



The Prescription for Healthcare Success in the Commonwealth of Kentucky



THE Vision



Ranking 44th in overall health and with 640,000 of its population uninsured, Kentucky saw the Affordable Care Act (ACA) as an opportunity to improve citizen health.

Rather than employ the federal healthcare exchange, the state opted to build its own exchange, known as kynect, to meet both ACA requirements and the needs of Kentuckians.



Meeting both ACA requirements and the needs of Kentuckians were essential.

THE Transformation



Smart design & thorough testing

Governor Steve Beshear initiated the project by establishing the Office of the Kentucky Health Benefit Exchange (OKHBE). Through the OKHBE, multiple interrelated state agencies collaborated with consultants and technicians over a one-year period to develop kynect as a responsive, one-stop website for enrollment and eligibility processing.



CREATED AN EFFICIENT, UNIFIED DESIGN

Real-time, self-service access for individuals, families, and small businesses

Anonymous shopping to browse coverage options before plan selection

Enrollment assistance via kynect Call Center or agents and brokers

Embedded support for insurance plan maintenance and billing

Integrated case management for Medicaid and other agencies

TESTED EARLY & OFTEN

Among the first state-run exchanges to test with the federal data hub

THE Results



A successful launch

Kynect opened for enrollment on October 1, 2013 to a strong positive response from users.

In the first 2 days: 10,000+ applications



During the first few weeks: Average enrollments 1,000 per day

A healthier Kentucky

Through kynect, Kentucky has made real progress toward its goals of a healthier populace and workforce.



421,000+ Kentuckians enrolled in new health coverage.

Reduced the uninsured rate by nearly 50%



2,045 businesses have initiated the application process.

714 have completed applications and can offer coverage to employees.

