

# 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](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/health-care-reform>

## AHI Member Educational Resources Cont...

- WPS Health Insurance -  
<http://www.wpsic.com/learningcenter/>
- Delta Dental of Wisconsin. -  
<http://blog.deltadentalwi.com/category/healthcare-reform/>
- 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 13<sup>th</sup> 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