



KANSAS HEALTH INSTITUTE

Marketplace Enrollment:

Exploring County-Level Growth
in Kansas

August 8, 2024



Hello!

Linda Sheppard

Senior Analyst & Strategy Team Leader,
Kansas Health Institute



Who We Are



- Nonprofit, nonpartisan educational organization based in Topeka.
- Established in 1995 with a multi-year grant by the Kansas Health Foundation.
- Committed to convening meaningful conversations around tough topics related to health.

Acknowledgments



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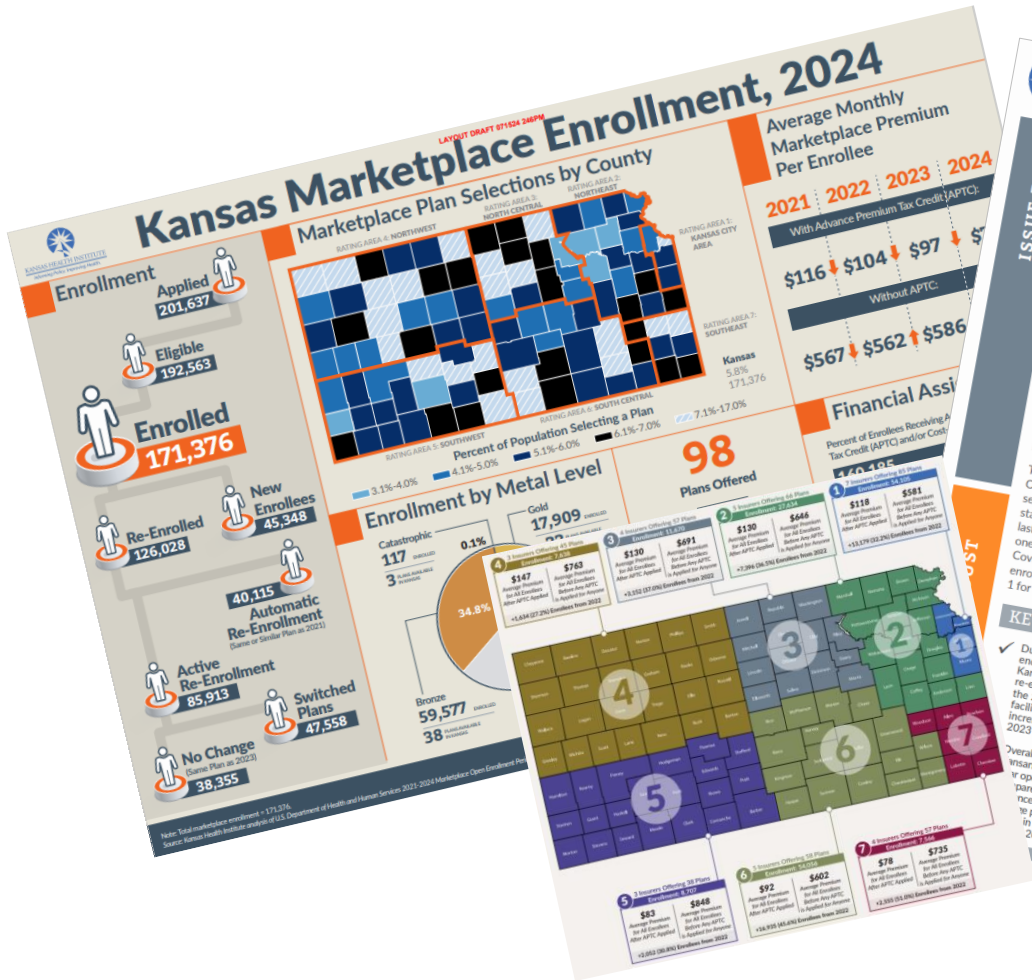
HealthCare.gov

Open enrollment was November 1 - January 16

Most people qualify for savings

All Marketplace plans cover 10 essential health benefits, including free preventative health services, and coverage for pre-existing conditions





MARKETPLACE ENROLLMENT REACHED RECORD HIGH FOR THIRD CONSECUTIVE YEAR

ISSUE BRIEF

Introduction

During the 2024 plan year open enrollment period (OEP) that ended Jan. 16, 2024, a record 171,376 Kansans selected or were automatically re-enrolled in a health insurance plan through the federally facilitated marketplace – an increase of 46,903 (37.7 percent) compared to last year's record high enrollment. This marks the third consecutive year of record high enrollment. In the United States, 21.5 million consumers enrolled during the 2024 OEP, which is a 31.1 percent increase from 16.4 million the previous marketplace nationally. The 2024 OEP for the third OEP since the American Rescue Plan Act of 2021 (ARPA) to increase the value of Advance Premium Tax Credits (APTC) and make them available to more enrollees.

This brief provides summary data from the 2024 OEP on enrollment, enrollee characteristics, plan selection, financial assistance, premiums and stand-alone dental insurance in Kansas. The OEP lasted from Nov. 1, 2023, through Jan. 16, 2024, one day longer because of the federal holiday. Coverage began Jan. 1, 2024, for those who enrolled on or before Dec. 15 and began on Feb. 1 for those who enrolled after Dec. 15.

Figure 1. Kansas Marketplace Enrollment, 2024 Open Enrollment Period

Category	Count
Applied	201,637
Eligible	192,563
Enrolled	171,376
New Consumers	45,348
Re-Enrolled	126,028
Automatic Reenrollment	40,115
Active Reenrollment	85,913
Switched Plans	47,558
Same Plan as 2023	38,355

Key Points

- During the open enrollment period that ended Jan. 16, 2024, there were 171,376 Kansans who selected or were automatically re-enrolled in a health insurance plan through the federally facilitated marketplace – a 37.7 percent increase compared to enrollment during the 2023 open enrollment period.
- Overall, the average monthly premium paid by those selecting a plan during the 2024 plan year open enrollment was \$111, a 28 percent increase compared to 2023. Kansas enrollees receiving the enhanced Premium Tax Credits (APTC) on average paid \$77 per month in 2024 compared to \$78 in 2023. Enrollees without APTC paid \$586 in 2024 compared to \$586 in 2023.
- After taking into account APTC received, the average monthly premium paid by Kansas enrollees was 37.0 percent higher than the average monthly premium (\$81 Kansas) operating on the 32 states (including marketplace).
- Eight insurers combined offered 98 plans on the Kansas marketplace in 2024. All offering coverage.
- Nine in 10 (93.3 percent) marketplace enrollees took advantage of the enhanced APTC to reduce the cost of their monthly premium payments in 2024.

In Kansas:

171,376 Kansans enrolled during open enrollment.

The average monthly premium was \$111.

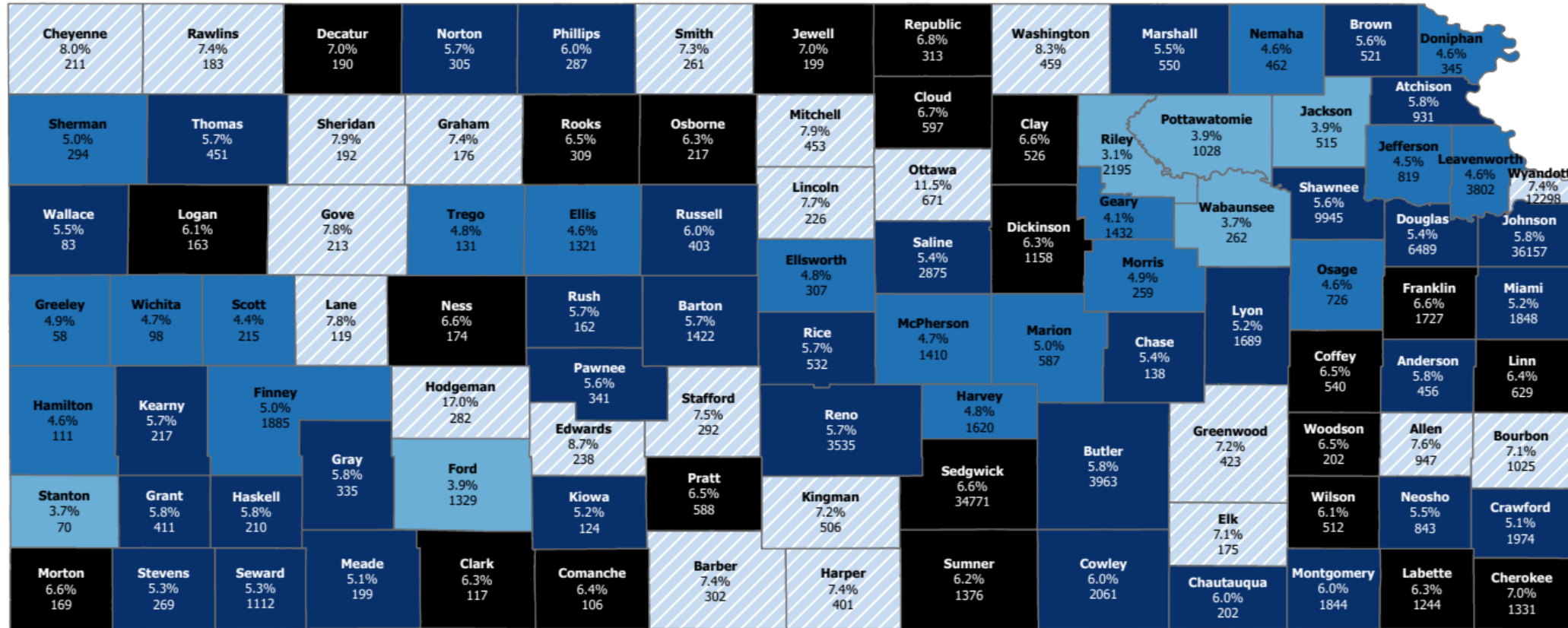
Eight insurers combined offered 98 plans.

2024 Health Insurance Marketplace Enrollment by County



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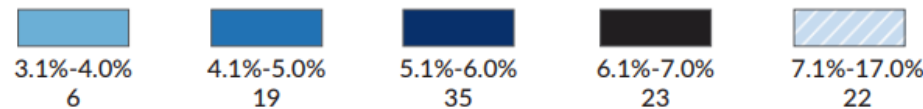
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County Name
% Population Enrolled
Number of People Enrolled

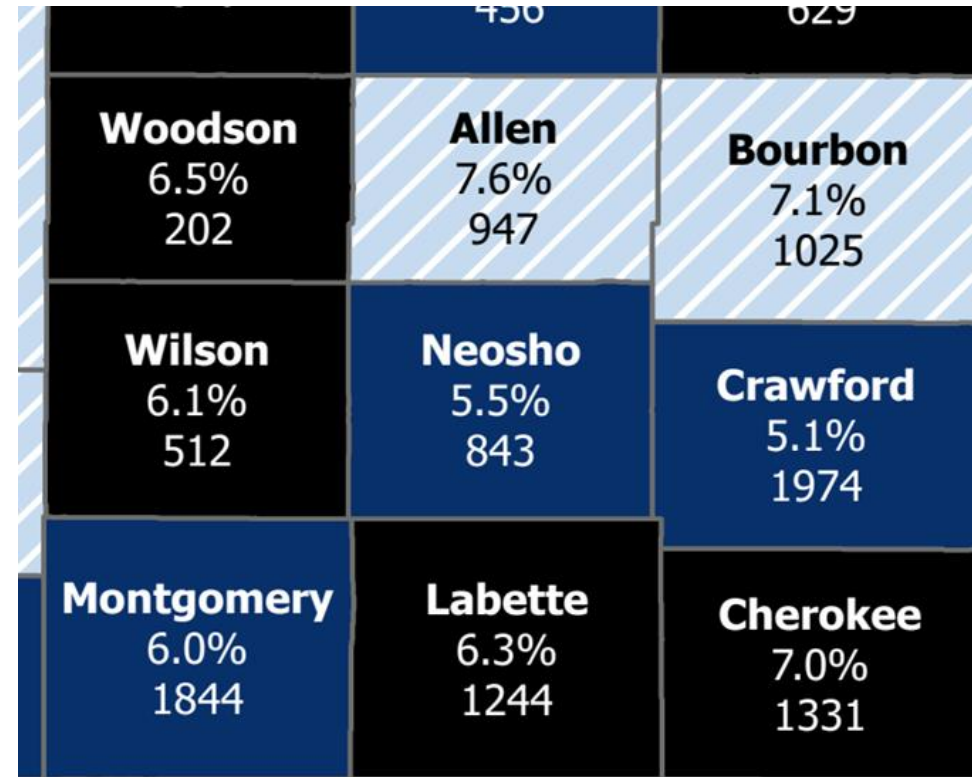
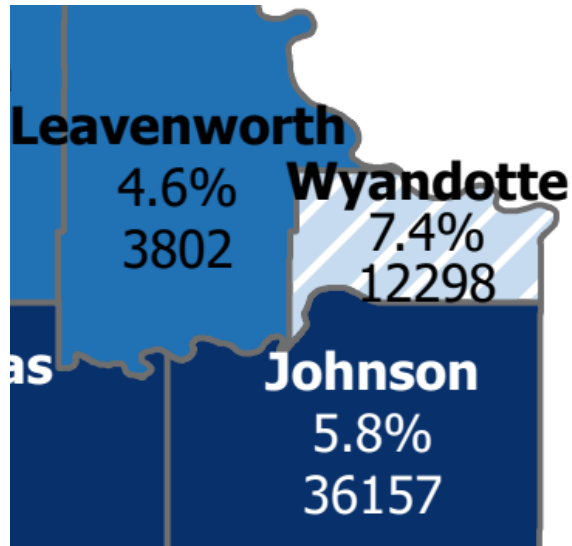
% of County Population
Number of Counties

Percent of Population Enrolled

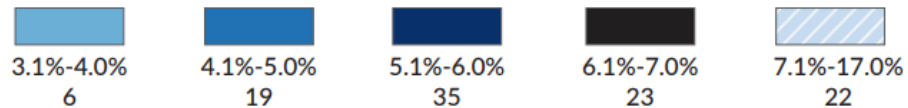


Kansas:
5.8%
171,376

2024 Marketplace Enrollment



Percent of Population Enrolled



Panel Discussion: Exploring Health Insurance Marketplace Growth



Rhonda Culp,
Director of Care Coordination,
Thrive Allen County



Molly Gotobed,
Executive Director, Community
Health Council of Wyandotte County



2025 OPEN ENROLLMENT



NOVEMBER 1, 2024 - JANUARY 15, 2025



THANK YOU!

Any Questions?



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We Value Your Feedback!



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