



MEDIA ADVISORY January 21, 2020

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**“Easy” Eddie Murray to Join State Officials to
Kick off New Health Insurance Easy Enrollment Program During Tax Season**
*New ad campaign with Orioles legend to promote program that allows
Maryland tax filers to enroll in free or low-cost insurance plans*

WHAT: Launch Event for Maryland Easy Enrollment Health Insurance Program

WHO: Orioles Hall of Famer Eddie Murray

Maryland Comptroller Peter Franchot

Maryland House Speaker Adrienne Jones

Maryland Senate President Bill Ferguson

Traci Kodeck, President and CEO, HealthCare Access Maryland

Michele Eberle, Executive Director, Maryland Health Benefit Exchange

Stan Dorn, Senior Fellow, Families USA

Vincent DeMarco, President, Maryland Citizens' Health Initiative

WHEN: Monday, January 27, 2020, 11 a.m.

WHERE: HealthCare Access Maryland, One N. Charles St., Baltimore, Md., 9th Floor
Elijah Cummings Conference Room

Orioles legend Eddie Murray will join state officials to spread the word about the new Maryland Easy Enrollment Health Insurance Program, which will allow state tax filers to begin signing up for affordable health insurance by simply checking a box on their state income tax returns. The General Assembly established the program in 2019 to make it easier for uninsured Marylanders to learn about their options and sign up for insurance, the first such program of its kind in the nation.

An ad campaign with Murray sponsored by MCHI to explain the new program will run starting today on Baltimore area radio stations. Support for the ad is provided by 1199 SEIU, Amerigroup, CareFirst Blue Cross Blue Shield, Kaiser Permanente, Maryland Hospital Association, Maryland Physicians Care, and MedChi, the Maryland State Medical Society.

“Starting this year, there’s an Easy Enrollment for health care, if you’re not already insured,” the Orioles slugger says in the ad. “On your tax form, just say yes to health care. It’s that easy.”

“Eddie Murray was known for his easy but powerful swing and is the perfect spokesman to let Marylanders know there is a new and easy way to sign up for affordable health insurance,” said Vincent DeMarco, president of Maryland Citizens’ Health Initiative (MCHI), which advocated for the new program. “This is a great new program that makes it easy for people across Maryland to get enrolled in health insurance.”

On the new state income tax forms, filers will be asked if they have health insurance. If not, they can agree to have the Maryland Health Benefit Exchange inform them about their likely eligibility for low-cost or free health insurance. The exchange will follow up with information about how to enroll.

"We are thrilled to be a part of this innovative program to further our mission of helping all Marylanders get health coverage," said Michele Eberle, executive director of Maryland Health Benefit Exchange. "Easy Eddie and Easy Enrollment--it's a great fit to promote this to Marylanders before the upcoming tax season."

There are tens of thousands of Marylanders who would be eligible to use this new program to sign up for health insurance.

“For Marylanders without health insurance, this new program is a fastball down the middle,” said Comptroller Peter Franchot. “Just like ‘Steady Eddie’ Murray made hitting home runs seem so effortless, signing up for health coverage is as easy as checking a box on your state tax form.”

"We can be proud of Maryland for leading the way with the Maryland Easy Enrollment Health Insurance Program," said Delegate Bonnie Cullison, Chair of the Insurance Subcommittee of the House of Delegates' Health and Government Operations Committee. "We thank Eddie Murray for helping us to make sure that all Marylanders who are eligible for this program know it is there for them."

Traci Kodeck, president and CEO of HealthCare Access Maryland, will talk about her organization’s efforts to help people sign up for health insurance for the past six enrollment periods going back to 2013 and for Medicaid since 1997. And Stan Dorn, a senior fellow at Families USA, will discuss how the Maryland easy enrollment program is serving as a model for other states.

Logistics and Parking:

Upon your arrival, please check in with lobby security stating you’re here for the press conference on the 9th floor and you will be granted elevator access. When you exit the elevator on the 9th floor you will see the executive board room to your- Hon. Rep. Elijah E. Cummins Executive Board Room. There will be event staff on hand to assist as needed.

Although HCAM does not endorse any City or private parking garages, included below is general information for local parking options for your convenience.

- 1.) St. Paul Garage: 210 St. Paul Place, Baltimore MD. 21201
- 2.) Charles Plaza Parking Garage: 222 N. Charles Street, Baltimore, MD. 21201