

2014 Health Insurance Marketplace Outreach and Education Statistics

(August 2013 – March 2014)

Outreach Activity	Estimated Number*
Iowans served at 2013 State Fair	2,200
Meetings and presentations	1,100
Iowa Counties served by in- person meetings	95
Iowa Counties served by television and radio ad placements	99
Educational Webinars	40
Stakeholder Distribution List	262
Stakeholder Marketplace Educational Trainings	40
Total Iowans Reached	230,000

A global calendar of events from the state agencies implementing the Affordable Care Act requirements and stakeholder groups (including Navigators and Certified Application Counselors) at insuranceca.iowa.gov .

* All numbers are estimated based upon currently scheduled programs and events for all of 2014 open enrollment. The numbers will be finalized at the end of 2014 open enrollment (after March 31, 2014). The statistics include efforts provided by the Iowa Insurance Division (and contractors), Iowa Department of Human Services, and Iowa Department of Public Health.

Jan. 2014

Marketplace Enrollment Numbers as reported by HHS – as of 12/28/13

29,099 applications representing 44,453 individuals

Of the 29,099 applications received, some were determined eligible for Medicaid, some have not selected a plan and others are pending.

7,475 enrolled - age ranges 38% - 55-64

22% - 18-34 - National average is 24%

36% - 35-54

54% of those enrolled chose a silver plan

81% of those enrolled qualify for some form of financial assistance

Iowa Health and Wellness Enrollment as reported by 2 participating carriers as of 1/20/14

8,201