



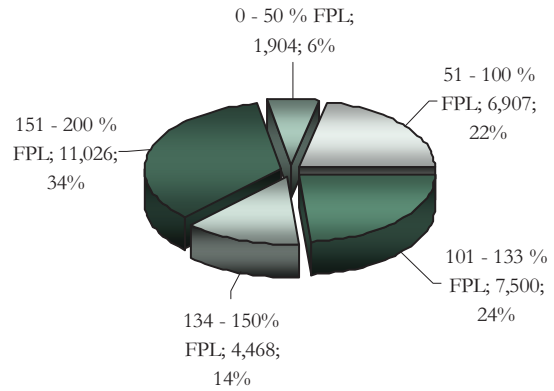
Insure Oklahoma is an innovative program Oklahoma has created to bridge the gap in the health care coverage for low-income working adults. Under the Employer-Sponsored Insurance (ESI) program, premium costs are shared by the state (60 percent), the employer (25 percent) and the employee (15 percent). 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

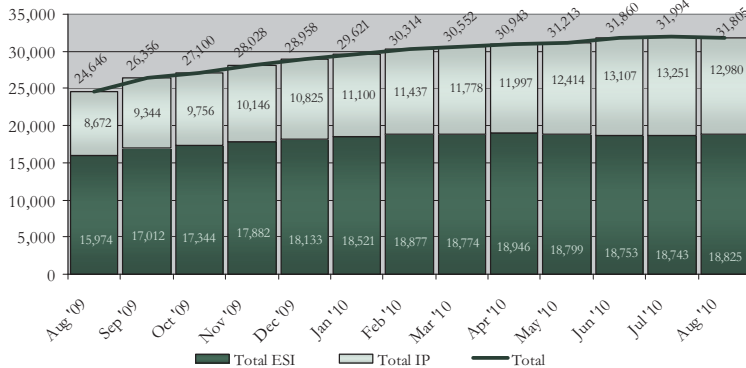
Qualifying Enrollment		Enrollment	% of Total
Employer Sponsored Insurance (ESI)	Employee	15,549	48.89%
Employer Sponsored Insurance (ESI)	Spouse	3,109	9.78%
Individual Plan (IP)	Employee	9,791	30.78%
Individual Plan (IP)	Spouse	2,970	9.34%
Student (ESI)	---	67	0.21%
Student (IP)	---	219	0.69%
Dependent (ESI)	---	100	0.31%
Dependent (IP)	---	0	0.00%
Businesses	---	5,499	---
Carriers / HealthPlans	---	21 / 477	---
Primary Care Physician	---	1,152	---

Total Enrollment	31,805	ESI	18,825	59%
		IP	12,980	41%

Federal Poverty Level Breakdown of Total Enrollment



Total Insure Oklahoma Member Monthly Enrollment



Currently Enrolled Up from Previous Year

Businesses	5,499	8%
ESI Enrollees	18,825	18%
IP Enrollees	12,980	50%

ESI & IP Enrollee totals include Students.

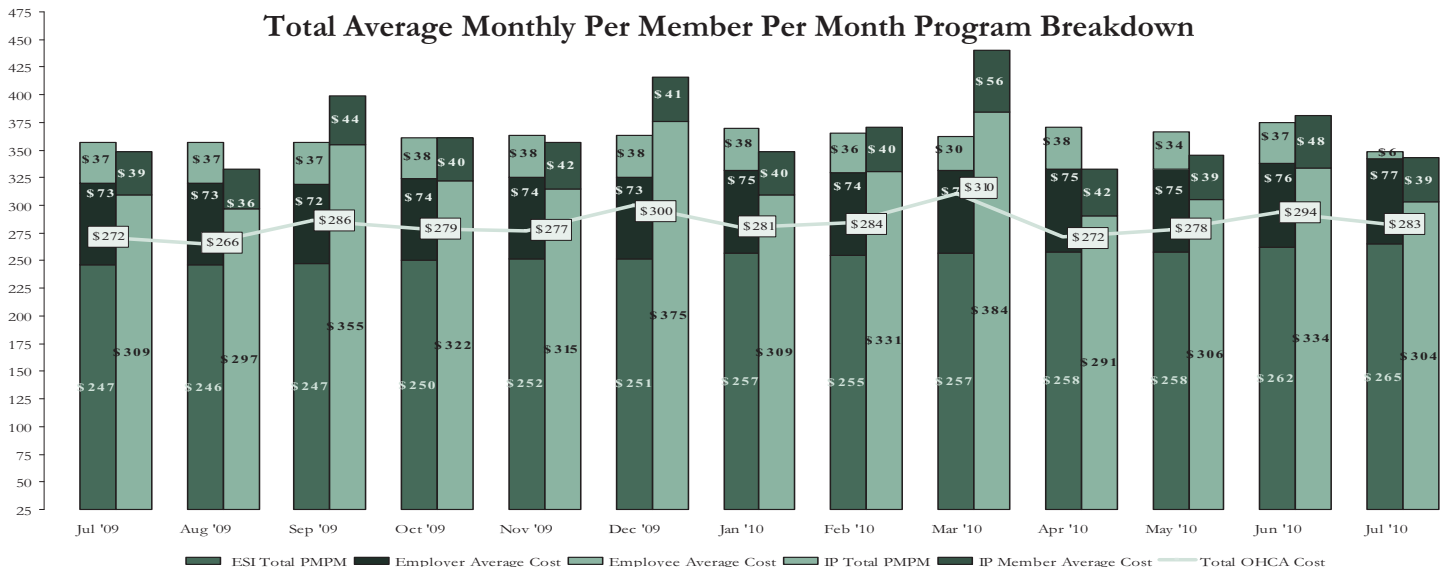
Latest Monthly Marketing Statistics

Web Hits on InsureOklahoma.org	37,076
Call Center - Calls Answered	14,844

Call Center count now includes OHCA calls.

Unable to produce Call Center Counts for April.

Total Average Monthly Per Member Per Month Program Breakdown

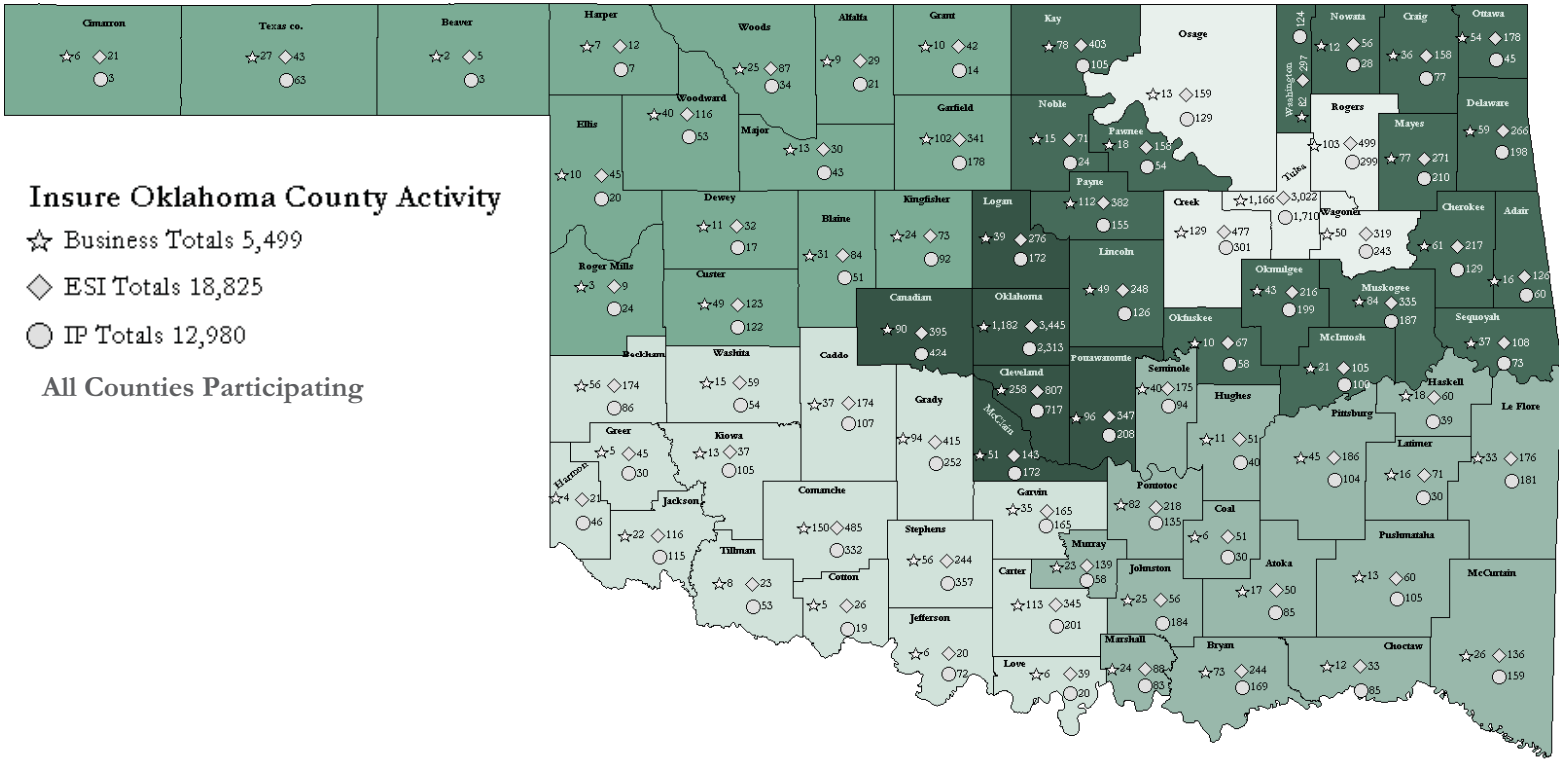


All the state share of the Insure Oklahoma program costs are budgeted from the state's tobacco tax revenues. (All financial information is previous month activity.)



August 2010

- 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

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