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MEMORANDUM

TO: Joint Standing Committee on Health and Human Services
FROM: Maine Center for Disease Control and Prevention
DATE: March 18, 2021
RE: Responding to questions re: LD 450

In response to the Committee's request for information that explains how the Department determined the fiscal impact, the Maine CDC offers the following information: The department anticipates the need for a full-time Marrow Donor Coordinator position (Public Health Educator III) to work with the national marrow donor program to develop and distribute educational material. This position would be responsible for managing a health communications contract for mailings, web design, and a system build for education tracking and identifying pertinent health providers and public to target messaging to track and ensure the use of the educational material. This position would also be responsible for updating materials as needed and reporting. The estimated cost for the health communications contract would be \$100,000 the first year for development and \$75,000 ongoing.

A detailed outline of personnel services and all other anticipated related expenses can be found on the Fiscal Estimate Form (FEF) submitted to OFPR. The noted fiscal impact could be a short term, two- to four-year timeframe. Within that timeframe, the distribution and tracking system could be established, simply requiring maintenance in years thereafter.

LD 450 states:

2. *Distribution.* *The department shall provide information and educational materials developed pursuant to subsection 1 to the public and to health care providers. The department shall seek assistance from the national marrow donor program to establish a system to distribute the information and educational materials.*

The personnel and all other costs reflect the language underlined above. Establishing a distribution system for the information will require resources. To optimize sustainability, the distribution system could be established electronically (web platform), and merely require updates over time.

3. *Rules.* *The department shall adopt routine technical rules pursuant to Title 5, chapter 375, subchapter 2-A to implement the provisions of this chapter, including the establishment of a distribution system and methods to ensure the use of the materials by health care providers.*

The personnel and all other related costs reflect the language underlined above. To establish a distribution system as well as a process to ensure the utility of materials by health care providers will require time and resources. All health care providers must be identified. An assessment to understand what providers are already doing is necessary to inform the Department's efforts and target identified gaps while, avoiding duplication. An assessment of some type to catalog the utility of the materials also needs to be identified. Aiming for a web platform to "automate" this as much as possible can, over time, reduce the financial support needed to support resources required to meet the goals of this legislation, once the foundation for this effort is established.