting coverage can be found on our social media channels, Facebook, <https://www.facebook.com/MarylandConnect>; Twitter <https://twitter.com/marylandconnect> and YouTube, <http://www.youtube.com/marylandconnect>