

Qualified Health Plan Executive Panel

Erin Long

Security Health Plan



2018 Experience

Steadily decreasing market

- Service area and statewide market decrease

Alternate enrollee influx

- Exit of Wisconsin competitors including Molina, Anthem BCBS, and Health Tradition Health Plan

Metal tier shifts

- CSR elimination and increased APTCs

2019 Participation



Marketplace Strengths and Weaknesses

Strengths

- Moderate rate increases for 2019
- Competition

Weaknesses

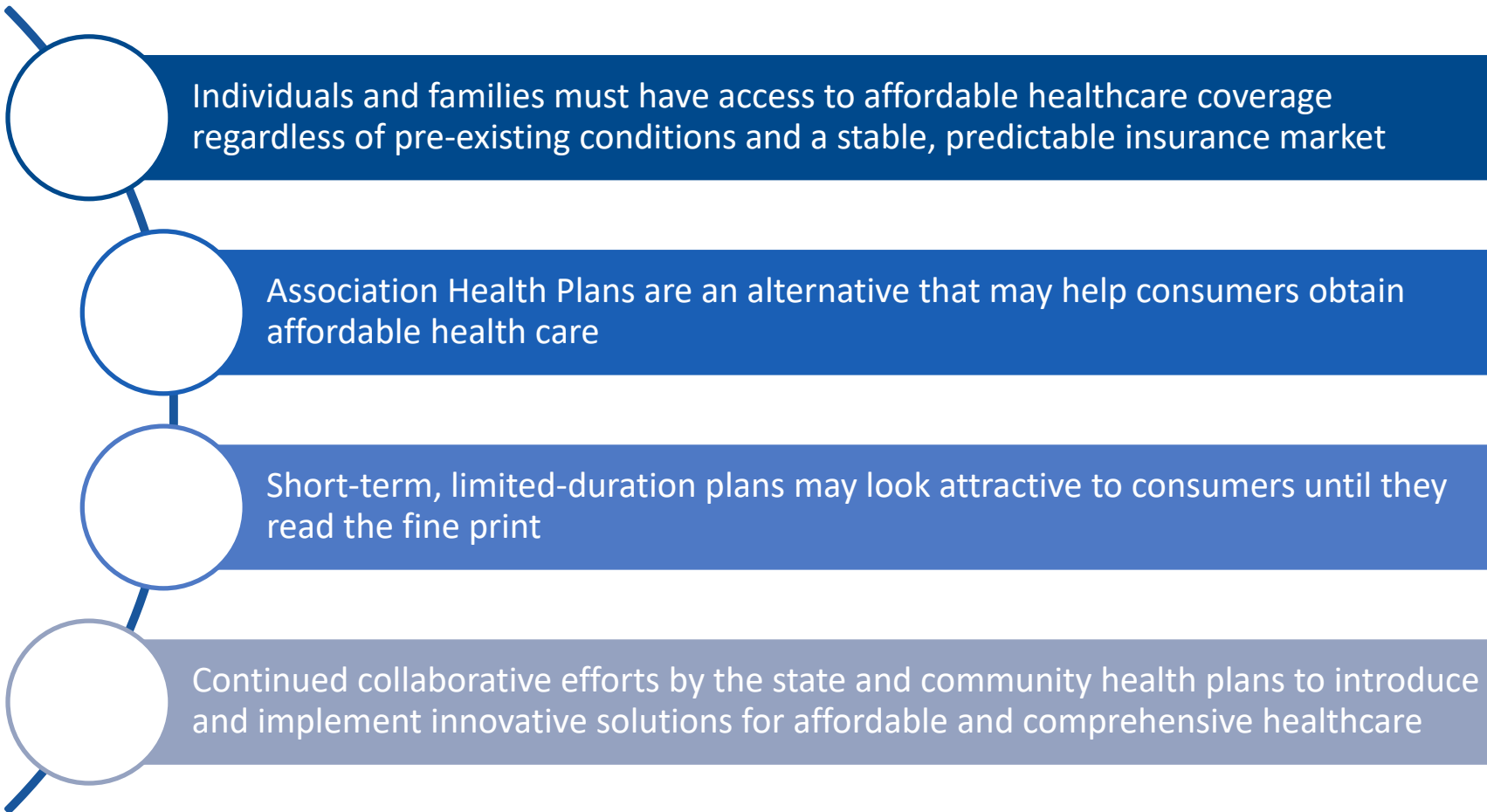
- Unaffordability for non-APTC consumers
- Recent federal regulations

Consumer Engagement



- System sponsorship of navigator program to assist consumers in gaining coverage
- Educating consumers on health insurance basics and helping them find a plan
- Engagement on social media and outreach to consumers
- Keeping healthcare coverage top of mind

SHP Perspectives on Public Policy



Thank you

