AHI

Alliance of Health Insurers, U.A.

Rebecca Larson, Executive Director
Enrollment Summit - July 16, 2013
AHI Member Companies

- Anthem Blue Cross and Blue Shield in Wisconsin
- Delta Dental of Wisconsin, Inc.
- Humana, Inc.
- Managed Health Services
- Molina Healthcare of Wisconsin
- Physicians Plus Insurance Corporation
- UnitedHealthcare of Wisconsin
- WEA Insurance Corporation
- WPS Health Insurance
AHI Member Educational Resources

- UHC – Reform Website
  http://www.uhc.com/united_for_reform_resource_center.htm

- BCBS Association & Walgreens – Learn About Reform Campaign.
  http://www.walgreens.com/topic/pharmacy/reform-insurance.jsp

- Humana Inc. - Learning Center
  https://www.humana.com/learning-center/healthcare-reform

- Physicians Plus Insurance – Making Sense of Healthcare Reform
  http://www.pplusic.com/home/buying-insurance/healthcare-reform
AHI Member Educational Resources Cont…


- **Molina Health Care**
WI Health Insurance Competitiveness

- Commissioned Taxpayers Alliance Economic Impact Study

- Findings:
  - WI has a strong and competitive insurance market
  - WI ranks among the top 10 states in the number of health insurers offering coverage
  - WI ranks 13th nationally in the number of premiums written
  - Industry employs over 18,000 state residents
  - From 2001-2010 health insurance jobs were up 19.4% compared to a decline of .3% for all jobs statewide
  - Insurance Companies have strong local presence and are strong partners in our Communities
Collaboration/Interaction

- Health carriers are and want to be strong partners in enrollment effort

- Carriers stand ready
  - Diligently preparing to understand ACA requirements and to ensure products are in compliance.

- Each Carrier has their own respective marketing effort

- Doing everything necessary to get ready and be technically operable
  - Call centers
  - Website – online enrollment
  - Agents/brokers
Enrollment

- Ensure appropriate consumer protections
  - Ensure individuals are signed up for the right product
    - Understand premium differences and out of pocket expenses
    - Coverage they need and can afford

- AHI supports Enrollment 4 Health WI Initiative