KENTUCKY ASSOCIATION
OF HEALTH PLANS

Building an Effective, Affordable, and Accountable Health Care System for the Commonwealth

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What is KAHP?

UNITING THE HEALTH INSURANCE COMMUNITY

KAHP is the trade association for Kentucky's health insurance industry. Our focus is ensuring all Kentuckians have superior access and choice in a health system that delivers high-quality, affordable care.

ALL CARRIERS FOR ALL OF KENTUCKY

KAHP is comprised of all carriers offering health plans in Kentucky. We work together with the community to provide effective health solutions for consumers, employers, and public purchasers.

aetna
Aetna Better Health® of Kentucky

Anthem

CareSource

Humana

PASSPORT HEALTH PLAN
BY MOLINA HEALTHCARE

UnitedHealthcare

WellCare
Beyond Healthcare. A Better You.

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MISSION

BUILDING AN EFFECTIVE, AFFORDABLE, AND ACCOUNTABLE HEALTH CARE SYSTEM FOR THE COMMONWEALTH

Our focus is ensuring all Kentuckians have superior access and choice.

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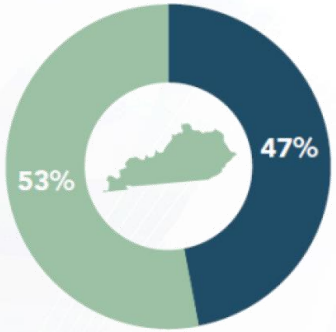
KENTUCKY EMPLOYER-PROVIDED COVERAGE BY THE NUMBERS

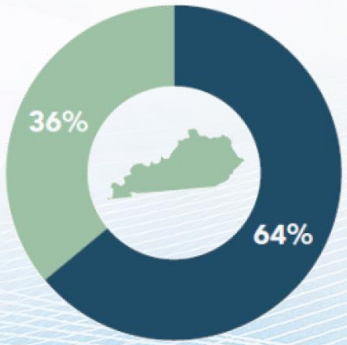
2,028,200
Covered by Employer Insurance[1]



- Employer Insurance
- Other (Individual, Medicare, Medicaid, Uninsured, etc.)

Share of Workers in Companies Offering Insurance[7]	86%
Average Employer Contribution for Single Coverage[8]	$4,910
Share of Workers in Companies Offering a Choice Among Plans[9]	76%
Percent of Single Coverage Premiums Paid by Employers[10]	74%

Employer-Sponsored Insurance by Type[11]



- Self-Insured (ERISA)
- Fully Insured

Health State Premium Tax Collected:

$173,129,000[6]

Health Plan Employees 13,736

Insurance-Related Employees 14,213

FOOTNOTES: Citations for chart figures: Citation for 1: Kaiser Family Foundation (KFF) estimates based on the 2019 American Community Survey. Citation for 7: Agency for Healthcare Research and Quality, Center for Financing, Access and Cost Trends. Citation for 8: AHIP analysis of Agency for Healthcare Research and Quality, Center for Financing, Access and Cost Trends. Citation for 9: Agency for Healthcare Research and Quality, Center for Financing, Access and Cost Trends. Citation for 10: AHIP analysis of Agency for Healthcare Research and Quality, Center for Financing, Access and Cost Trends. Citation for 11: AHIP analysis of Agency for Healthcare Research and Quality, Center for Financing, Access and Cost Trends

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THE IMPORTANCE OF KENTUCKY EMPLOYER-PROVIDED HEALTH COVERAGE

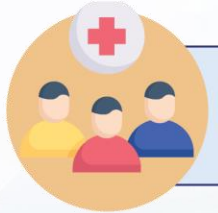
THE TOP BENEFITS THAT MATTER THE MOST

PRESCRIPTION DRUGS | EMERGENCY CARE | PREVENTIVE CARE

PROVIDING COST SAVINGS: Employer-sponsored health coverage harnesses the collective market power of plan members to achieve cost savings – functioning as a competitive counter to consolidated provider networks and Big Pharma.

INCENTIVIZING WORK: Employer coverage ties work to high-value, high-quality health coverage.

75% of employees say that coverage played a role in their decision to accept their current job[3]



Through group purchasing, private insurers obtained hospital discounts of **at least 40%**[1]

BUILDING A HEALTHY WORKFORCE: Employer-provided coverage creates a more productive workforce. Wellness programs offered by employers range from group fitness classes to nutrition counseling, and cooking classes and smoking cessation programs, fitness competitions, health assessments, and behavioral health awareness.

Driving Care Improvement & Innovation: Health insurance providers are investing in new technologies and empowering members with telemedicine tools and wellness apps, creating the cybersecurity and privacy infrastructure for new platforms.

2/3 of companies reported that health benefits improved employee health, and almost 60% believe it reduces absenteeism[4]

FOOTNOTES: 1. The Value of Employer-Sponsored Health Insurance https://www.nber.org/system/files/working_papers/w28590/w28590.pdf 2. Employersí Benefits from Workersí Health Insurance https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2690190/#:~:text=In%20surveys%20of%20employers%20both,benefits%20improves%20the%20firmís%20performance.&text=Two%2Dthirds%20reported%20that%20health,%2FCHEC%2FBCBSA%202000) 3. AHIP/Locust Street Group research: https://www.ahip.org/new-survey-employer-provided-health-coverage-is-delivering-real-value-for-consumers-during-the-pandemic/ 4. Employersí Benefits from Workersí Health Insurance: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2690190/ 5. AHIP Employer-Provided Coverage Data

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4 PILLARS

ADVOCACY

EDUCATION

INNOVATION

COLLABORATION

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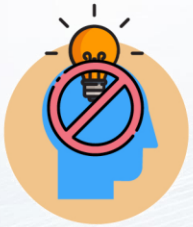
ADVOCACY

KAHP develops and promotes a legislative and regulatory agenda focusing on high-quality health insurance that is affordable for employers, consumers, and public purchasers.

LEGISLATIVE MANDATES RAISE HEALTH CARE COSTS

WHAT ARE MANDATES? Mandates are benefits insurers are required to cover. Mandates dictate what plan coverage insurers can sell and what coverage consumers can buy as they relate to specific treatments, benefits, and providers. While often well-intended, government mandates typically result in higher premiums and reduce access to care.

Since 2018, a staggering **253** health benefit mandates have been introduced in the General Assembly. These mandates would raise the costs of premiums by almost **half a billion dollars per year.** That's close to **$94 per member per month.**



LIMITS INNOVATION

ERODES COMPETITION

LIMITS CONSUMER CHOICE

PUSHES MORE PEOPLE ONTO MEDICAID ROLLS

FOOTNOTES: 6. U.S. Census Bureau, 2019 Annual Survey of State Government Tax Collections. Available at: https:// www.census.gov/data/tables/2019/econ/stc/2019- annual.html (accessed on December 8, 2020). Data compiled by Americaís Health Insurance Plans (AHIP), Center for Policy and Research, December 2020. 7. U.S. Census Bureau 2018 County BusinessPatterns (NAICS) report. Direct jobs are defined using the insurance industry NAICS codes 524114 (direct health and medical insurance carriers) and621491 (HMO medical centers). Note: Only statesthat included information on number of jobs and payroll were used in this calculation. NOTES: The U.S. Census Bureau could only provide direct jobs data for NAIC 621491 (HMO medicalcenters) for Arizona, California, Colorado, Florida, Washington, D.C., Georgia, Hawaii, Illinois, Maine, Maryland, Massachusetts, Minnesota, Nevada, New York, Oregon, Pennsylvania, Virginia, Washington, and Wisconsin. 8. State of Connecticut Office of Legislative Research: Health Insurance Mandates in Connecticut and Other States

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ADVOCACY

SMALL BUSINESSES pay the price for government overreach because they do not have the resources to self-insure.

Cost pressures force smaller employers to trim insurance or other benefits, increase the share their employees pay for premiums, eliminate coverage altogether, and reduce wages.

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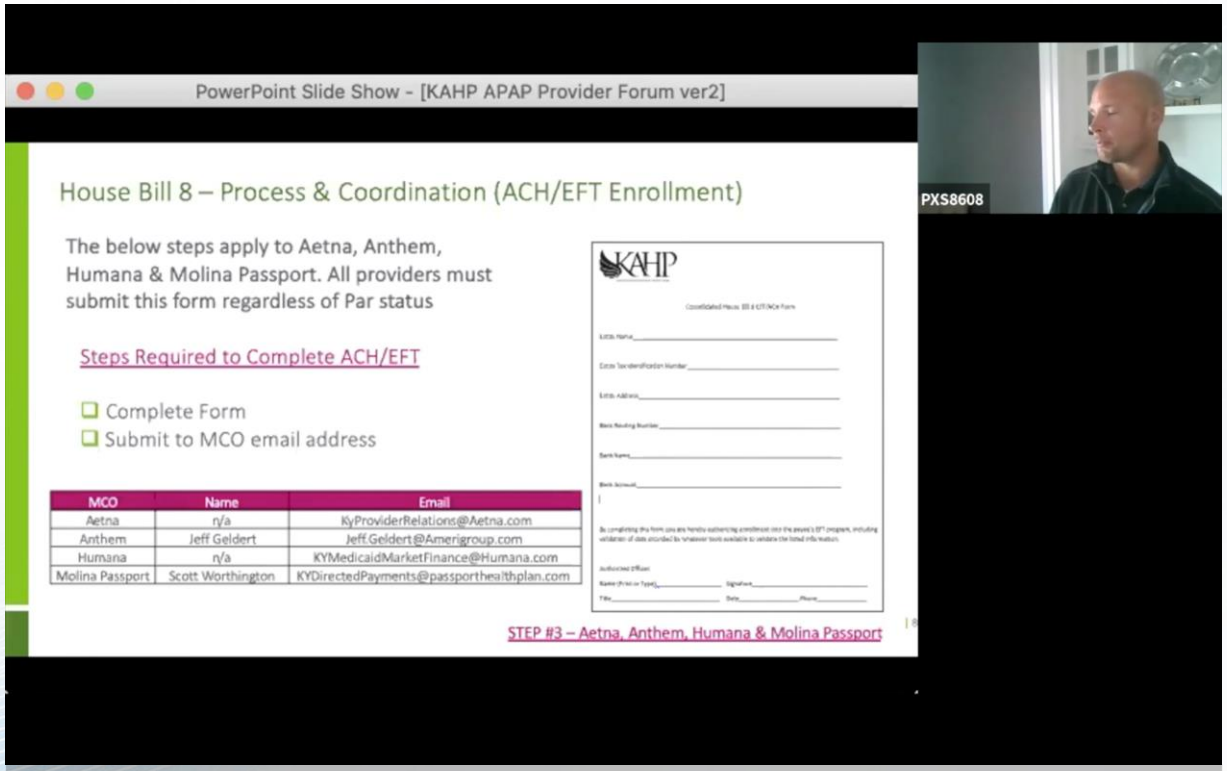
HB 8 Implementation Forum with Ambulance Providers Assoc.

EDUCATION

KAHP educates media, the public, and stakeholder groups about our philosophy of competition, choice, and strong patient protections, the benefits health plans provide, and how specific health policies impact Kentuckians.



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MEDICAL MANAGEMENT MEANS SAFE & EFFECTIVE FOR KENTUCKY PATIENTS

PRIOR AUTHORIZATION

Prior authorization is an integral part of how health benefits work, providing critical safeguards to help prevent harm, lower costs, and promote appropriate use of medication and services. PA is also the most important and effective tool to prevent fraud, waste, and abuse.

What Prior Authorization Does:

- Ensures that providers adhere to nationally recognized care criteria (e.g., ensure opioid prescribing consistent with federal guidelines)
- Encourages the use of generic drugs
- Prevents deadly drug interactions
- Provides an effective check on costs drivers like overuse of imaging and testing
- Curbs waste, fraud, and abuse
- KAHP Plans have variously suspended Prior Authorization during COVID crisis

Up to $800 billion is spent each year on unnecessary services.[1]	15-30% of all ordered medical care is unnecessary or unsafe.[2]	20% of diagnostic imaging is inappropriate.[3]

Institute of Medicine. 2013. Best Care at Lower Cost: The Path to Continuously Learning Health Care in America. Washington, DC: The National Academies Press. Lyu H, Xu T, Brotman D, Mayer-Blackwell B, Cooper M, et al. (2017) Overtreatment in the United States. PLOS ONE 12(9): e0181970. S Flaherty, E Zepeda, K Mortele, G Young. Magnitude and financial implications of inappropriate diagnostic imaging for three common clinical conditions. International Journal for Quality in Health Care, Volume 31, Issue 9, November 2019, Pages 691–697.

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INNOVATION

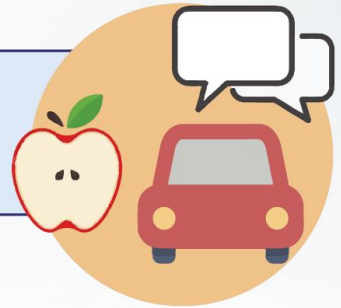
KAHP is working toward new solutions in care to ensure Kentucky is a national leader in health insurance coverage options.

DRIVING CARE IMPROVEMENT & INNOVATION: Health insurance providers are investing in new technologies and empowering members with telemedicine tools and wellness apps, creating the cybersecurity and privacy infrastructure for new platforms.

4,347% growth in telehealth claims[8]

SOCIAL DETERMINANTS OF HEALTH: Conditions in the places where people live, learn, work and play (that) affect a wide range of health risks and outcomes. They are barriers to health upstream from our traditional health care system.

- Tackling food insecurity
- Addressing Loneliness
- Access to Transportation



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COLLABORATION

KAHP promotes opportunities and forums to meet, exchange ideas, and discuss critical issues affecting health care. The result is stronger relationships between health plans, community and provider stakeholders, as well as our government partners.

- Regularly Scheduled Meetings with Chief Medical Officers and Behavioral Health Leaders
- Standing meetings with DOI, CHFS, DMS, HJR 57 Task Force, Kentucky Chamber

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KAHP VACCINE OUTREACH

SHOTS ACROSS THE BLUEGRASS

GIFT CARD GIVEAWAY

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HOTTEST CONCERTS

KENTUCKY STATE FAIR

TAKE 1 FOR THE TEAM

KAHP VACCINE OUTREACH

- Hyperlocal, targeted vaccine outreach and incentive campaign in Clay County with VOA
- Heavy digital ad buys featuring local influencers like pastors, coaches, doctors, and others
- Drawings for cash prizes
- A competition between local schools for $6,000 in sports equipment
- The campaign also involves special events like Ohio Valley Wrestling

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HEALTH PLAN VACCINE OUTREACH

Plans continue to take a multi-pronged approach to increase vaccination rates in the Commonwealth

- Digital and radio ads
- Robust incentives
- Transportation coordination
- Geotargeted pop-up clinics in targeted low vaccination areas
- Emphasizing long term clinics focused on health equity
- Clinics staffed by bilingual personnel
- Homebound vaccination visits
- Text and email campaigns
- Yard signs
- Billboards
- Outbound calls to members prioritized by risk tier
- Personalized assistance from advocates with sign-ups and digital site navigation
- Targeted direct mail
- Follow-up on second dose appointments based on claims data

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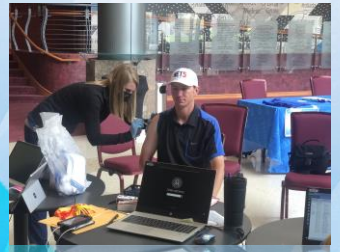
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