



NEWS RELEASE

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Open Enrollment Deadline Modified as CO-OP Surpasses 63,000 Members

(DES MOINES, Iowa) March 27, 2014 — After almost six months, CoOpportunity Health has exceeded 63,000 members in Iowa and Nebraska with only a few days left in what was presumed to be the end of the federally-prescribed open enrollment period.

“Even with yesterday’s news from the federal government giving people extra time to enroll through HealthCare.gov if they have started the process by the end of March, the fact remains the window of opportunity will be closing soon,” said Cliff Gold, chief operating officer of CoOpportunity Health. “We urge everyone to act before it’s too late.”

March 31 was to be the final day all Americans who don’t have health insurance through an employer or government coverage to sign up unless they had a qualifying life event, such as a divorce or marriage, having a child, or losing a job that provided health insurance.

As a result of this week’s announcement by the Center for Medicare and Medicaid Services (CMS), anyone who has made an attempt to enroll using HealthCare.gov, but hasn’t completed the process, will have until mid-April to finalize their enrollment. The extension only applies for enrollments coming through HealthCare.gov.

Nationwide, the number of enrollees is expected to exceed six million people, according to CMS. For CoOpportunity Health, the new, nonprofit Consumer Operated and Oriented Plan (CO-OP), enrollments have vastly outpaced objectives. The number of members exceeds the company’s original projections for the end of 2017 already.

“Our membership numbers continue to grow well beyond what we initially estimated,” said Gold, adding that the new insurer expected to cover fewer than 12,000 people in the first year. “We believe people wanted more choice of insurers and more innovative products, and we are gratified so many individuals and employers have selected us.”

Gold cited recent studies that show there are still many uninsured people who haven’t enrolled yet and who may be unaware of substantial financial subsidies, known as an Advanced Premium Tax Credit (APTC), to help them pay for premiums. Some people may even qualify for no-cost or very low-cost coverage, he said.

According to a [Kaiser Health Tracking Poll](#) taken in early March, 40 percent of uninsured Americans didn’t know about the subsidies that reduce the cost of health insurance and 60 percent didn’t know the March 31 enrollment deadline. Another report from [Bankrate.com](#) reported similar statistics.

The next open enrollment period for individuals and families begins Nov. 15, 2015. However, employers that want to switch coverage for their employees can do so at any time during the year.

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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.