Uninsured Rate

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

<table>
<thead>
<tr>
<th>State</th>
<th>% Uninsured 2013</th>
<th>% Uninsured 2014</th>
<th>Change in uninsured (pct.pts.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KY</td>
<td>14.3</td>
<td>8.5</td>
<td>41%</td>
</tr>
<tr>
<td>WV</td>
<td>14</td>
<td>8.6</td>
<td>39%</td>
</tr>
<tr>
<td>RI</td>
<td>11.6</td>
<td>7.4</td>
<td>36%</td>
</tr>
<tr>
<td>OR</td>
<td>14.7</td>
<td>9.7</td>
<td>34%</td>
</tr>
</tbody>
</table>

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
kynect Insurer Participation 2014-2016

Individual Plans

- Anthem
- Humana
- Kentucky Health Care Cooperative

2016
- Anthem
- Humana
- Kentucky Health Care Cooperative
- Caresource
- WellCare
- Aetna
- United Healthcare of Kentucky
- Baptist Health Plan (Formerly Bluegrass Family Health)

Small Employer Group (SHOP) Plans
- Anthem
- Baptist Health Plan (Formerly Bluegrass Family Health)
- Kentucky Health Cooperative
- United Healthcare of Kentucky

QHP Renewals

- 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