



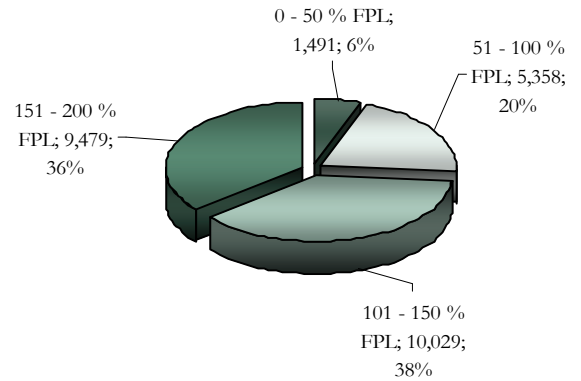
Insure Oklahoma is an innovative program Oklahoma has created to bridge the gap in the health care coverage for low-income working adults. Under the Employer-Sponsored Insurance (ESI) program, premium costs are shared by the state (60 percent), the employer (25 percent) and the employee (15 percent). 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](http://www.insureoklahoma.org) or by calling 1-888-365-3742.

### Insure Oklahoma Total Enrollment

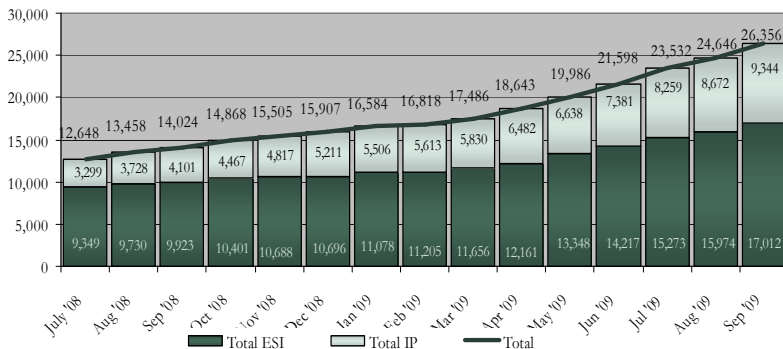
Qualifying Enrollment		Enrollment	% of Total
Employer Sponsored Insurance (ESI)	Employee	14,156	53.71%
Employer Sponsored Insurance (ESI)	Spouse	2,829	10.73%
Individual Plan (IP)	Employee	7,097	26.93%
Individual Plan (IP)	Spouse	2,189	8.31%
Student (ESI)	---	27	0.10%
Student (IP)	---	58	0.22%
Businesses (ESI)	---	5,261	---
Businesses (IP)	---	6	---
Carriers / HealthPlans	---	21 / 461	---
Primary Care Physician	---	921	---

<b>Total Enrollment</b>	<b>26,356</b>	ESI	17,012	65%
		IP	9,344	35%

### Federal Poverty Level Breakdown of Total Enrollment



### Total Insure Oklahoma Member Monthly Enrollment



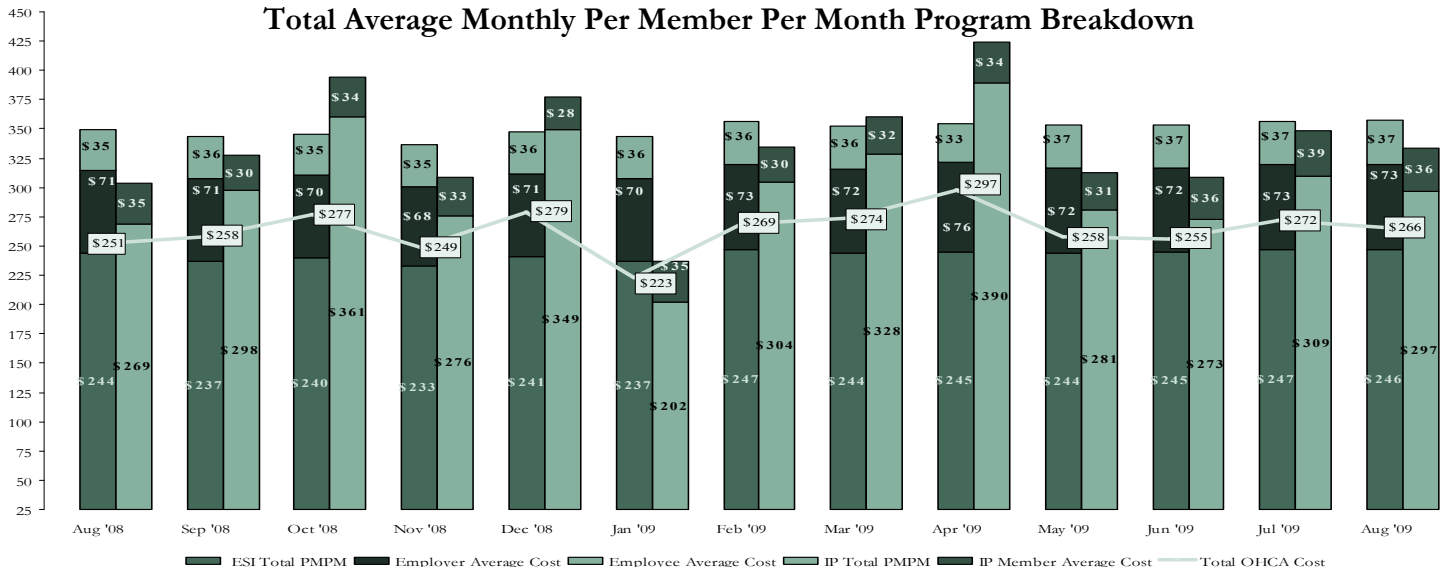
Currently Enrolled	Up from Previous Year
Businesses	5,267 92%
ESI Enrollees	17,012 94%
IP Enrollees	9,344 220%

ESI & IP Enrollee totals include Students.

Latest Monthly Marketing Statistics	
Web Hits on InsureOklahoma.org	35,975
Call Center - Calls Answered	14,330

Call Center count now includes OHCA calls.

### Total Average Monthly Per Member Per Month Program Breakdown



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.)

# Insure Oklahoma

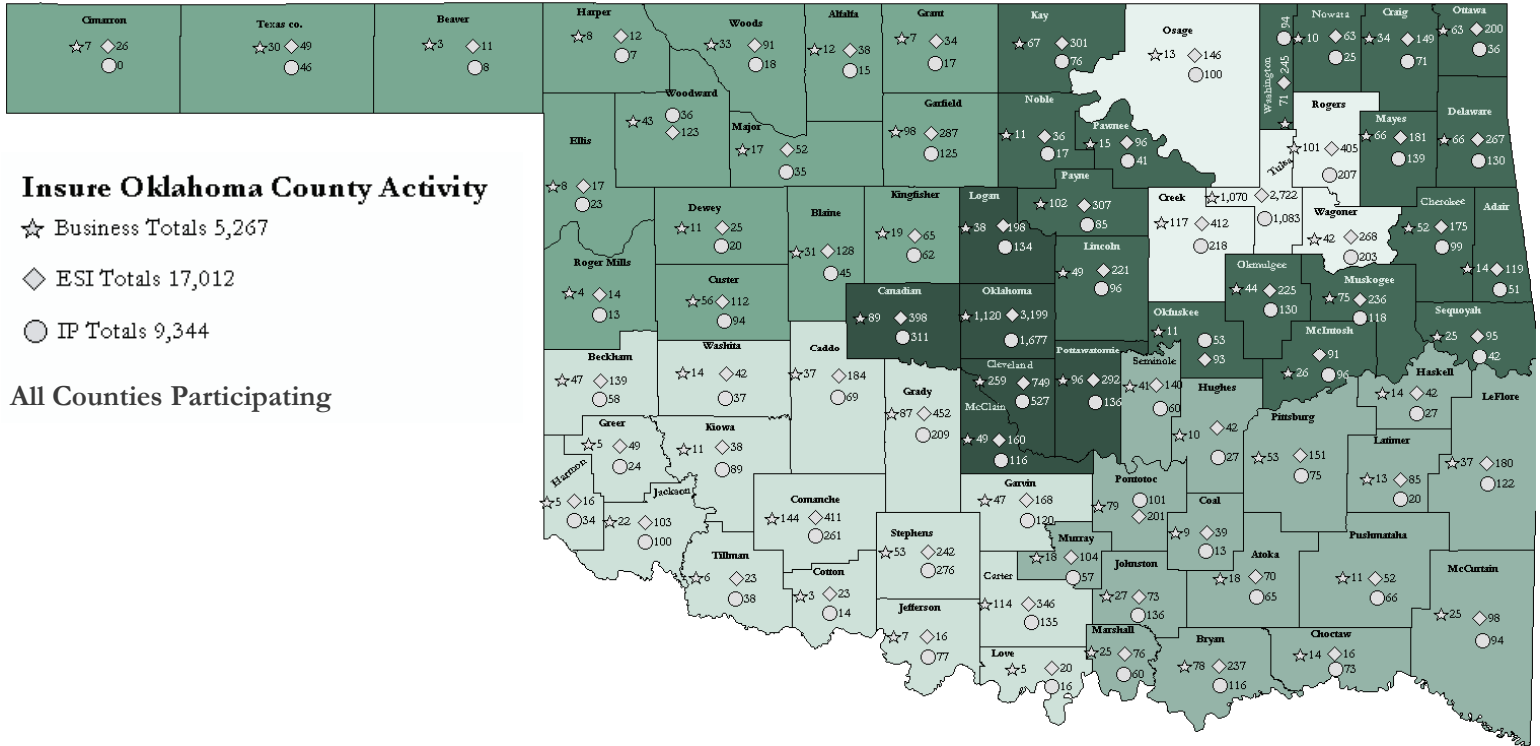
## Fast Facts

# September 2009



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

- 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 proprietors (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.



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](http://www.insureoklahoma.org)

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