



Larry Hogan, Governor · Boyd K. Rutherford, Lt. Governor · Dennis R. Schrader, Secretary

MARYLAND MEDICAL ASSISTANCE PROGRAM
MCO Transmittal No. 159
November 1, 2022

To: Managed Care Organizations

From: Tricia Roddy, Deputy Medicaid Director
Office of Health Care Financing

Re: HealthChoice Public Health Emergency Unwinding Incentive Policy

Note: Please ensure that appropriate staff members in your organization are informed of the contents of this transmittal.

The Maryland Department of Health (the Department) is implementing incentive funding for Public Health Emergency (PHE) Unwinding Communications to support managed care organizations (MCO) outreach efforts regarding the end of the PHE. Effective participant outreach is critical to ensure awareness of available resources for assistance in updating their contact information and/or completing Medicaid enrollment applications to prevent eligible participants from losing Medicaid coverage.

This program will be effective for the one-year rating period from January 1, 2023 to December 31, 2023. MDH will pay a total of \$1,030,928 to MCOs, divided based on respective market share distributions per the following guidelines:

- A total of \$1.03M is available to support development of a PHE Unwinding Communications Plan.
- MCOs will be eligible for an allocation of funding based on their proportion of overall enrollment.
- To qualify for funding, MCOs must submit a communications plan around PHE unwinding to the MDH by a set deadline of Friday, January 6, 2023.
- The Maryland MCO Association may submit a communications plan on behalf of all MCOs. Representatives from each MCO must sign the plan to demonstrate that it is a joint document.
- All funds available to the MCO will be released upon approval of the plan by the Department.

- The table below shows the respective market share distributions and payouts by MCO.

MCO	Market Share Distribution as of August 2022	Estimated Funding Amount
Aetna	3.76%	\$38,789
AmeriGroup	21.96%	\$226,385
CareFirst Community Partners	5.35%	\$55,189
JAI Medical Systems	2.00%	\$20,662
Kaiser	7.82%	\$80,662
Maryland Physicians Care	16.68%	\$171,989
MedStar Family Choice	7.30%	\$75,240
Priority Partners	23.62%	\$243,476
United Healthcare	11.50%	\$118,537

This complies with requirements established by the Department regarding incentive funding for Public Health Emergency (PHE) Unwinding Communications, and to accept payments developed in accordance with 42 CFR 438.6 for the one-year rating period covered by the MCO CY23 contracts.

If you have any questions about this transmittal, please contact Alyssa Brown, Director, IRD, at alyssa.brown@maryland.gov .