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FOR IMMEDIATE RELEASE

The Maryland Managed Care Organization Association Partners with Fabric Health to Help Families Renew Medicaid in Laundromats

Annapolis, Md. (March 19, 2024) – The Maryland Managed Care Organization Association (MMCOA), the trade association for Maryland’s nine managed care organizations serving the HealthChoice Medicaid program, recently launched a partnership with Fabric Health to raise awareness about Medicaid redetermination changes. Fabric Health is a public benefit corporation specialized in providing trusted, last-mile engagement.

This partnership is part of a collaborative effort to support Medicaid enrollees in Maryland. In 2023, GKV, a full-service advertising and communications agency, was awarded the critical task of creating a public-service campaign encouraging Maryland’s nearly 1.8 million Medicaid participants to reapply for benefits during the redetermination period, which runs through May 2024. The “Medicaid Check-In” campaign is a joint effort by the Maryland Department of Health, MMCOA, HealthChoice managed care organizations, Maryland Health Connection, the Maryland Department of Human Services, and the state’s designated health information exchange, Chesapeake Regional Information System for our Patients.

“Our partnership with Fabric Health demonstrates our commitment to helping Medicaid enrollees through the public health emergency unwinding,” says MMCOA Executive Director Joseph Winn. “Together, we are extending the reach of our efforts to ensure access to affordable high-quality healthcare for all Medicaid enrollees.”

With Fabric Health, the MMCOA has engaged families in laundromats to educate them about Medicaid redetermination changes, to update their contact information with the state, and to check their insurance status. Six laundromats in Maryland have been activated as part of this partnership, focused on priority zip codes with the highest number of Medicaid enrollees who have not recertified or who have been disenrolled for procedural reasons. At participating laundromats, Maryland Medicaid members are able to access materials from the [Medicaid Check-In](#) campaign.

Through partnerships like this, Maryland has achieved one of the lowest percentages of Medicaid members disenrolled for procedural reasons.

“From the beginning, Maryland has focused on ensuring that everyone who is eligible for Medicaid remains covered,” says Ryan Moran, Deputy Secretary, Health Care Financing and Medicaid Director for the Maryland Department of Health. “Our outreach success is possible because of partnerships we have built with the Maryland Managed Care Organization Association, and we are especially thankful for the Marylanders who have gone through this unprecedented process.”

In addition to raising awareness about Medicaid redetermination changes, Fabric Health is embedded in Maryland laundromats to help answer families’ questions about public benefits in-person and via SMS and follow-up calls, get members to their plan’s care management, and offer social determinants of health interventions. “We’ll be at your neighborhood laundromat week after week to help you not only stay covered, but also understand and use your benefits,” says Allister Chang, Co-Founder of Fabric Health.

About the Maryland Managed Care Organization Association

Formed in 2017, the Maryland Managed Care Organization Association (or MMCOA) is the trade association for Maryland’s nine managed care organizations serving the HealthChoice Medicaid program. We work to effectively administer and improve Maryland’s HealthChoice program through advocacy, education, and policy. To learn more about the Maryland MCO Association, visit <https://marylandmco.org/>.

About Fabric Health

Fabric Health is a benefit corporation providing trusted, last-mile engagement in laundromats while families wait every week. For more information, visit www.fabrichealth.org.

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