



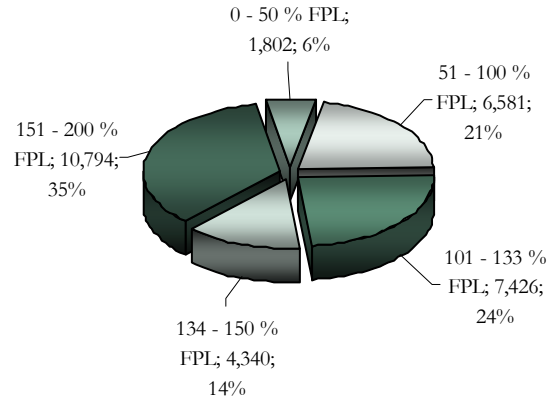
Insure Oklahoma is an innovative program Oklahoma has created to bridge the gap in the health care coverage for low-income working adults. Under the Employer-Sponsored Insurance (ESI) program, premium costs are shared by the state (60 percent), the employer (25 percent) and the employee (15 percent).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

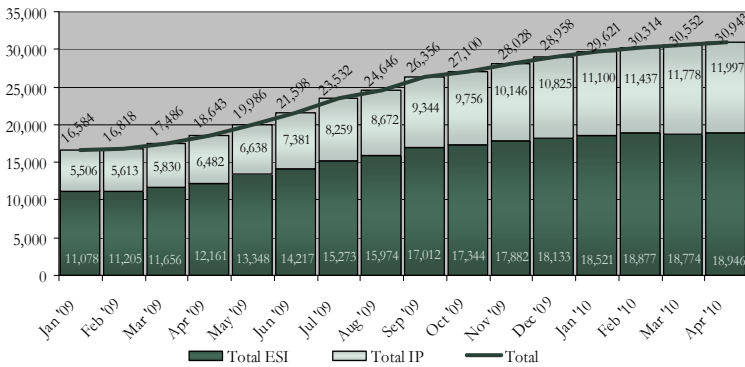
Qualifying Enrollment		Enrollment	% of Total
Employer Sponsored Insurance (ESI)	Employee	15,821	51.13%
Employer Sponsored Insurance (ESI)	Spouse	3,068	9.92%
Individual Plan (IP)	Employee	9,053	29.26%
Individual Plan (IP)	Spouse	2,765	8.94%
Student (ESI)	---	57	0.18%
Student (IP)	---	179	0.58%
Businesses	---	5,596	---
Carriers / HealthPlans	---	20 / 474	---
Primary Care Physician	---	983	---

Total Enrollment	30,943	ESI	18,946	61%
		IP	11,997	39%

Federal Poverty Level Breakdown of Total Enrollment



Total Insure Oklahoma Member Monthly Enrollment



Currently Enrolled	Up from Previous Year
Businesses	5,596 36%
ESI Enrollees	18,946 63%
IP Enrollees	11,997 106%

ESI & IP Enrollee totals include Students.

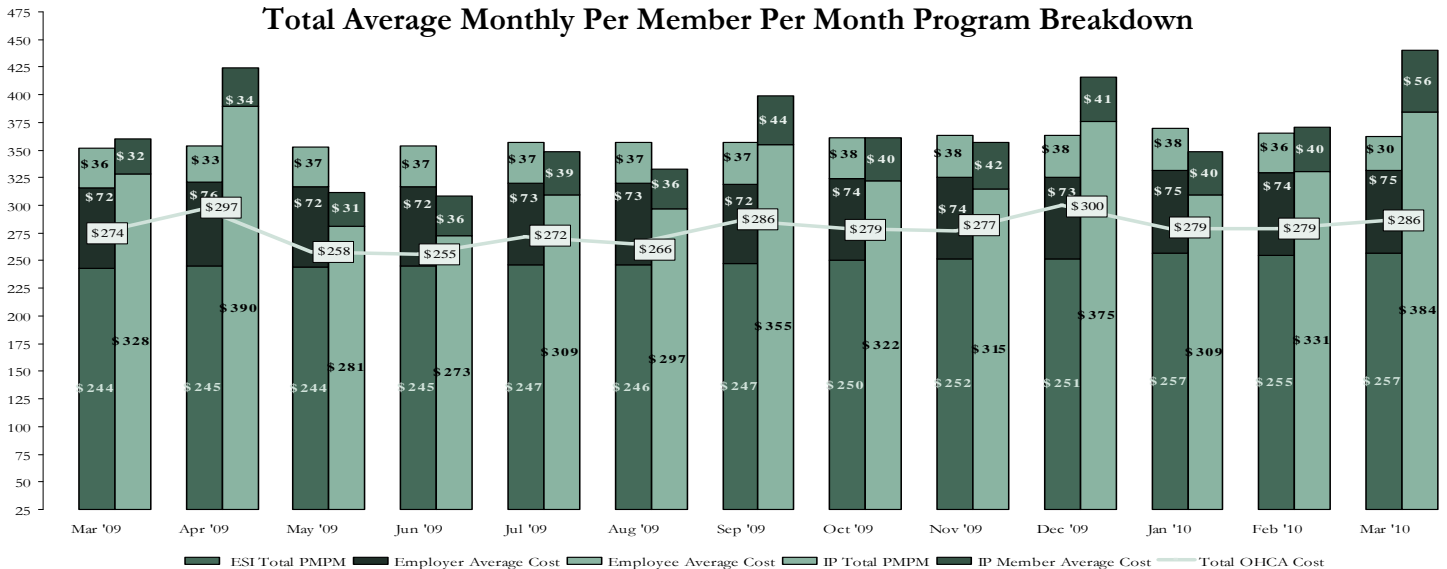
Latest Monthly Marketing Statistics

Web Hits on InsureOklahoma.org	44,328
Call Center - Calls Answered	15,729

Call Center count now includes OHCA calls.

March 2010 Fast Facts was missing Employer Calls should have been 15,225.

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.)

