



Awareness high about state's insurance marketplace

On Oct. 1, 2013, Kentucky launched kynect, its online marketplace for health insurance. At kynect, Kentuckians can learn whether they are eligible for Medicaid and the Kentucky Children's Health Insurance Program (KCHIP), shop for individual and small business insurance plans, and learn whether they are eligible for payment assistance and tax credits.

Uninsured Kentuckians with incomes at 138% of the Federal Poverty Level¹ or below are eligible for Medicaid and can access coverage through kynect. Also, people who are not insured through their employers can buy individual plans on kynect.

Kentucky's smooth launch of kynect was lauded while other states' and the federal exchanges experienced significant problems. As of Dec. 30, 2013, more than 116,000 Kentuckians are enrolled in the exchange.

¹138% of the Federal Poverty Level in 2012 was \$31,809 for a family of four.

How much, if anything, have you heard about this new health insurance marketplace, also known as kynect, or Kentucky's Healthcare Connection, in your state?*

Kentucky adults



Uninsured



■ A lot ■ Some ■ Only a little

*KHIP asked: "As you may know, the healthcare law creates health insurance exchanges or marketplaces where people who don't get coverage through their employers can shop for insurance and compare prices and benefits. How much, if anything, have you heard about this new health insurance marketplace, also known as kynect, or Kentucky's Healthcare Connection, in your state? Have you heard . . ."

Large majority has heard of kynect

The 2013 **Kentucky Health Issues Poll (KHIP)** asked Kentucky adults whether they had heard about the marketplace. Nearly 8 in 10 Kentucky adults (77%) reported hearing something about kynect. Twenty-five percent of uninsured respondents had heard a lot about kynect.

Insurance status and awareness of kynect

One goal of insurance exchanges

such as kynect is to get more uninsured people enrolled in coverage. KHIP found that 7 in 10 uninsured Kentucky adults (70%) have heard something about kynect.

Some groups without kynect information

Groups hearing the least about kynect included Kentucky adults ages 18 to 29, adults with less than a high school degree, those with incomes at 138% FPL

Continued on back

These findings unless otherwise noted are from the Kentucky Health Issues Poll, funded by the Foundation for a Healthy Kentucky and Interact for Health. The Kentucky Health Issues Poll was conducted Oct. 25-Nov. 26, 2013, by the Institute for Policy Research at the University of Cincinnati. A random sample of 1,551 adults from throughout Kentucky was interviewed by telephone. This included 951 landline interviews and 600 cell phone interviews with cell phone users. In 95 of 100 cases, the statewide estimates will be accurate to ± 2.5%. There are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias. For more information about the Kentucky Health Issues Poll, please visit www.healthy-ky.org or www.interactforhealth.org/kentucky-health-issues-poll.

or below, and those living in Northern Kentucky. Thirty-two percent of each of these groups reported hearing “nothing at all” about kynect.

One in 3 uninsured adults have sought kynect information

KHIP asked, “Over the past few months, have you tried to seek out more information about kynect?” One in 5 Kentucky adults (20%) reported seeking more information. More than 3 in 10 uninsured Kentucky adults (36%) reported seeking more information about kynect. That compares with fewer than 2 in 10 insured Kentucky adults (16%) who reported seeking more information.