Despite Changes, Idahoans Flock to Health Insurance Exchange

2018 Enrollment Nears Record

BOISE, Idaho – Your Health Idaho announced today that nearly 102,000 Idahoans signed up for 2018 health insurance coverage on the exchange.

“This is a testament to Idaho’s model for operating an exchange. Despite the enormous uncertainty from Washington, combined with a shortened enrollment period, Your Health Idaho has been able to serve near record numbers of Idahoans,” said Pat Kelly, executive director of Your Health Idaho.

The enrollment numbers include new and returning customers. A significant difference for 2018 is the monthly premium pricing. Increased tax credits offset rising premiums to the extent that some Idahoans purchased plans for little to no monthly cost. Enrollments in these less expensive bronze plans increased by fifteen percentage points over the previous year. In total, 101,793 Idahoans enrolled in 2018 health coverage in just half the time of last year.

The exchange, its partners at the Departments of Insurance and Health and Welfare, and a statewide network of insurance agents have joined forces to prepare for additional federal policy changes. “We know there will be more adjustments to make in our future, and we will continue to provide Idahoans with choice and control over their health insurance coverage in the years to come,” Kelly said.

The repeal of the individual mandate doesn’t occur until 2019 and is not expected to have a significant impact in Idaho. Your Health Idaho estimates five to seven percent of customers may consider dropping coverage if there is no requirement. “Fortunately, most of our customers have found there is value to being insured,” said Kelly.

Your Health Idaho was established by state law in 2013 to provide an online marketplace where Idaho families and small businesses can go to compare and purchase health insurance. Your Health Idaho is governed by a 19-member board authorized by the Idaho Legislature to set the rules and regulations for implementing a state-based health insurance exchange. For more information please visit www.yourhealthidaho.org. You can also check us out on Facebook and Twitter.