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.

### Federal Poverty Level Breakdown of Total Enrollment

<table>
<thead>
<tr>
<th>Federal Poverty Level</th>
<th>Total Enrollment</th>
<th>Change from Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 50% FPL; 2,002</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>51 - 100% FPL; 6,700</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>101 - 133% FPL; 7,441</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>134 - 150% FPL; 4,577</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>151 - 200% FPL; 11,629</td>
<td>36%</td>
<td></td>
</tr>
</tbody>
</table>

### Latest Monthly Marketing Statistics

- **Web Hits on InsureOklahoma.org**: 35,537
- **Call Center - Calls Answered**: 14,037

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.)
Insure Oklahoma
Fast Facts
March 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.

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Insure Oklahoma
County Activity

☆ Business Totals 5,324
◇ ESI Totals 19,245
◇ IP Totals 13,103

All Counties Participating

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Data is compiled by Reporting and Statistics and 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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