



MARC NEWS RELEASE

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Marketplace health insurance enrollment tops 85,700 in Kansas City region

Area safety net clinics, hospitals and nonprofits join forces to increase number of insured residents

Capping a successful five-month education and enrollment outreach campaign, the Mid America Regional Council (MARC), the United Way of Greater Kansas City, area safety net clinics, hospitals and social service organizations report an estimated 85,785 metro-area consumers signed up for coverage through the Health Insurance Marketplace during the open enrollment period that ended Feb. 15. The U.S. Department of Health and Human Services (HHS) released enrollment numbers* for Kansas City's 15-county, bi-state region [yesterday](#).

With funding support from the REACH Healthcare Foundation and the Health Care Foundation of Greater Kansas City (HCF), MARC convened a coalition of federal navigators and certified application counselors who helped consumers across the region access accurate information about the Marketplace, review plan options and apply for or re-enroll in coverage. The coalition also developed a collaborative outreach campaign targeting underserved populations.

"The new enrollment numbers show we're making significant progress toward helping thousands of hard-to-reach individuals and families," said Jessica Hembree, HCF Program Officer. "We're pleased that local agencies have helped so many people get covered and stay covered."

The coalition partnered United Way 2-1-1, which served as the central referral source for residents seeking local enrollment assistance, and re-launched CoverKC.org, a bilingual website featuring a calendar of enrollment events, an up-to-date list of organizations offering enrollment assistance and consumer-friendly educational videos on the topic of health insurance.

Additional coalition members include the Heartland Regional Health Equity Council, the U.S. Department of Health and Human Services, the Centers for Medicare and Medicaid Services, Cover Kansas, Cover Missouri and Enroll America. Nationwide, an estimated 11.4 million individuals enrolled or re-enrolled in health insurance plans using the online Marketplace. In Kansas, 96,226 consumers obtained coverage. In Missouri, 253,969 people enrolled.

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** Marketplace enrollment numbers released by HHS for the Kansas City region do not include individuals whose coverage will be dropped for failure to provide documentation showing lawful presence in the United States or people who tried to apply this past weekend, but were unable to complete the enrollment process due to technical glitches at HealthCare.gov or the high number of calls coming in to the Marketplace Call Center.*

Photo Availability: *MARC's photos of area health insurance enrollment events are available on our Flickr page [here](#); MARC grants permission for media to use these photos.*

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