

Maine Department of Health and Human Services

Update on the State-based Marketplace

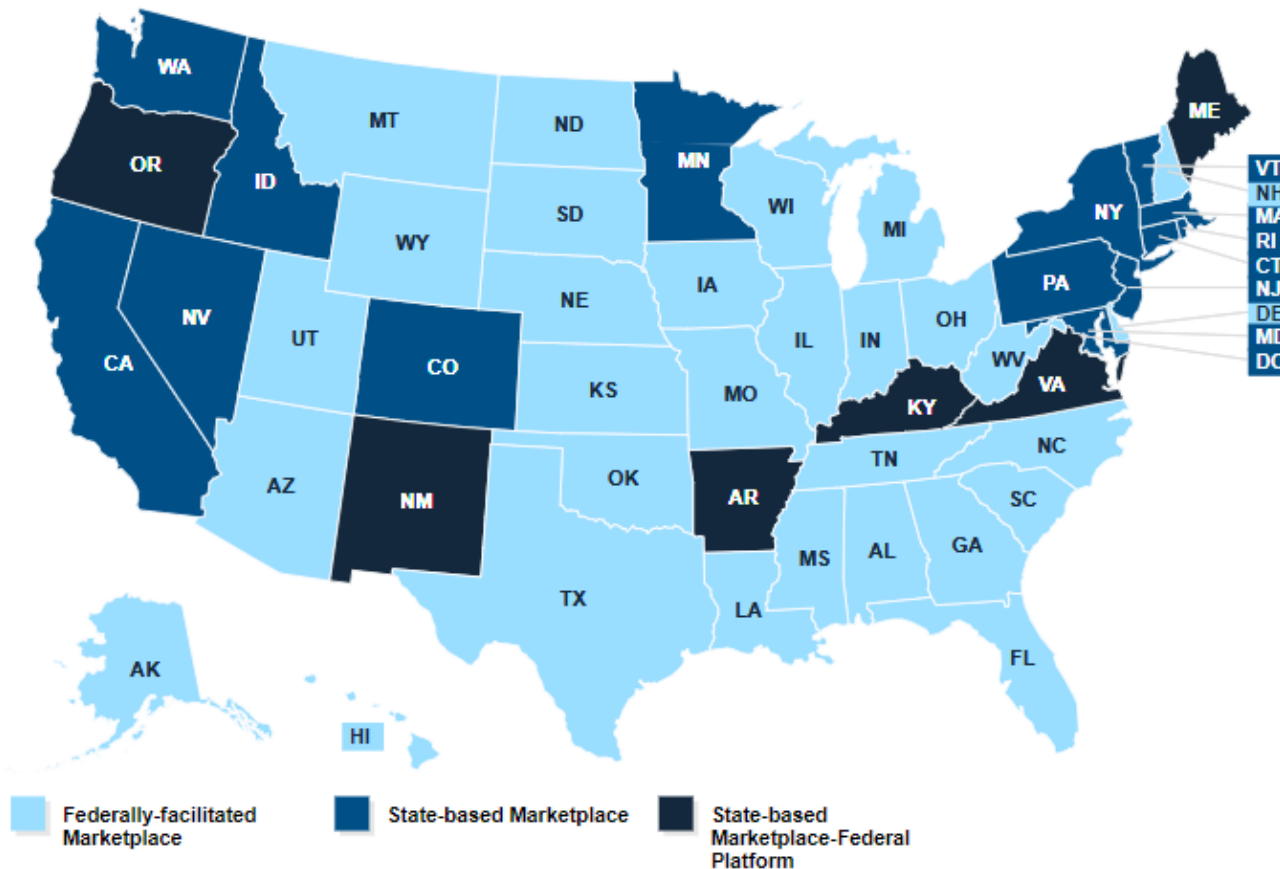
Prepared for the Joint Standing Committee on Health
Coverage, Insurance, and Financial Services

February 2021



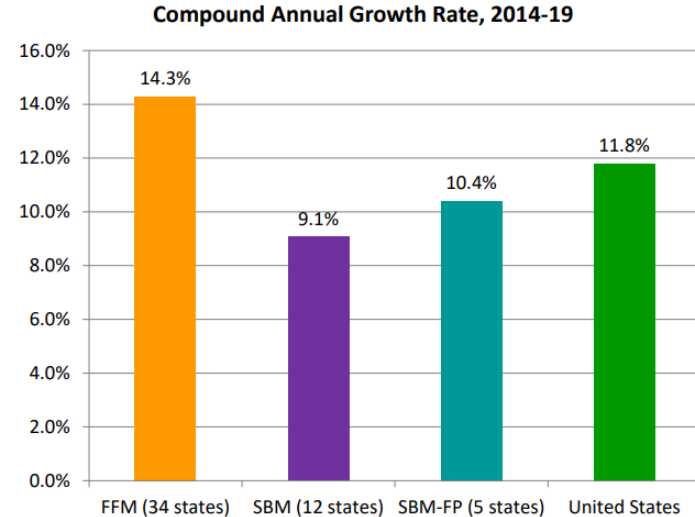
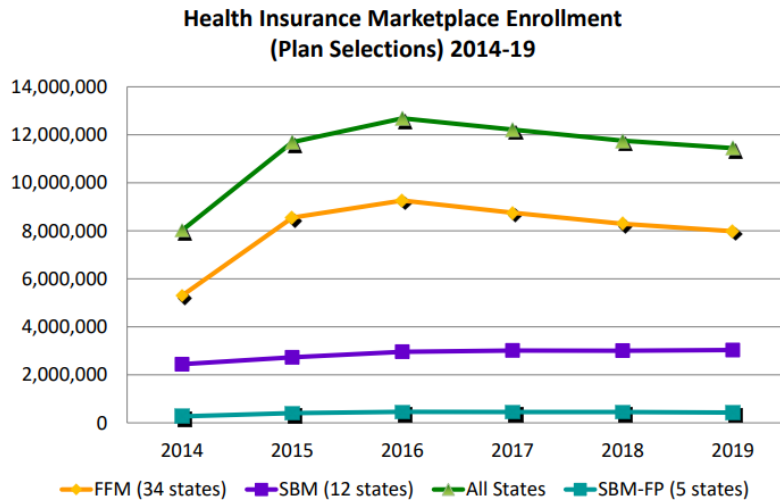
Introduction to the Health Insurance Marketplace

State Health Insurance Marketplace Types, 2021



Why Transition to a State-based Marketplace?

- ✓ Opportunity to tailor marketing and outreach for Maine
- ✓ Additional flexibility (e.g., longer open enrollment periods)
- ✓ Improved integration with MaineCare



Update on the 2021 Open Enrollment Period

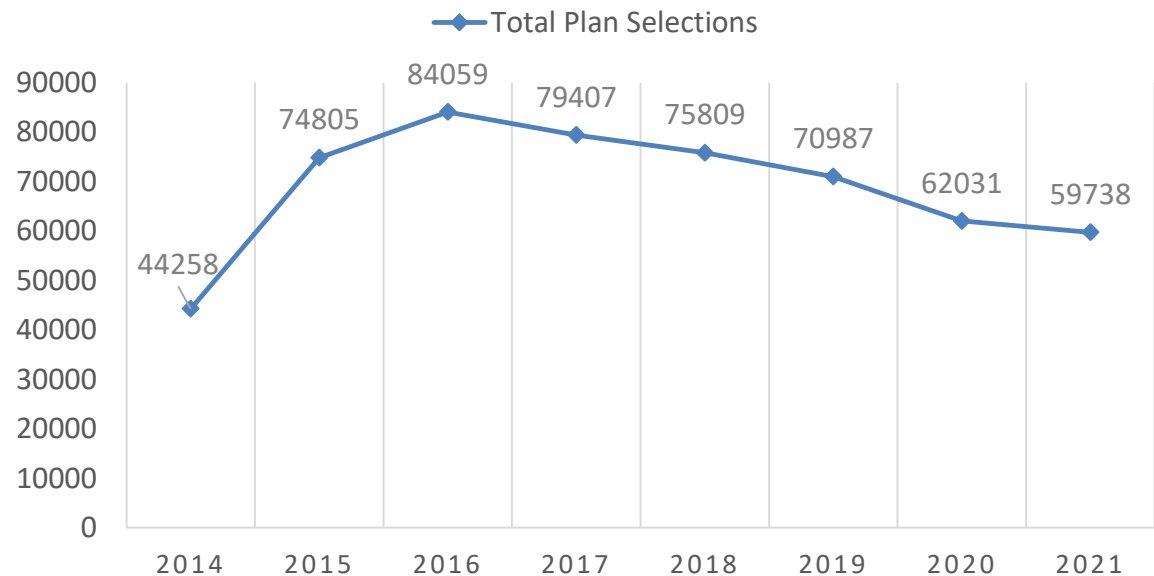
Start 2021 with health coverage.

Get help finding a low-cost plan and apply for financial assistance. You must apply by Dec. 15 for some plans.

Visit [CoverME.gov](https://coverme.gov) or call (800) 965-7476 for enrollment help.



MARKETPLACE PLAN SELECTIONS IN MAINE



2021 Special Enrollment Period Open Now!

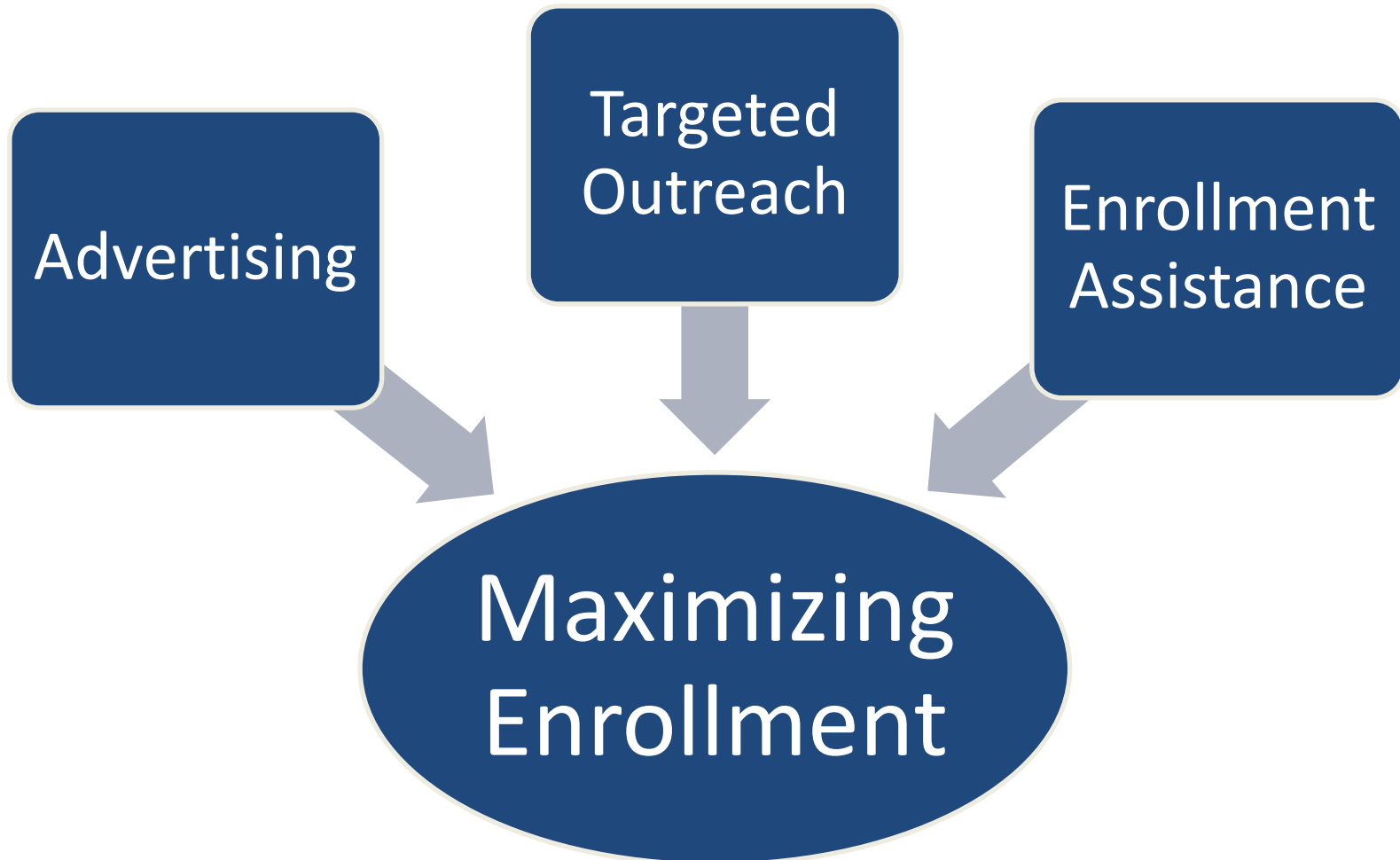
- Special Enrollment Period opened in response to the COVID-19 national emergency
- Running now until May 15th
- Consumers can enroll for the first time or switch plans
- No special rules to qualify



Transition to a State-based Marketplace Platform

- Tracking to launch a State-based Marketplace platform by November 1, 2021
- Contract with IdeaCrew to implement and maintain the technology platform
 - Consumer's Checkbook decision support tools
 - Automated account transfer with OFI
 - Extended Open Enrollment Period
- Issuing an additional RFP soon for the Consumer Assistance Contact Center

Plans for Communication and Promoting Enrollment



Milestones Timeline

- March/April: building SBM staff
- May: Consumer Assistance Center vendor onboarded, communications vendor selected
- June: grant applications for consumer assistance posted
- August: migration of consumer accounts from CMS
- September: public communications launch, training for Brokers, Navigators, and Assisters available
- October: window shopping begins
- November 1, 2021: Open Enrollment Period begins, full campaign launches

Questions?

Meg Garratt-Reed

Senior Advisor, Coverage and Affordability and Acting
Director, Office of the Health Insurance Marketplace

Molly Bogart

DHHS Director of Government Relations

molly.bogart@maine.gov

