

# ANNOUNCEMENT

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## ANNOUNCEMENT FOR THE MARYLAND HEALTH BENEFIT EXCHANGE CAPITAL REGION CONNECTOR ENTITY PROGRAM

### **PLEASE READ THE INFORMATION BELOW BEFORE SUBMITTING AN APPLICATION.**

Montgomery County seeks to expand access to coverage under the Patient Protection and Affordable Care Act (ACA) for County residents through the Maryland Health Benefit Exchange (MHBE) Connector Entity program. The goal of the Connector Entity program is to enroll all eligible, uninsured and underinsured individuals and small businesses into health coverage, including facilitating enrollment into Medicaid, Maryland Children's Health Program and Qualified Health Plans (QHP).

This announcement, however, *does not* include enrollment services. The County seeks to establish partnerships with qualified organizations to provide targeted outreach services to underrepresented and special needs populations within the Montgomery County that are disproportionately uninsured. The objective is to provide outreach to disproportionately uninsured and underinsured Montgomery County populations, promote access to enrollment, as well as increase health insurance literacy.

The Montgomery County Department of Health and Human Services (DHHS) seeks qualified organizations that are interested in and have the capacity and capability to provide outreach services to underrepresented and special needs populations within Montgomery County that are disproportionately uninsured. Organizations will be selected based on their ability to demonstrate the following:

- Established presence within Montgomery County;
- Evidence as a trusted resource and a community partner within the targeted population in the County;
- Provides or has the capacity to quickly acquire the skills to conduct public forums and presentations regarding the ACA and/or regional MHBE enrollment process;
- Ability to outreach to targeted populations, and
- Capable of meeting all contracting requirements of the MHBE as appropriate, DHHS, and the County.

Selected organizations are expected to provide services that include, but are not limited to the following:

1. The Contractor will ensure that ACA-related outreach and health literacy support is provided to targeted underrepresented and disproportionately uninsured populations to assist with the enrollment process as well as the successful use of newly acquired health insurance coverage.
2. Services must be culturally competent and responsive to the linguistic needs of these populations.
3. Outreach services must be available to residents with disabilities and/or special needs.
4. Outreach and educational information must be accurately and clearly presented as stipulated by the MHBE, Maryland Insurance Administration, or the County.
5. The Contractor must distribute information about the individual health insurance exchange, including, eligibility requirements for applicable Federal premium subsidies and cost-sharing

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assistance, eligibility requirements for Medicaid and MCHP, how to enroll in Medicaid, MCHP or QHPs in the Individual Exchange.

6. Updated schedule of all outreach and educational events must be provided to the County for inclusion on the Capital Region's website (capitalhealthconnection.org)

**The Contractor is solely responsible for the specified outreach services.**

### **ADDITIONAL INFORMATION**

- One (1) copy of the application MUST be submitted by mail or in person to Trudy-Ann Durace, located at 401 Hungerford Dr., 5<sup>th</sup> Floor, Rockville, MD 20850 by 5:00 p.m. on September 25, 2014. No late applications will be accepted. Incomplete applications will not be considered. We cannot accept electronic copies.
- The Application, not including other requested attachments, should be no more than **three (3) pages** plus attachments.
- **THE APPLICATION MUST CLEARLY DESCRIBE THE POPULATION(S) TO BE SERVED. IF THE APPLICANT PLANS TO SERVE MORE THAN ONE POPULATION, THE APPLICANT MUST SUBMIT A SCOPE OF SERVICE FOR EACH POPULATION.**
- Written applications will be reviewed and approved based on the applicant's demonstrated capacity and capability to serve the targeted population. Only applicants who strongly demonstrate such competence will be considered.
- Applications will be reviewed and approved by members from the MHBE Connector Entity Program team within DHHS.
- Recommendations for approval will be based on written applications and other appropriate information provided.
- There is no commitment expressed or implied by the County Government in soliciting applications. The County reserves the right to reject any or all applications and re-advertise outreach services for the MHBE Connector Entity program.
- Please do not contact anyone not listed in this announcement for additional information.

For information and submissions contact: Trudy-Ann Durace,  
Management and Budget Specialist  
401 Hungerford Dr., 5<sup>th</sup> Floor  
Rockville, MD 20850  
240-777-4155 (office)  
240-777-1494 (fax)