

Medicaid to Marketplace Bridge Update

September 9, 2024



M2M Overview

- The PHE unwind occurred between May 2023 and April 2024.
- Outreach via email, telephone call, and/or mailer completed by May 2024.
- The unwind special enrollment period (SEP) for getting coverage through the marketplace extends until November 30, 2024.
- Ongoing text messaging outreach to this population will continue through the end of the SEP.
 - First texts sent May 2024

Medicaid to Marketplace Enrollments

Total Enrollments: 19,916 unique individuals

Of account transfers from HCPF:

- Percent that have since been redetermined Medicaid eligible: **26.24%**
- Percent of non-Medicaid eligible that have enrolled in a QHP (conversion rate): **13.00%**

