Insure Oklahoma Fast Facts April 2012



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

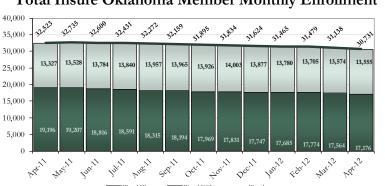
Insure Oklahoma is an innovative program Oklahoma has created to bridge the gap in the health care coverage for low-income working adults. Under the Employer-Sponsored Insurance (ESI) program, premium costs are shared by the state (60 percent), the employer (25 percent) and the employee (15 percent). The Individual Plan (IP) allows people who can't access the benefits through their employer, including those who are self-employed 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

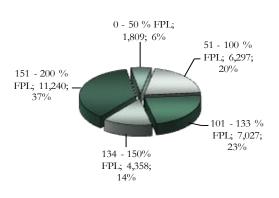
Qualifying Enrollment		Enrollment	% of Total
Employer Sponsored Insurance (ESI)	Employee	13,880	45.17%
Employer Sponsored Insurance (ESI)	Spouse	2,824	9.19%
Individual Plan (IP)	Employee	9,880	32.15%
Individual Plan (IP)	Spouse	3,137	10.21%
Student (ESI)		115	0.37%
Student (IP)		434	1.41%
Dependent (ESI)		357	1.16%
Dependent (IP)		104	0.34%
Businesses		5,009	
Carriers / HealthPlans		22 / 488	
Primary Care Physician		1,557	

Total Enrollment	30,731	ESI	17,176	56%
	30,731	IP	13,555	44%

Total Insure Oklahoma Member Monthly Enrollment

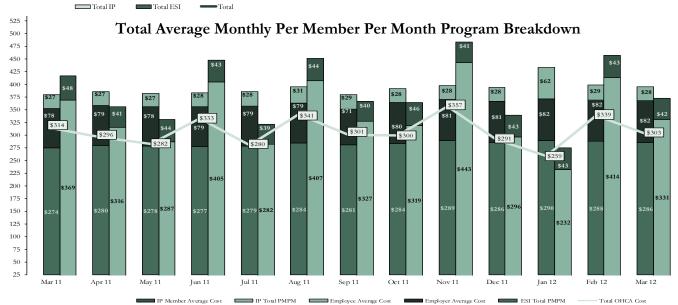


Federal Poverty Level Breakdown of Total Enrollment



Currently Enrolled		Change from Previous Year	
Businesses	5,009	-5%	
ESI Enrollees	17,176	-11%	
IP Enrollees	13,555	2%	

Latest Monthly Marketing Statistics	
Web Hits on InsureOklahoma.org	41,932
Call Center - Calls Answered	13,387



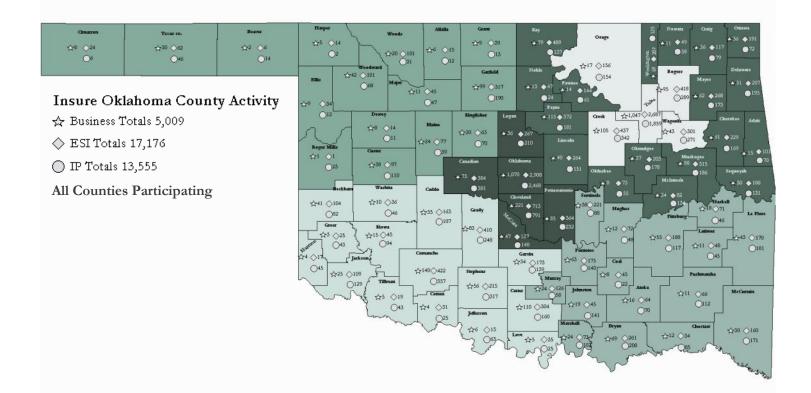
All the state share of the Insure Oklahoma program costs are budgeted from the state's tobacco tax revenues. (All financial information is previous month activity.)

Data is compiled by Reporting and Statistics and 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 Insurance (ESI), the premium assistance for health insurance coverage 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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