Insure Oklahoma Fast Facts September 2010



Business, insurance, state government and you Working Together to Insure Oklahoma!

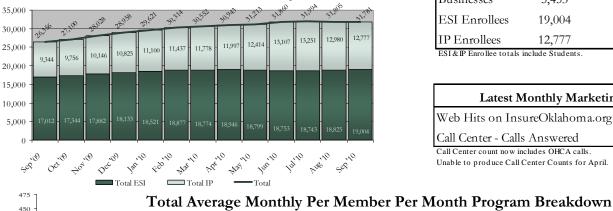
Insure Oklahoma is an innovative program Oklahoma has created to bridge the gap in the health care coverage for low-income working adults. Under the Employer-Sponsored Insurance (ESI) program, premium costs are shared by the state (60 percent), the employer (25 percent) and the employee (15 percent). The Individual Plan (IP) allows people who can't access the benefits through their employer, including those who are selfemployed or may be temporarily unemployed, to buy health insurance directly through the state. Find out more information by visiting www.insureoklahoma.org or by calling 1-888-365-3742.

Insure Oklahoma Total Enrollment

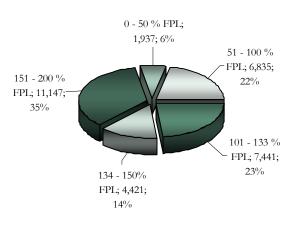
Qualifying Enrollment		Enrollment	% of Total
Employer Sponsored Insurance (ESI)	Employee	15,545	48.91%
Employer Sponsored Insurance (ESI)	Spouse	3,161	9.95%
Individual Plan (IP)	Employee	9,589	30.17%
Individual Plan (IP)	Spouse	2,902	9.13%
Student (ESI)		83	0.26%
Student (IP)		275	0.87%
Dependent (ESI)		215	0.68%
Dependent (IP)		11	0.03%
Businesses		5,453	
Carriers / HealthPlans		21 / 484	
Primary Care Physician		1,186	

Total Enrollment	31,781 ESI 19,004 IP 12,777	ESI	19,004	60%
Total Enforment		12,777	40%	

Total Insure Oklahoma Member Monthly Enrollment



Federal Poverty Level Breakdown of Total Enrollment



Currently Enrolled		Up from Previous Year	
Businesses	5,453	4%	
ESI Enrollees	19,004	12%	
IP Enrollees	12,777	37%	

Latest Monthly Marketing Statistics	
Web Hits on InsureOklahoma.org	41,559
Call Center - Calls Answered	17,001
Call Center count now includes OHCA calls. Unable to produce Call Center Counts for April	

425 400 375 350 325 \$310 \$ 300 300 \$284 \$283 \$27 275 250 225 200 35 175 150 125 100 75 50 25 Dec '09 Aug '09 Sep '09 Oct '09 Nov '09 Jan '10 Feb '10 Mar '10 Apr '10 May '10 Jun '10 Jul '10 Aug '10

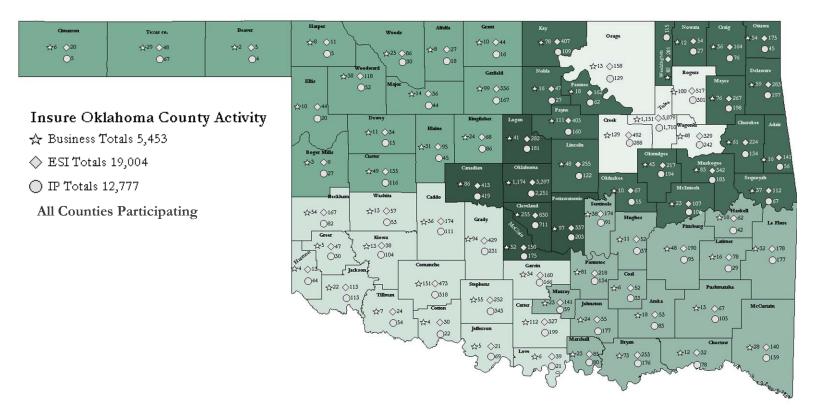
🗖 Employer Average Cost 🧰 Employee Average Cost 📖 IP Total PMPM 💶 IP Member Average Cost ESI Total PMPM Total OHCA Cost All the state share of the Insure Oklahoma program costs are budgeted from the state's tobacco tax revenues. (All financial information is previous month activity.)

Data is valid as of the date of the report; any subsequent figures for this group for this time period may vary. www.insureoklahoma.org

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November 2005	Oklahoma implemented Insure Oklahoma Employer Sponsored Insuranæ (ESI), the premium assistanæ for health insuranæ œverage targeting some 50,000 low- wage working adults in Oklahoma.
January 2007	Insure Oklahoma implements the Individual Plan (IP) to assist sole proprieetors (self employed), certain unemployed individuals, and working individuals who do not have access to small group health coverage.
November 2007	Increased Insure Oklahoma ESI qualifying income guidelines from 185 to 200 percent of the federal poverty level.
	ESI available to businesses with 25 to 50 employees.
March 2009	Expanded IP to offer coverage for full-time Oklahoma college students within qualifying income guidelines age 19 through 22.
	ESI available to businesses with 50 to 99 employees.
August 2010	Expanded ESI to offer coverage for dependent children of Insure Oklahoma members that are between 186 to 200 percent of the federal poverty level.
September 2010	Expanded IP to offer coverage for dependent children of Insure Oklahoma members that are between 186 to 200 percent of the federal poverty level.



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