

# MARKETPLACE ENROLLMENT DECLINED IN PRE-COVID EARLY 2020

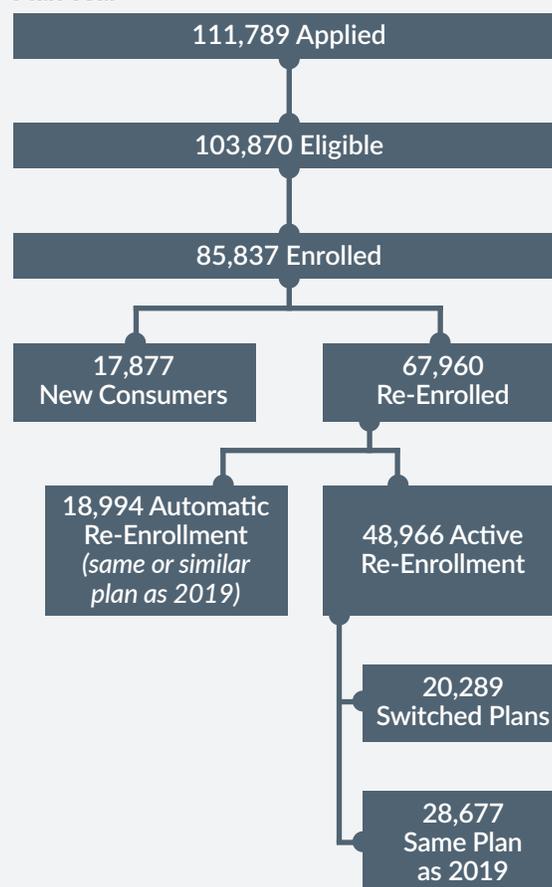
Plan selection has fallen from 101,555 in 2016 to 85,837 in 2020

## Introduction

During the latest open enrollment period at the end of 2019, 85,837 Kansans selected or were automatically re-enrolled in a health insurance plan through the federally facilitated marketplace. That is 4,156 fewer than the previous year and a 15 percent drop from the 101,555 who selected a plan in 2016. Around the country, 11.4 million consumers selected a marketplace plan in 2020, the same as last year and a 10 percent drop from the 12.7 million in 2016. Enrollment is likely to increase during 2020 following large losses in the availability of job-based insurance due to the COVID-19 pandemic.

This brief, which is based on the latest available data from the Centers for Medicare and Medicaid Services (CMS), a federal agency within the U.S. Department of Health and Human Services (HHS), provides data on enrollment, enrollee characteristics, plan selection, financial assistance, premiums and stand-alone dental insurance in Kansas. CMS released its final summary enrollment data for the marketplaces created by the Affordable Care Act (ACA) on April 2, 2020 for plan year 2020. Like last year, the open enrollment period for the 2020 plan year lasted 45 days

Figure 1. Kansas Marketplace Enrollment, 2020 Plan Year



Source: Centers for Medicare and Medicaid Services (CMS) 2020 Marketplace Open Enrollment Period Public Use Files.

## KEY POINTS

- ✓ 85,837 Kansans enrolled in health insurance through the federally facilitated marketplace in early 2020. Increasing marketplace enrollment is likely, however, due to COVID-19 related losses of job-based insurance.
- ✓ Five insurers offered 82 plans on the Kansas marketplace. All counties in Kansas had at least two insurers offering coverage.
- ✓ A majority (85.5 percent) of Kansas enrollees received Advanced Premium Tax Credits (APTC) to reduce the cost of their monthly premium payments.
- ✓ The average monthly premium for Kansas enrollees receiving APTC in 2020 rose to \$101 per member per month compared to \$76 in 2019. The average monthly premium for Kansas enrollees without APTC was \$579 for the 2020 plan year, which was lower than the 2019 rate of \$596.
- ✓ Kansas enrollees generally had higher average monthly premiums compared to U.S. enrollees in the other 37 states operating on the federally facilitated marketplace in 2020.

Figure 2. Kansas Marketplace Enrollees by Age, 2020 Plan Year

Age	Kansans Enrolled	Percent of Total Kansas Enrollees
Age 0-17	8,649	10.1%
Age 18-25	8,409	9.8%
Age 26-34	14,215	16.6%
Age 35-44	13,867	16.2%
Age 45-54	14,182	16.5%
Age 55-64	25,818	30.1%
Age ≥ 65	697	0.8%

Note: Kansas marketplace enrollees = 85,837. Percentages may not sum to 100 percent due to rounding.

Source: Centers for Medicare and Medicaid Services (CMS) 2020 Marketplace Open Enrollment Period Public Use Files.

from November 1, 2019, through December 15, 2019, for coverage beginning on January 1, 2020. However, the enrollment period was extended until December 18, 2019, for consumers who could not sign up on December 15, which fell on a Sunday.

## Kansas Enrollment

The data from CMS show that 111,789 Kansans applied for a marketplace plan for 2020 and 103,870 were determined eligible to enroll, but only 85,837 Kansans completed their enrollment by selecting a plan or were automatically re-enrolled (Figure 1, page 1). CMS has not yet released information on the percentage of enrollees who have “effectuated” their enrollment by paying their premiums. This year, 2 in 10 (20.8 percent or 17,877) Kansas enrollees were “new consumers” who did not have marketplace coverage in 2019. The other 8 in 10 (79.2 percent or 67,960) were returning enrollees who had marketplace coverage last year. Among the returning enrollees, there were 18,994 who were automatically re-enrolled by the marketplace in the same or a similar plan as the previous year. There were 48,966 returning who actively re-enrolled, and among this group more than half re-enrolled in the same plan (58.6 percent or 28,677) and 4 in 10 (41.4 percent or 20,289) switched plans.

## Enrollee Characteristics

It is important to the stability of the marketplace to enroll an adequate number of young persons

who are generally healthy and reduce the average premium. About one in five (19.9 percent) Kansas enrollees were under age 26 and nearly one-third (32.8 percent) were age 26-44 (Figure 2). Another one-third (30.1 percent) of Kansas enrollees were age 55-64. Individuals in this age group are more likely to have a pre-existing or chronic health condition. The ACA-required comprehensive health benefits included in marketplace plans likely are very attractive to this age group.

Two-thirds (66.1 percent) of Kansas enrollees reported their race as White and 7.1 percent reported Hispanic/Latino ethnicity. However, data on race were missing for one in five (20.7 percent) Kansas enrollees and on ethnicity for 13.6 percent.

## Plan Selection

During the 2020 open enrollment period, five insurers offered 82 insurance plans in four “metal” levels (catastrophic, bronze, silver and gold) on the Kansas marketplace. For the third consecutive year, there were no platinum plans offered. Cigna and Oscar Insurance Company joined the three insurers who offered plans in 2019, Ambetter from Sunflower Health Plan, Blue Cross and Blue Shield of Kansas and Medica Insurance Company. All counties in Kansas had at least two insurers offering coverage.

Almost half (44.5 percent or 38,189) of Kansas enrollees selected a silver plan, which covers about 70 percent of expected health care expenses for a typical population, and another one-quarter (25.4 percent or 21,790) selected a gold plan, which covers about 80 percent of expected health care expenses for a typical population (Figure 3, page 3). Similar to previous years, a small percentage (0.6 percent) of enrollees selected a catastrophic plan, which has low monthly premiums and very high deductibles, but covers essential health benefits and certain preventive services at no cost. These plans are available for anyone under age 30 and for those of any age with a hardship or affordability exemption.

In addition to standard bronze plans, companies also offered expanded bronze plans. The expanded bronze plans either cover and pay for at least one major service (e.g., primary care visits, specialist visits, emergency room services, generic drugs) other than preventive services

Figure 3. Kansas and U.S. Marketplace Enrollment by Metal Level, 2020 Plan Year

	Catastrophic	Bronze (and Expanded Bronze)	Silver	Gold	Platinum
<b>Kansas</b>					
Number of Plans Available in Kansas	3	28	38	13	0
Kansans Enrolled	555	25,303	38,189	21,790	0
Percent of Total Kansas Enrollees	0.6%	29.5%	44.5%	25.4%	—
<b>United States</b>					
Percent of Total U.S. Enrollees	0.8%	33.0%	57.0%	8.3%	0.9%

Note: Kansas marketplace enrollees = 85,837 and U.S. marketplace enrollees = 11,409,447. Bronze plans also may include expanded bronze plans. Platinum plans were not offered by the five health insurance companies participating in the Kansas marketplace for the 2020 plan year.

Source: Centers for Medicare and Medicaid Services (CMS) 2020 Marketplace Open Enrollment Period Public Use Files.

before the deductible is applied, or they meet the requirements to be a high deductible health plan.

Plan selection in Kansas was similar to selections nationally for catastrophic and bronze plans but was lower for silver plans (44.5 percent compared to 57.0 percent; *Figure 3*) and much higher for gold plans (25.4 percent compared to 8.3 percent). This is similar to 2019 and might be due to a continuation of the “silver loading” that began last year when Kansas insurers were allowed to set higher premium rates for silver plans to offset the loss of federal funding for providing Cost-Sharing Reduction (CSR) subsidies. Under the ACA, individuals receiving Advanced Premium Tax Credits (APTC) are able to apply them to the purchase of a more benefit-rich gold plan, potentially at a cost to them that is less than, or close to, the cost of a silver plan.

## Financial Assistance

Of the 85,837 Kansas marketplace enrollees, 9 in 10 (89.5 percent) had household incomes between 100 and 400 percent of the federal poverty level (FPL; \$25,750 to \$103,000 for a family of four in 2019) and may have been eligible for APTC to reduce the cost of their monthly premium payments. Two-thirds (67.2 percent) of Kansas enrollees had household incomes between 100 and 250 percent of FPL (\$25,750 to

Figure 4. Kansas Marketplace Enrollees by Financial Assistance Received, 2020 Plan Year

Enrollment Status	Kansans Enrolled	Percent of Total Kansas Enrollees	Percent of Total U.S. Enrollees
APTC and/or CSR	73,579	85.7%	84.3%
APTC	73,372	85.5%	84.1%
CSR	34,423	40.1%	48.8%

Note: Kansas marketplace enrollees = 85,837. Under the Affordable Care Act, enrollees with household income between 100 and 400 percent of the federal poverty level (FPL; \$25,750 to \$103,000 for a family of four in 2019) may be eligible for Advanced Premium Tax Credits (APTC) to help them purchase plans on the marketplace. Enrollees with incomes between 100 and 250 percent FPL (\$25,750 to \$64,375 for a family of four in 2019) also may be eligible for Cost-Sharing Reduction (CSR) subsidies, which reduce out-of-pocket costs such as deductibles, co-payments and co-insurance. CSR can only be applied to silver plans.

Source: Centers for Medicare and Medicaid Services (CMS) 2020 Marketplace Open Enrollment Period Public Use Files.

\$64,375 for a family of four in 2019) and also may have been eligible for CSR, which reduces out-of-pocket costs such as deductibles, co-payments and co-insurance.

Enrollees must request APTC and CSR during their application process, and if eligible, an estimate will be provided. APTC can be applied to the premium

for any plan (except catastrophic plans), whereas CSR can be applied only to silver plans. A majority (85.5 percent or 73,372) of the Kansas enrollees received APTC, which was similar to the U.S. rate (84.1 percent). Also, 4 in 10 (40.1 percent or 34,423) Kansas enrollees received CSR compared to 48.8 percent nationally.

## Premiums

While the average monthly premiums for Kansas enrollees without APTCs decreased slightly for the 2020 plan year. The average monthly premium for those receiving APTC rose to \$101 per month in 2020 from \$76 in 2019 (Figure 5). The impact of the APTC on the cost to consumers is demonstrated in that the average premium for Kansas enrollees without APTC was 5.5 times higher than for those receiving APTC (\$579 compared to \$101). Figures 6 and 7 in the accompanying insert provide information on average monthly premiums in the seven rating areas across Kansas. Generally, enrollees in Kansas saw average monthly premiums higher than enrollees in the other 37 states operating on the federally facilitated marketplace.

## Stand-Alone Dental Insurance

For the 2020 plan year, there were 12 stand-alone dental plans offered by four insurers on the Kansas marketplace, and 13,007 Kansans selected a standalone dental plan.

## Looking Ahead

While enrollment in the Kansas marketplace has steadily declined in recent years, that could change later this year or in 2021 due to the disruption in the economy caused by COVID-19. Most Kansans receive health insurance through their employers and the recent rise in unemployment could lead

Figure 5. Average Monthly Marketplace Premium Per Enrollee in Kansas and the U.S., 2019 and 2020 Plan Years

Average Monthly Premium	Kansas Enrollees		U.S. Enrollees	
	2019	2020	2019	2020
With APTC	\$76	\$101	\$89	\$89
Without APTC	\$596	\$579	\$515	\$522

Note: Kansas marketplace enrollees = 85,837. Only U.S. enrollees residing in the 38 states operating on the federally facilitated marketplace (HC.gov) are included. Under the Affordable Care Act, enrollees with household income between 100 and 400 percent of the federal poverty level (FPL; \$25,750 to \$103,000 for a family of four in 2019) may be eligible for Advanced Premium Tax Credits (APTC) to help them purchase plans on the marketplace. The average monthly premium is the average of the difference between an individual's premium and the individual's allocated APTC.

Source: KHI analysis of Centers for Medicare and Medicaid Services (CMS) 2020 Marketplace Open Enrollment Period Public Use Files.

to an uptick in marketplace enrollment throughout 2020 and beyond. Losing employment is a qualifying life event that creates a special enrollment period.

Additionally, for many individuals the pandemic has led to increased health care needs. Many Kansans, especially those with non-ACA compliant insurance plans, may decide to change their health insurance coverage as a result. However, Kansans who do not have a qualifying life event, such as job loss, can no longer purchase a marketplace plan for the 2020 plan year. As of June 1, 2020, only 11 states and Washington, D.C., have opened a special enrollment period for new enrollees on their own state-based exchanges. Kansans do not have this opportunity on the federally facilitated marketplace and will have to wait until the next open enrollment period if they want to purchase a marketplace plan. The open enrollment period for plan year 2021 is expected to begin on November 1, 2020.

### ABOUT THE ISSUE BRIEF

This brief is based on work done by Hina B. Shah, M.P.H., Phillip Steiner, M.A., Linda J. Sheppard, J.D., and Wen-Chieh Lin, Ph.D. It is available online at [khi.org/policy/article/20-33](https://khi.org/policy/article/20-33).

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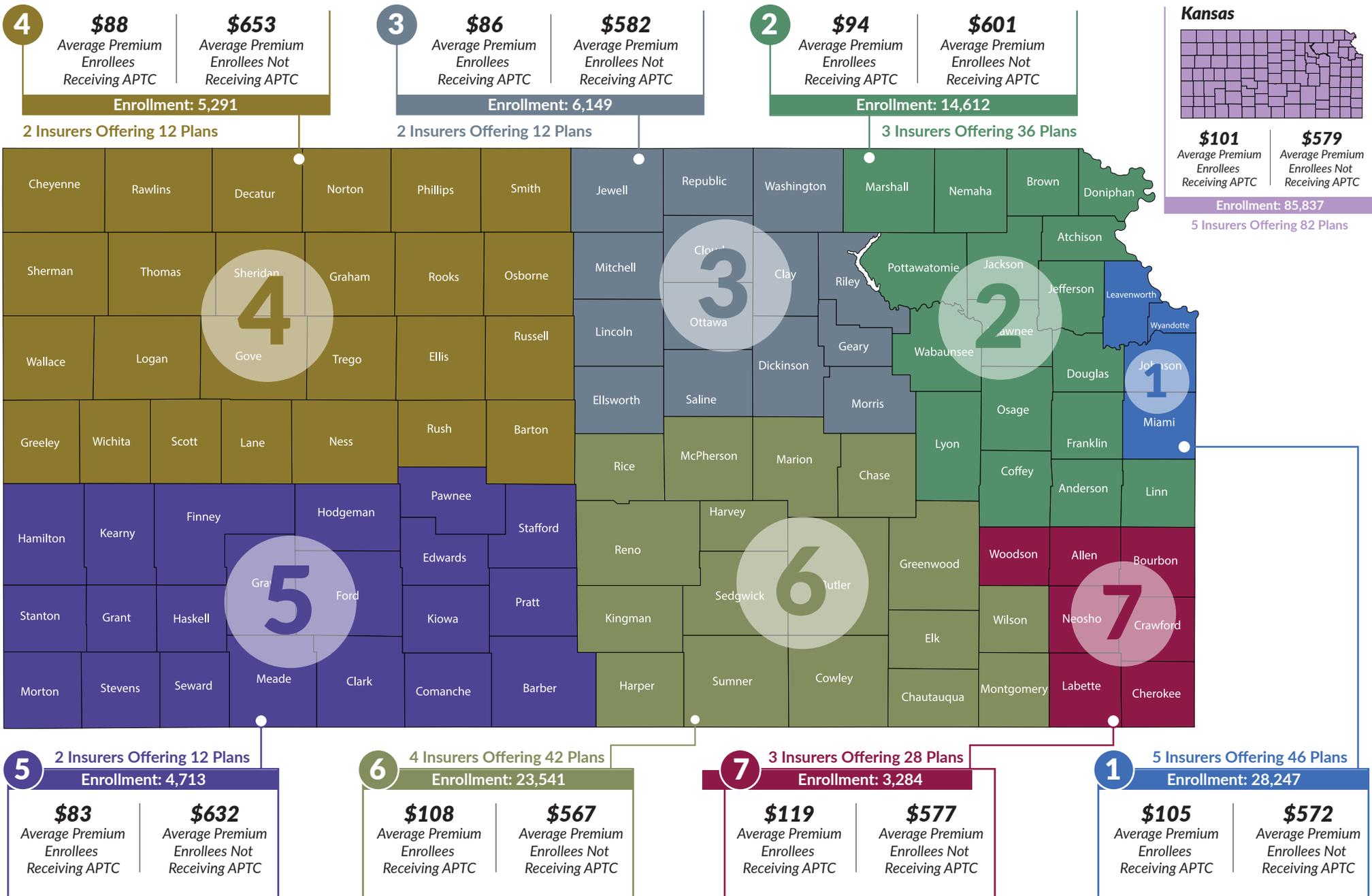
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Figure 6. Kansas Marketplace Enrollment and Average Premium by Rating Area, 2020 Plan Year



Note: The enrollment number is the number of people selecting a plan during the marketplace open enrollment period. The premium shown is the average monthly premium charged after the Advance Premium Tax Credit (APTC), if any, is applied. The APTC is available to enrollees with income between 100 and 400 percent of the federal poverty level (FPL), however, not all persons eligible for the APTC elect to use it.  
 Source: KHI Analysis of Centers for Medicare and Medicaid Services (CMS) 2020 Marketplace Open Enrollment Period Public Use Files.

	2019 FPL	Family Size 1	Family Size 2	Family Size 4
100%		\$12,490	\$16,910	\$25,750
250%		\$31,225	\$42,275	\$64,375
400%		\$49,960	\$67,640	\$103,000

# Health Insurance Plans in Kansas by Rating Area

Kansans purchase health insurance plans through the federally facilitated marketplace created by the Affordable Care Act (ACA) in one of seven rating areas based on their home county. Using data from the Centers for Medicare and Medicaid Services (CMS), the map in *Figure 6* shows the counties in each rating area, the number of plans available, marketplace enrollment and the average premium paid. *Figure 7* presents by rating area the average premium

paid with and without APTC, and the number of people receiving APTC or Cost-Sharing Reduction (CSR) subsidies. CSRs lower out-of-pocket costs (i.e., deductibles, co-payments and co-insurance) for eligible individuals or families who elect to use it and enroll in a Silver Plan. Premiums for each rating area depend on many factors including local area health care costs, competition between insurers, enrollee plan selections and population characteristics.

Figure 7. Marketplace Financial Assistance, Enrollment and Average Premium by Rating Area in Kansas, 2020 Plan Year

Rating Area	All Enrollees	Enrollees Receiving APTC		Enrollees Not Receiving APTC		Enrollees Receiving CSR for Silver Plans	Enrollees Income-Eligible for CSR
	Number	Number (%)	Average Premium	Number (%)	Average Premium	Number (%)	Number (%)
1 (Kansas City Area)	28,247	23,393 (82.8%)	\$105	4,854 (17.2%)	\$572	13,248 (46.9%)	18,432 (65.3%)
2 (Northeast)	14,612	12,513 (85.6%)	\$94	2,099 (14.4%)	\$601	5,068 (34.7%)	9,681 (66.3%)
3 (North Central)	6,149	5,431 (88.3%)	\$86	718 (11.7%)	\$582	2,163 (35.2%)	4,194 (68.2%)
4 (Northwest)	5,291	4,785 (90.4%)	\$88	506 (9.6%)	\$653	1,839 (34.8%)	3,541 (66.9%)
5 (Southwest)	4,713	4,201 (89.1%)	\$83	512 (10.9%)	\$632	1,765 (37.4%)	3,224 (68.4%)
6 (South Central)	23,541	20,126 (85.5%)	\$108	3,415 (14.5%)	\$567	8,919 (37.9%)	16,140 (68.6%)
7 (Southeast)	3,284	2,923 (89.0%)	\$119	361 (11.0%)	\$577	1,421 (43.3%)	2,402 (73.1%)
Kansas	85,837	73,372 (85.5%)	\$101	12,465 (14.5%)	\$579	34,423 (40.1%)	57,678 (67.2%)

Note: The average premium for enrollees not receiving APTC was estimated for some counties due to suppressed data. The amount of financial assistance available depends on family size and income. Kansans with family income between 100 and 400 percent of the federal poverty level (FPL; \$25,750 to \$103,000 for a family of four in 2019) may be eligible for APTC, and Kansans who choose a silver plan and have family income between 100 and 250 percent FPL (\$25,750 to \$64,375 for a family of four in 2019) may be eligible for CSR. Some Kansans who are eligible for APTC may elect a \$0 APTC and instead claim the tax credit when they file their 2020 taxes. Those who elect a \$0 APTC or who opt-out of financial assistance are included in the count of enrollees not receiving APTC. In addition, not all of those eligible for CSR elect to use it. Rating area totals may not sum to state total due to suppressed data for some counties.

Source: KHI analysis of Centers for Medicare and Medicaid Services (CMS) 2020 Marketplace Open Enrollment Period County-Level Public Use Files.