



## NEWS RELEASE

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### CoOpportunity Health Beats Enrollment Goals

**(DES MOINES, Iowa) Jan. 7, 2014** — CoOpportunity Health, Iowa and Nebraska’s new nonprofit health insurance CO-OP, reported enrollment of more than 35,000 members as of Jan. 1, 2014, far surpassing its first-year goal of 12,000 members.

“We are truly gratified by our results so far, particularly with the open enrollment period only halfway over,” said David Lyons, CEO of CoOpportunity Health. “We believe our success confirms that Iowa and Nebraska individuals, families and businesses were ready for more health insurance choices in these markets.”

The membership is diverse, with two-thirds from Nebraska and one-third from Iowa. Individuals comprise the majority of total membership — more than 14,300 Nebraskans, along with about 8,100 Iowans, including those in the new Iowa Marketplace Choice Plan (resulting from the state of Iowa alternative to Medicaid expansion) — while the rest are from approximately 700 employer groups.

Lyons noted, “Our decision to sell both on and off the Marketplace(s), to offer products to employer groups as well as individuals, and our selection of some of the states’ top brokers and agents were crucial to ensuring our early success in the marketplace.”

Amidst concern that the Affordable Care Act might render newer health insurers, particularly those participating in the health insurance Marketplace, with disproportionately older members, CoOpportunity Health reported its membership split virtually identically among those under age 30, those between the ages of 30 and 49, and those between 50 and 64 years of age.

CoOpportunity Health had projected enrollment goals of 12,000, 31,000, and 52,000 members in its first three years in its application for federal loans. The Iowa and Nebraska Consumer Operated and Oriented Plan, which was one of the first seven CO-OPs funded, received approval in February 2012 from the Centers for Medicare and Medicaid Services. It currently employs 36 people.

“Exceeding our enrollment projections for the first two years this early certainly feels good, but with that comes significant responsibilities to serve our member owners exceptionally well,” said Lyons.

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**About CoOpportunity Health** — CoOpportunity Health is a Consumer Operated and Oriented Plan (CO-OP), a nonprofit health insurer licensed in Nebraska and Iowa. It 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](http://coOpportunityhealth.com) or call 1-866-271-6111.