

## Raising awareness of Maryland Health Connection

### How you can help

A primary goal of the Affordable Care Act is to help the 14% uninsured and eligible Marylanders gain access to quality, affordable healthcare. Central to this goal is the creation of Maryland Health Connection, Maryland's health insurance marketplace. Eligible Maryland residents will be able to enroll in a health plan or Medicaid to get coverage that starts in January 2014.

It's now time to raise awareness of Maryland Health Connection to maximize the number of Maryland residents and small businesses who enroll during this first open enrollment period beginning October 1, 2013 (January 1, 2014 for small businesses).



#### What is Maryland Health Connection?

Maryland Health Connection is a marketplace where consumers and small businesses can compare health coverage options in simple, easy-to-understand language. At **MarylandHealthConnection.gov**, consumers will be able to compare insurance options based on price, benefits, quality and other factors with a clear picture of premiums and cost-sharing amounts to help them choose the insurance that best fits their needs. They can also enroll in Medicaid through the same streamlined application process.

Financial help to lower costs is available for people who qualify and may be eligible for a free or low-cost plan, or savings that lower monthly premiums right away.

#### How can you help?

Start by visiting **MarylandHBE.com**. There you'll find helpful tools, official resources, and information about news, events and upcoming stakeholder engagement sessions. For consumer information, visit **MarylandHealthConnection.gov**. Consumers can sign up for email updates to get the information they'll need to be ready to enroll in October 2013.

#### Key Facts

- ✕ 14% uninsured in Maryland
- ✕ 6-month open enrollment period begins Oct. 1, 2013 and ends March 31, 2014
- ✕ Medicaid enrollment period continues year-round
- ✕ Coverage effective as early as January 1, 2014
- ✕ Many people will get savings they can use right away to help them pay for insurance in Maryland Health Connection (including an individual with income less than \$45,960 or a family of 4 with income less than \$94,200).