



NEWS RELEASE

Media Inquiries | Leigh R. McGivern | leigh.mcgivern@coOpportunityhealth.com | d 515.777.7061 | m 515.360.5349

CoOpportunity Health Enrollment Surpasses 50,000 Members

(DES MOINES, Iowa) Feb. 25, 2014 — Iowa and Nebraska’s new nonprofit health CO-OP has eclipsed [50,000 individual and group members](#), a milestone that wasn’t supposed to be achieved for at least two years.

“We are very pleased with the market response to our products,” said, David Lyons, chief executive officer. “Purchasers want more choice in terms of products, carriers, and innovation, and we believe we’ve provided that.”

One of 23 Consumer Operated and Oriented Plans (CO-OPs) nationwide, CoOpportunity Health exceeded its 2016 enrollment projections as of Feb. 24, one indicator of broad interest from individuals and businesses in new insurance alternatives. Nationwide, 250,000 members — individuals, families and employees of small, medium and large employers — have sought out and selected CO-OPs to be their health insurance carrier. To date, nearly 1,000 employer groups and over 30,000 individuals in Nebraska and Iowa have purchased coverage from CoOpportunity Health for January, February and March effective dates.

Lyons noted that states with CO-OPs also have had an influence on price. An [analysis](#) of available premium rates by the National Alliance of State Health CO-OPs (NASHCO) last October found that states with a CO-OP had rates that were, on average, more than 8 percent lower than states without a CO-OP.

“While we encourage prospective members to consider plan design, providers and other important factors before purchasing, we also acknowledge that premium rates are a big purchase driver and we are happy to help fuel competition that benefits all,” said Lyons.

According to an October 2013 [McKinsey & Company report](#), CO-OPs offer 37 percent of the lowest-priced plans on the Marketplace, and 31 percent have plans within 10 percent of the lowest-price plan.

“Having reached the 50,000-member mark is great, but the reality is enrollment is still open for individuals through March 31,” said Lyons. “More important than adding to our initial success, we look forward to serving and working together with our members to have an impact on the health insurance landscape for years to come.”

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About CoOpportunity Health — CoOpportunity Health is the only Consumer Operated and Oriented Plan (CO-OP) currently operating in more than one state. A nonprofit (501(c)(29)) health insurer licensed in Nebraska and Iowa, CoOpportunity Health offers Qualified Health Plans certified by these states and the federal Centers for Medicare and Medicaid Services to individuals, families, and employers on the Health Insurance Marketplace and in the private, commercial market. For more information, visit coOpportunityhealth.com or call 1-866-271-6111.