



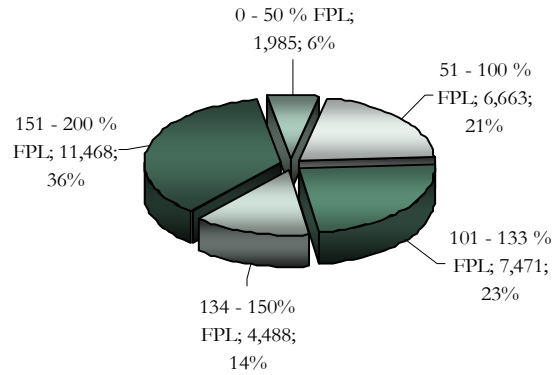
Insure Oklahoma is an innovative program Oklahoma has created to bridge the gap in the health care coverage for low-income working adults. Under the Employer-Sponsored Insurance (ESI) program, premium costs are shared by the state (60 percent), the employer (25 percent) and the employee (15 percent).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

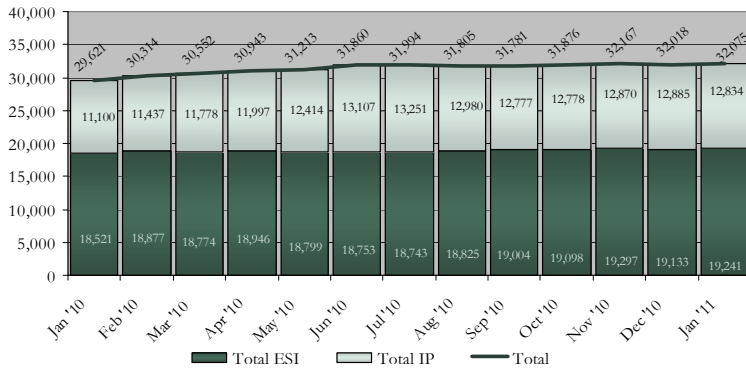
Qualifying Enrollment		Enrollment	% of Total
Employer Sponsored Insurance (ESI)	Employee	15,641	48.76%
Employer Sponsored Insurance (ESI)	Spouse	3,164	9.86%
Individual Plan (IP)	Employee	9,487	29.58%
Individual Plan (IP)	Spouse	2,964	9.24%
Student (ESI)	---	101	0.31%
Student (IP)	---	307	0.96%
Dependent (ESI)	---	335	1.04%
Dependent (IP)	---	76	0.24%
Businesses	---	5,351	---
Carriers / HealthPlans	---	21 / 487	---
Primary Care Physician	---	1,257	---

<b>Total Enrollment</b>	<b>32,075</b>	ESI	19,241	60%
		IP	12,834	40%

### Federal Poverty Level Breakdown of Total Enrollment



### Total Insure Oklahoma Member Monthly Enrollment



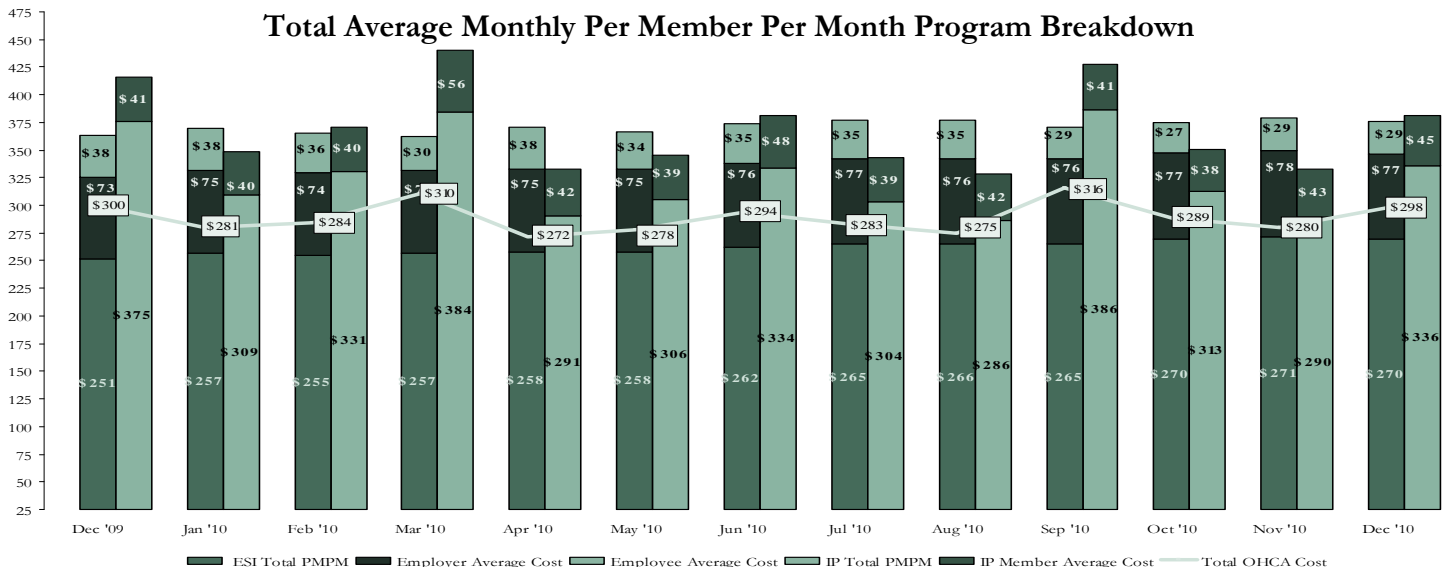
	Currently Enrolled	Change from Previous Year
Businesses	5,351	-5%
ESI Enrollees	19,241	4%
IP Enrollees	12,834	16%

ESI & IP Enrollee totals include Students.

Latest Monthly Marketing Statistics	
Web Hits on InsureOklahoma.org	36,475
Call Center - Calls Answered	12,379

Call Center count now includes OHCA calls.

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

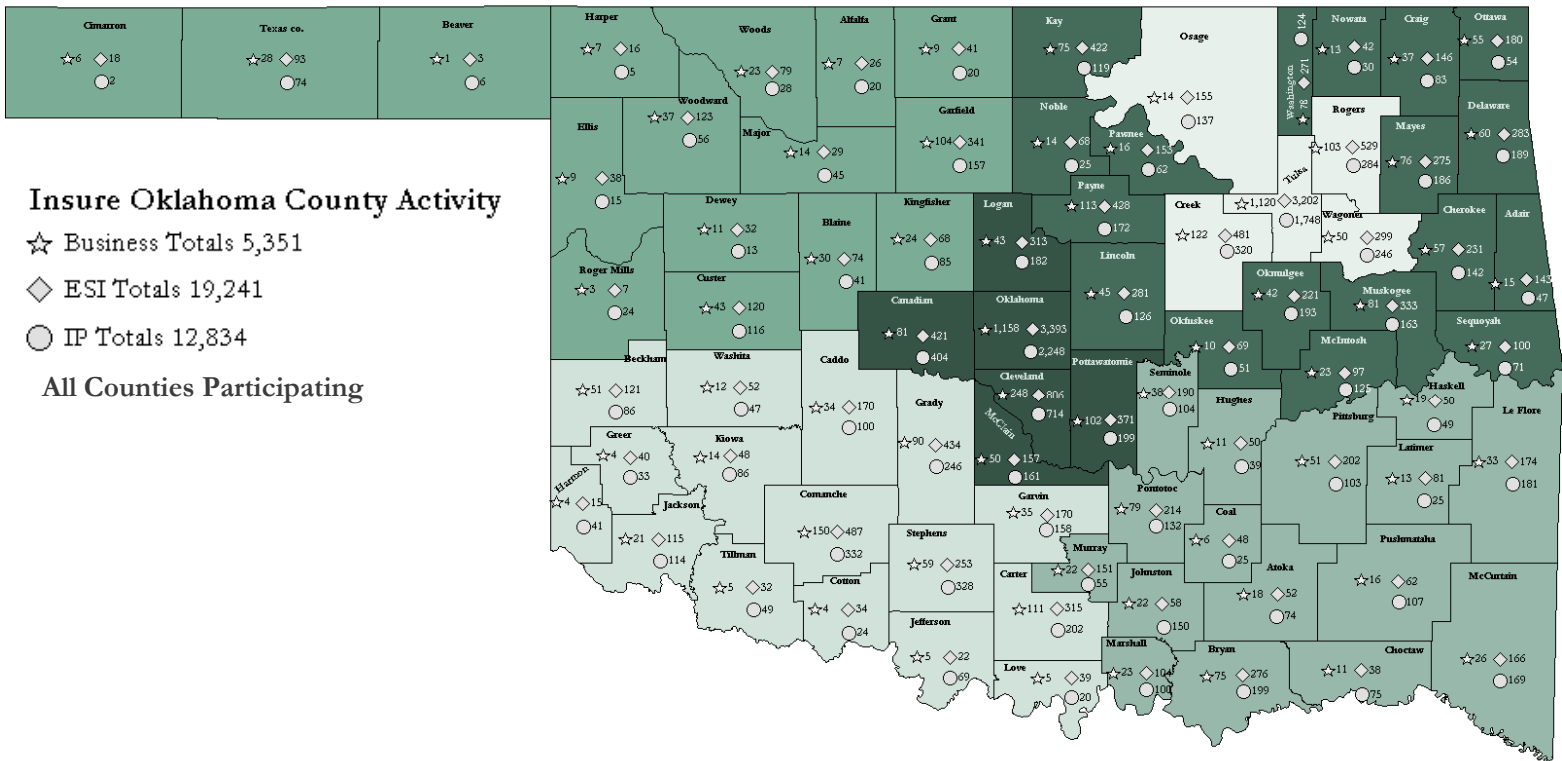


All the state share of the Insure Oklahoma program costs are budgeted from the state's tobacco tax revenues. (All financial information is previous month activity.)



**January 2011**

- 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.
- 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.



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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