

# MHBE Board Meeting




**July 18, 2022**

## Information Technology Update

**Presented by:**

**Venkat R. Koshanam, CIO, MHBE**

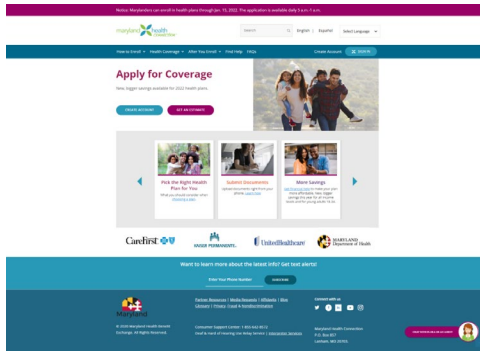
# Agenda

-  FY 2023 IT Roadmap
-  CMS Corrective Action Plan Status
-  MHC Broker Connect

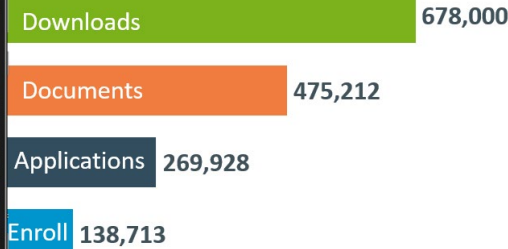
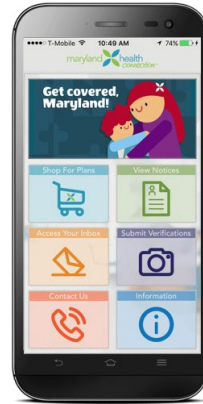
# Technology Overview

## The Big Picture

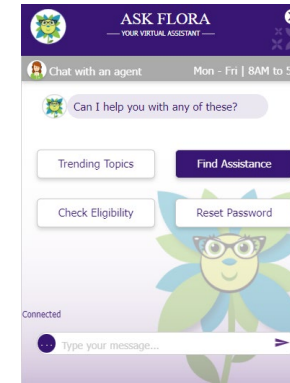
### Web Apps



### Mobile Apps

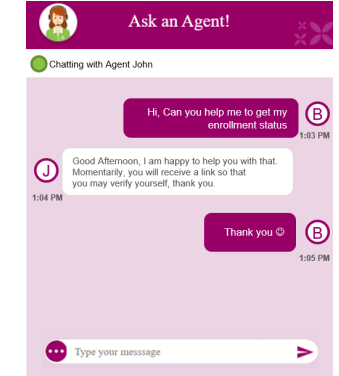


### AI Bot ("Flora")



400,000+ Bot Responses

### Live Chat



40,000+ Live Chats



### Consumers

User Accounts  
2.35 million

Applications  
13 million

### Documents



Notices, Consumer documents

### Enterprise Automation

BusyBee (Bot) Matches -90% of Medicaid transactions with nearly 100% accuracy



### CRM & Internal Apps

A tightly integrated CRM solution supported 4 million consumer inquiries

# FY 2023 Focus Areas

## Cybersecurity

1

- Zero Trust Security Model
  - Business Continuity
- Continuous Monitoring
- Awareness & Training

## Operations

4

- Public Health Emergency
- Policy Implementations
- System Enhancements
- Hybrid Infrastructure



2

## Innovation

- Robotic Process Automation
- Mobile Platform Revamp
- Integrated AI Solutions
- Consumer Engagement Channels

3

## Collaboration

- CMS “No Wrong Door” Initiative
- Easy Enrollment (Dept of Labor)
- Direct Integration with Medicaid
- Real-time Enrollment with Carriers

# FY 2023 Technology Strategy



## Security

Enforcing zero-trust security across user, application, data, network, and devices

- Next-Gen Firewall
- Endpoint Security
- Governance



## Consumer Engagement

Personalizing consumer experience across touch-points

- Personalization
- Journey data analysis
- Predictive Intelligence



## Solutions at scale and speed

Transforming technology practices to support the continuous delivery at scale

- DevOps
- Test Automation
- Containerization



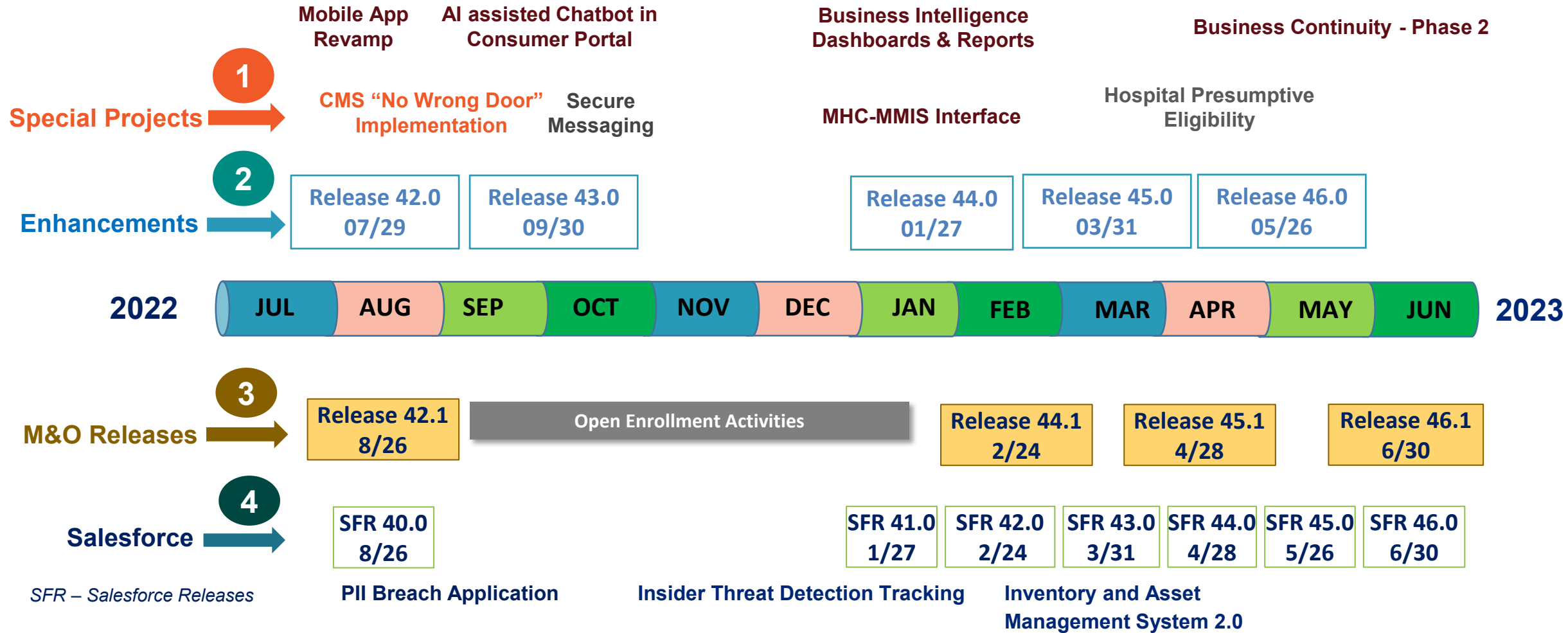
## Unified digital experience

Integrating user experience across channels in real-time

- Multi-channel integration
- Chatbot 2.0
- AI, OCR & RPA\*

*\*Artificial Intelligence, Optical Character Recognition and Robotic Process Automation technologies*

# FY 23 IT Roadmap



SFR – Salesforce Releases

# FY 2023 Outcomes

1

## **Cybersecurity Enhancements**

Implement Zero-Trust Security Model framework.

2

## **Disaster Recovery & Business Continuity (Phase 1 & Phase 2)**

Build a disaster recovery capability for ensuring business continuity.

3

## **System Operations Overhaul**

Integrate DevOps processes into application deployment and test automation.

4

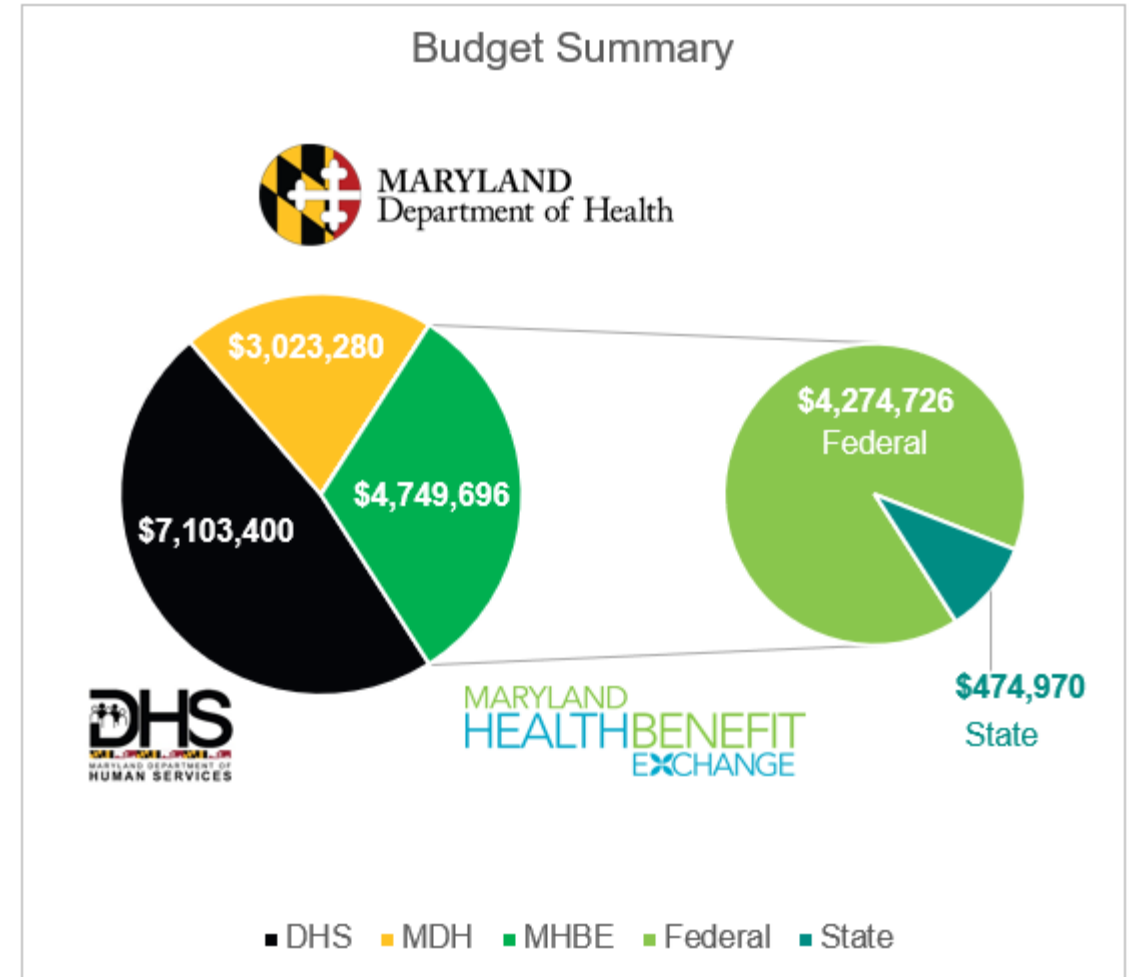
## **Special Project Initiatives**

More AI and Robotic Process Automation, consumer engagement through technology.

# CMS CAP\* Recap

## MHBE Work:

- Data sharing and seamless consumer transfer between MHBE and DHS systems
- Consumer Account restructuring and Security
- **Integrating with MD THINK Master Data Management (MDM)**
- **Eliminating Interim Database (IDB)**
- **Consumer option to request Medicaid ID Card through MHC Online**
- Enhancements to Exchange Portals (Consumer Portal, Worker Portal, Stakeholder site, Chatbot and other integrated systems)
- Training & Reporting



\* *Corrective Action Plan for seamless consumer experience seeking MAGI (Modified Adjusted Gross Income) or Non-MAGI based Medicaid coverage*

\* *Items in boldface have been completed*

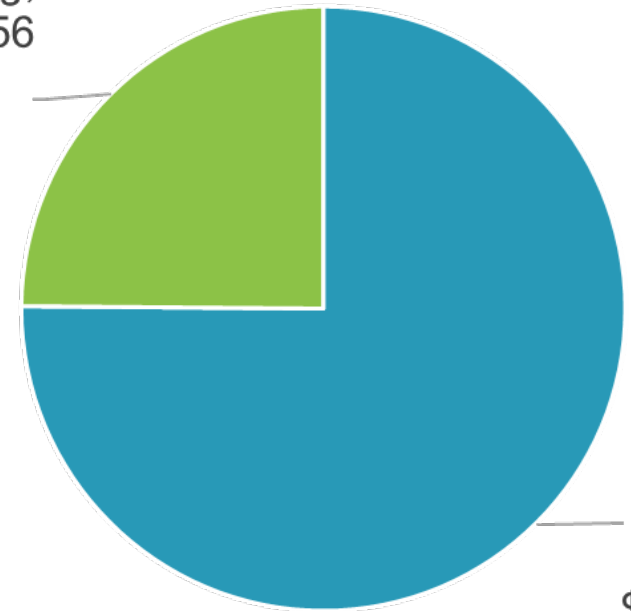


# CMS CAP Accomplishments

- ❑ Master Data Management (MDM) Services Integration with MD THINK
- ❑ Direct Medicaid Transaction routing to MMIS
- ❑ Option to request Medicaid ID Card online
- ❑ Automated demographic data matching using Robotic Process Automation (RPA) process
- ❑ An application to manage demographic data matching operation

**CMS CAP – Budget**

FY 2023 -  
Remaining,  
\$1,181,056

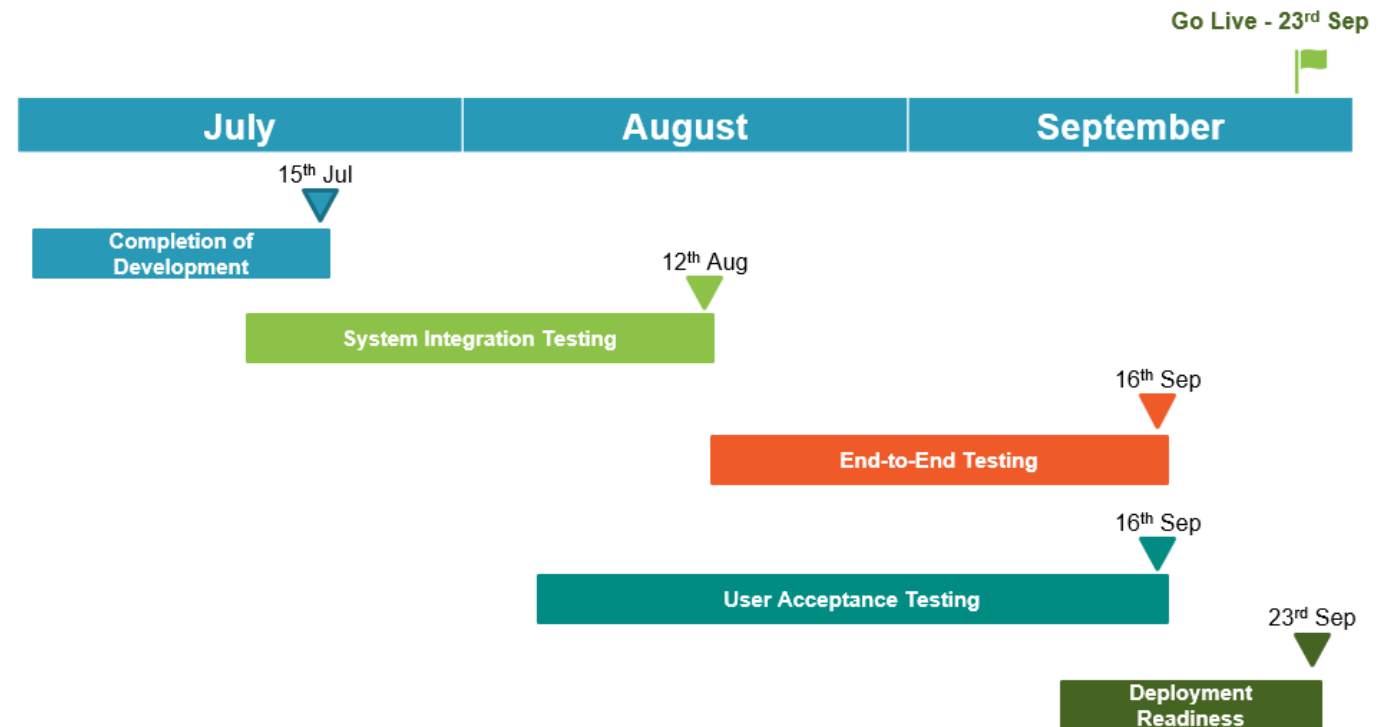


FY 2022 -  
Spent,  
\$3,568,640

# CMS CAP - In Progress

- Development of
  - Account transfers
  - Application transfers
  - Document transfers
- System Integration Testing
- End-to-End Testing
- User Acceptance Testing
- Load and Performance Testing
- Deployment Activities

## Timeline



# MHBE Board Meeting

July 18, 2022

## Broker Connect

**Presented by:**

**Venkat R. Koshanam,**  
Chief Information Officer, MHBE

**Heather Forsyth**

Director of Consumer Assistance, Eligibility & Business Integration

# Broker Connect

An online channel for Consumers to connect to a qualified broker in near real-time, and Brokers to get prospective leads from the Exchange.



## Customer Service Values

- A channel to support our consumers and brokers
- Caters to the population preferring faster broker support
- Serves consumers opting for text-based communication
- Provides connected consumer experience



# Broker Connect – Consumer View

A screenshot of a web browser showing the Maryland Health Connection website. The address bar displays 'marylandhealthconnection.gov/find-help/'. A purple notification banner at the top reads: 'Notice: See if you qualify to enroll in health coverage now. The application is available daily from 6 a.m. to 11 p.m.' The website header includes the 'maryland health connection' logo, a search bar, and a language selector set to 'English'. A navigation menu contains 'How to Enroll', 'Health Coverage', 'After You Enroll', 'Find Help', and 'FAQs'. The 'Find Help' link is highlighted with a yellow hand cursor. Below the navigation is a large blue banner with the text 'Find Help' and a yellow hand cursor pointing to it. A breadcrumb trail shows 'Home > Find Help'.



## Need Help in 30 Minutes or Less?

Have an insurance broker call you to discuss your private health plan options.

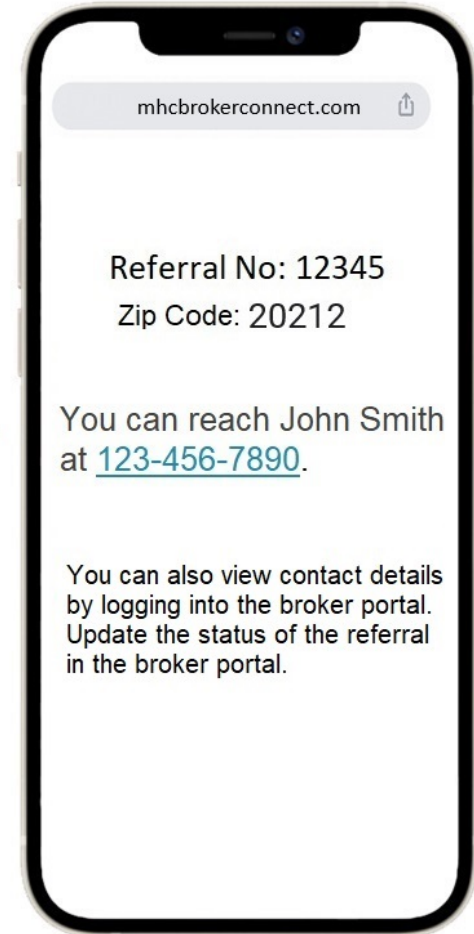
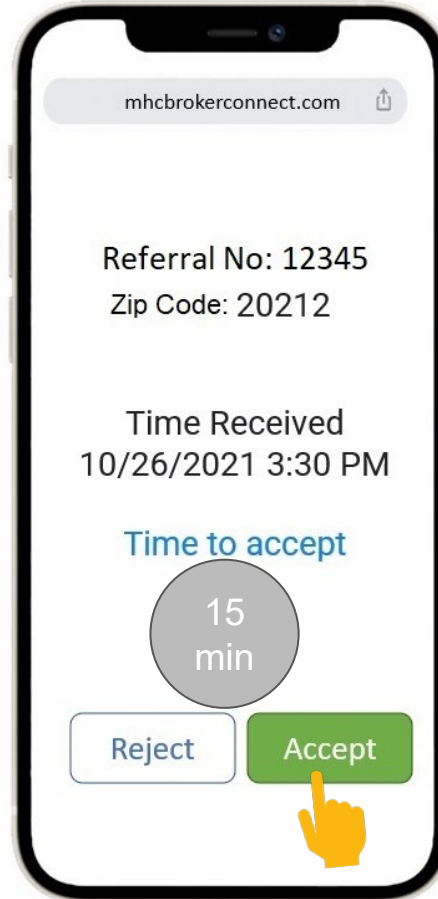
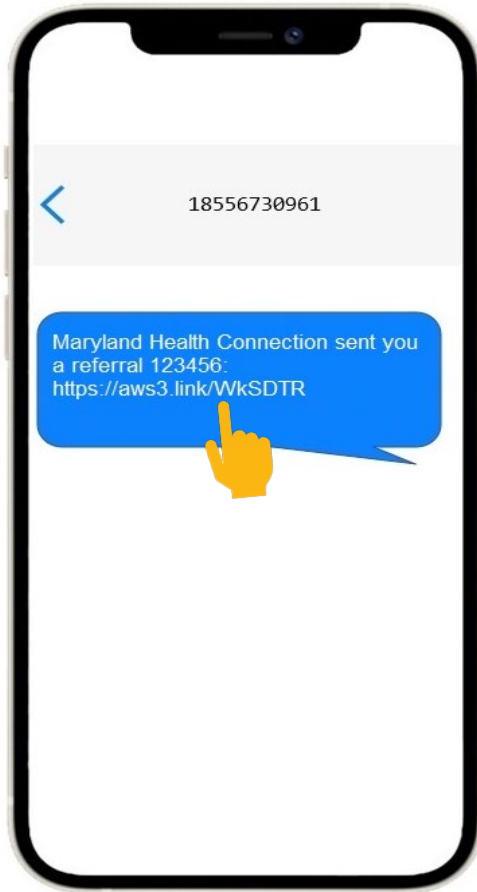
Monday to Friday 9 a.m-5 p.m

[Connect with a Broker](#)

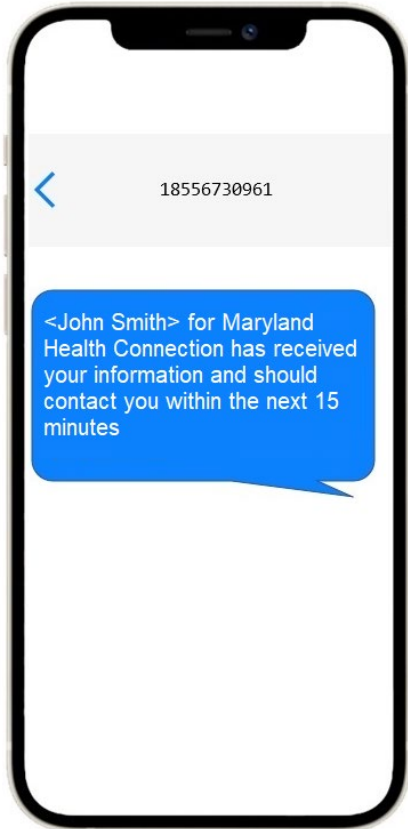


A screenshot of the 'Get free expert help in 30 minutes or less' form on the Maryland Health Connection website. A purple notification banner at the top reads: 'Notice: Marylanders can enroll in health plans through Jan. 15, 2022. The application is available daily 5 a.m.-1 a.m.' The website header includes the 'maryland health connection' logo, a search bar, and a language selector set to 'English'. A navigation menu contains 'How to Enroll', 'Health Coverage', 'After You Enroll', 'Find Help', and 'FAQs'. A blue banner with the text 'Get free expert help in 30 minutes or less.' is displayed. The form contains the following fields: 'First Name', 'Last Name', 'Cell Phone', 'Email (Optional)', 'Zip Code' (with a 'Distance' dropdown), 'Preferred Language' (set to 'English'), 'Accept Terms and Conditions' (checkbox), and 'Security Verification' (checkbox 'I'm not a robot' with a reCAPTCHA icon). A blue 'SUBMIT' button is at the bottom of the form, with a yellow hand cursor pointing to it. The footer includes the Maryland state logo, 'Partner Resources | Media Requests | Affidavits | Blog | Glossary | Privacy, Fraud & Nondiscrimination', 'Connect with us' (social media icons), '© 2020 Maryland Health Benefit Exchange. All Rights Reserved.', 'Consumer Support Center: 1-855-642-8572 | Deaf & Hard of Hearing Use Relay Service | Interpreter Services', and 'Maryland Health Connection P.O. Box 857 Lanham, MD 20703.'

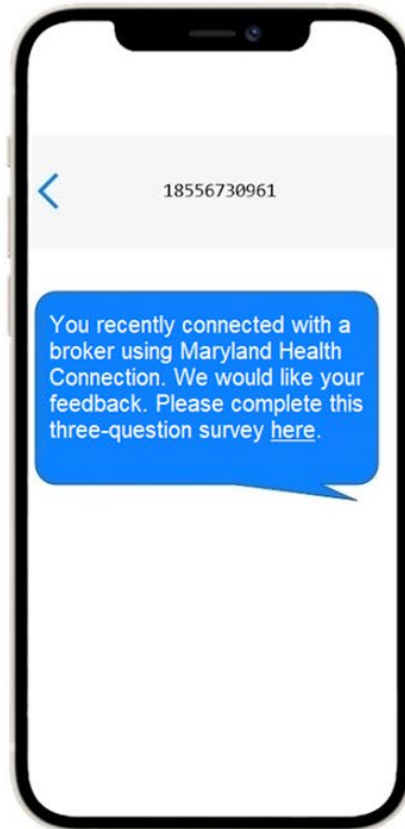
# Broker Connect – Broker View



# Broker Connect – Confirmation to Consumer



**Confirmation**



**Survey**

From: <[MarylandConnect@info.maryland.gov](mailto:MarylandConnect@info.maryland.gov)>  
Date: Thu, Nov 19, 2020, 7:02 AM  
Subject: Maryland Health Connection - Survey.  
To: <[John.Smith@md.gov](mailto:John.Smith@md.gov)>

Dear John Smith,

You recently connected with a broker using Maryland Health Connection. We would like your feedback. Please complete this three-question survey [here](#).

Sincerely,  
Maryland Health Connection

# Broker Portal Dashboard

maryland health connection Get Help Yachi S.

Referrals Active

Search by Referral Name/ZIP Code

Referral Name	ZIP Code	Date/Time Requested	Accept By	Referral Status
John Smith	20212	12/12/2021 1:40PM	12/12/2021 3:45PM	Accept Reject
Jane Smith	20212	12/5/2021 3:30PM	12/5/2021 3:45PM	Accept Reject
Ryan Smith	20212	11/4/2021 3:30PM		Accepted More
John Smith	20212	10/26/2021 3:30PM		Accepted More
Jane Smith	20212	10/26/2021 9:10AM		Rejected

Load more



maryland health connection Get Help Yachi S.

Referrals Active

Search by Referral Name/ZIP Code

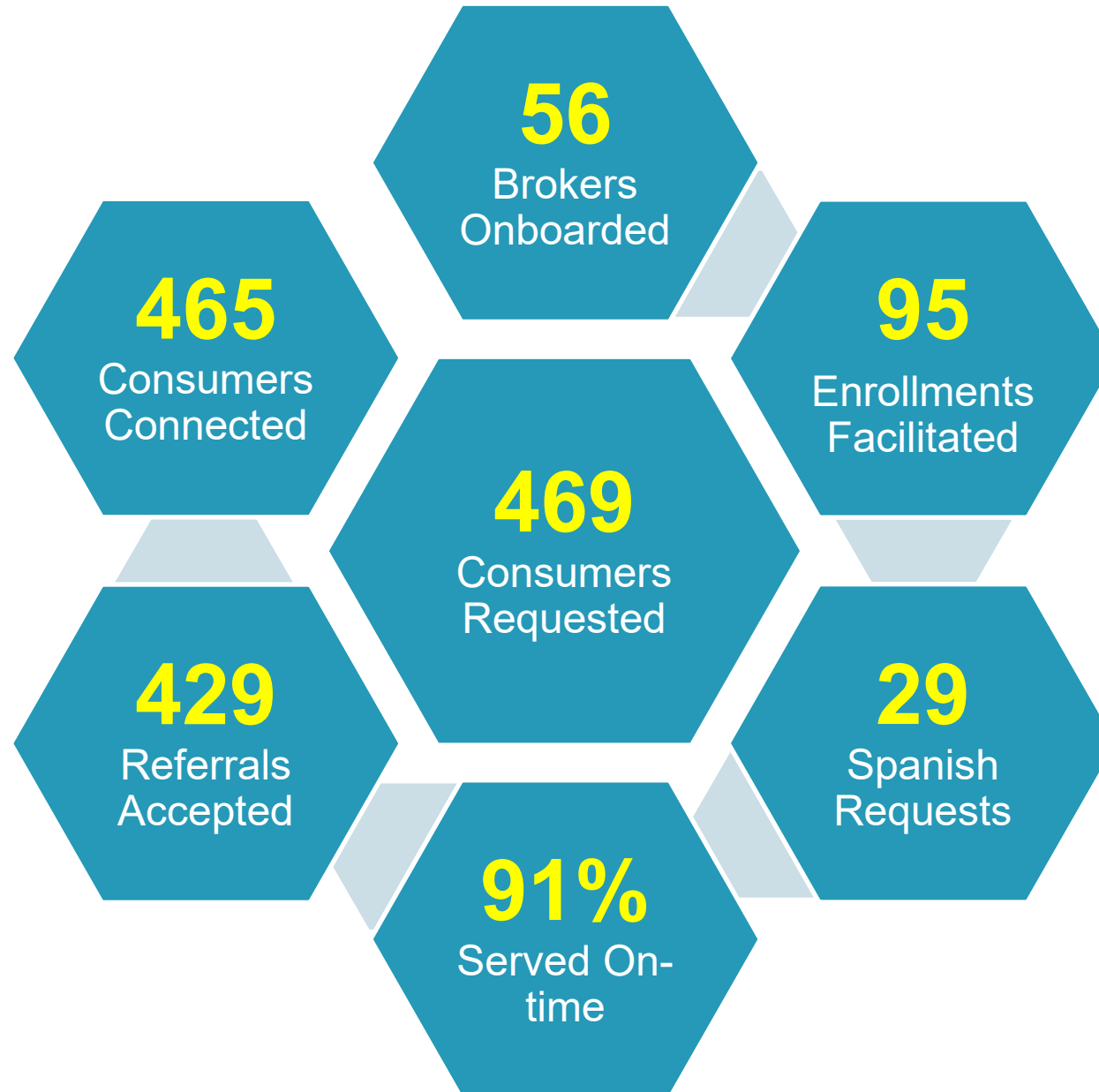
Referral Name	ZIP Code	Date/Time Requested	Accept By	Referral Status
John Smith	20212	10/26/2021 3:30PM		Accepted Less

Phone: (123)-456-7890 Status Add Notes (Optional)  
 Email: hello@maryland.gov

Resources: Glossary, Privacy, Nondiscrimination & Accessibility, Set time  
 Need Assistance? Consumer Support Center 1-855-642-8572, Deaf and Hard of Hearing, Use Relay Service, Interpreter services  
 Connect with us: Maryland Health Connection P.O. Box 857 Lanham, MD 20703



# The Metrics



# Feedback!

Brokers are very knowledgeable – Forty-One (41/42) customers expressed it through survey

Brokers are very helpful 42 out of 42 customers expressed it through survey

I have had some good success with new clients and assisting some “lost” individuals who needed some hand holding

We have some very fast brokers. I miss more than I get, but the system is great!

I think it is a very nice partnership with Brokers.

This is a free lead source



Customers



Brokers