




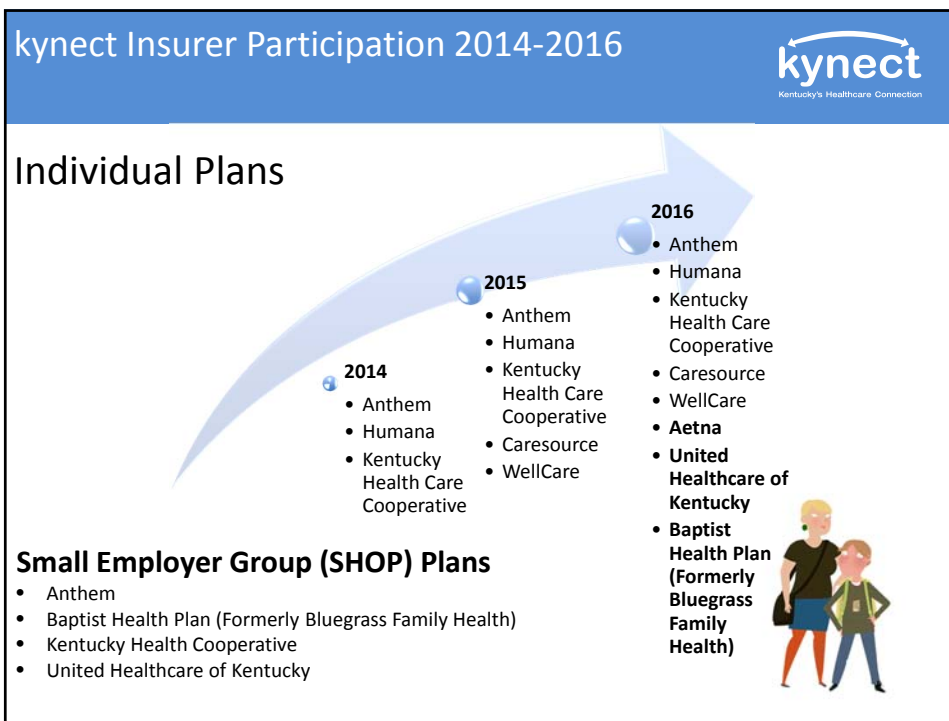
**Uninsured Rate** 

**U.S. Census Bureau Reports, Largest Decrease in the Nation**

State	% Uninsured 2013	% Uninsured 2014	Change in uninsured (pct.pts.)
KY	14.3	8.5	41%
WV	14	8.6	39%
RI	11.6	7.4	36%
OR	14.7	9.7	34%

Gallup-Healthways Well-Being Index – First Half of 2015

- From 20.4% to 9%
- 56% reduction in the rate of uninsured Kentuckians
- Second largest decrease in the nation



**QHP Renewals**

**kynect**  
Kentucky's Healthcare Connection

- **Passive Renewal Process**
  - Remain enrolled in current QHP
  - Issue QHP Renewal Reminder, October 1st
  - Mail QHP enrollee renewal packet with 2016 premium and new APTC amounts, October 21st
  - Access FDSH to verify income
  - Issue RFI if income can not be verified through FDSH, allow 90 day inconsistency period to verify income
  - Utilize income from IRS, if income verification is not provided

## 2016 Shopping Tools



- For CSR level enrollees, Silver level QHPs will be displayed first in pre-screening and shopping
- Launching a mobile and tablet application for open enrollment
  - Individual market, Medicaid and SHOP
  - Enroll from start to finish
  - Utilizes intuitive and conversational process
- Implementing a cost shopping tool to assist individuals in selecting a QHP that will best meet their needs. The tool considers;
  - Medical conditions
  - Current health care providers (physician & hospital)
  - Frequency of physician visits
  - Prescription drugs
  - Future medical needs



## Retail Store



### Success in 2014

- 7,592 visitors
- 5,938 applications for new coverage



### Two Locations in 2015

- Lexington
- Louisville

## 2016 Marketing Efforts



### Target Specialized Populations Using Local Media and Resources

- Rural Counties
  - Working with UK Cooperative Extension Offices
  - Running Newspaper and/or Radio Advertising in 18 Counties
- Low Dental Health Counties
  - Targeting 32 counties throughout State
  - Distributing 10,000 Toothbrushes and Info to Dental Clinics and Schools
  - Marketing Dental Plan Benefit with Special Advertising Campaign
- Individuals on Transitional and Grandfathered Plans
  - Targeting Direct Mailer to Homes
  - Running TV, Radio and Digital Advertising
  - Distributing Early Renewal Fact Sheet on Special Enrollment Period
- Justice Involved Population
  - Working with State-wide Healthy Reentry Coalition comprised of Correction Personnel (Federal, State, County), Advocates and kynectors
  - Producing one 2 – 3 minute video and five 30 second videos to run on Circuit TV on importance of health care coverage and how to enroll
  - Allocating resources for education and enrollment

