



Introduction

The passage of the Patient Protection and Affordable Care Act (ACA) of 2010 has had a significant impact on reducing the percentage of people without health insurance from 13% in 2013 to 9.8% in 2015 in Missouri and from 14.5% in 2013 to 9.1% in 2015 nationally.¹ These changes can be attributed, in part, to the establishment of Health Insurance Marketplaces (HIMs) in Missouri and nationwide, for individuals and families to purchase health insurance when employer-sponsored insurance is not available or affordable, and to the expansion of Medicaid in states that elected to do so. While Missouri has experienced small Medicaid enrollment increases, despite not expanding Medicaid, this brief focuses solely on HIMs, providing a statewide and regional assessment of Marketplace enrollment and plan availability in Missouri, and comparing findings with national enrollment data. By March 2016, the Marketplace in Missouri had enrollment of 290,201 Missourians while nationally Marketplace enrollment reached almost 10 million.²

Key Findings

- Missouri's Marketplace enrollment increased by 15% from 2014 to 2016 with 43% of the state's potential population enrolled in Marketplace plans by the end of the 2016 enrollment period.
- Approximately 31% of Missouri's consumers that selected a Marketplace plan in 2015 did not re-enroll in a Marketplace plan in 2016.
- Marketplace enrollees earning 100-150% of the Federal Poverty Level (FPL) accounted for 42% of Missouri's Marketplace enrollment compared to 38% of national enrollment.
- Twenty-seven percent of Missouri's Marketplace enrollees selected a bronze plan compared to just 21% of national enrollees.
- Missouri's major metropolitan areas had the most insurer competition and the lowest average monthly premiums; the St. Louis region also enrolled the greatest percentage of eligible Marketplace consumers.

Data and Methods

This analysis uses cumulative state-level and national enrollment data published by the Assistant Secretary for Planning (ASPE) at the Department of Health and Human Services (HHS) for the 2016 enrollment period (November 1, 2015 to February 1, 2016). State-level data include all 50 states and the District of Columbia, while county-level data are only available for states operating Federally Facilitated or Partnership Marketplaces (using the healthcare.gov platform).² In order to estimate the potential Marketplace population at the county-level, estimates from the Kaiser Family Foundation are combined with county-level Small Area Health Insurance Estimates of the uninsured by income level prior to the ACA. The potential Marketplace population includes legally-residing individuals who are uninsured or purchase non-group coverage, have incomes above Medicaid/Children's Health Insurance Program (CHIP) eligibility levels, and who do not have access to employer-sponsored coverage.³ Premiums of plans available in each county (excluding catastrophic) were averaged with an adjustment for the metal level of the plan, so each average can be interpreted as the equivalent of a silver plan average.

Statewide Results

Missourians have increasingly been using the Health Insurance Marketplace to purchase insurance since it began operation in 2014. By the end of the 2016 open enrollment period, the number of Missourians who selected Marketplace plans grew by 15% from 253,430 to 290,201 from 2014 to 2016.^{2,4} Missouri's enrollment in 2016 accounts for 43% of the state's potential Marketplace population, which is slightly greater than the 40% national average.³

New Enrollment

Fewer first-time consumers, as a percentage of the total Marketplace enrollment, selected plans in the Marketplace during the 2016 enrollment period compared to previous years: the percentage of first-time enrollees dropped from 52% in 2015 to 40% of Marketplace enrollment in 2016.⁵ The decline is not surprising since many Missourians already sought coverage during the previous two enrollment periods.

Year-to-Year Re-enrollment

Only 69% of people electing a Marketplace plan in 2015 re-enrolled in coverage in 2016 compared to 80% of 2014 Marketplace enrollees that re-enrolled in coverage in 2015; thus, 79,000 Missourians dropped their Marketplace coverage in 2016 compared to approximately 30,000 Missourians who dropped their coverage in 2015.^{2,4,6} Missouri has been more successful at re-enrolling Marketplace consumers than the nation as a whole: in 2016, the national re-enrollment rate was slightly lower than Missouri's at 63% and in 2015 was substantially lower than Missouri's at 52%.^{2,4,6}

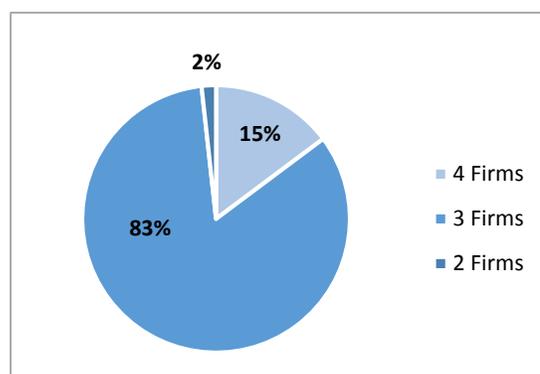
Enrollee Demographics

Missouri's enrollees were slightly younger than the national average during the 2016 enrollment period: 39% of Missouri's enrollees were under the age of 35 compared to 37% of enrollees nationally in this age group.² Race information was not available for 38% of enrollments; however, of the remaining enrollments where race data was available, 81% of Missourians that enrolled in the Marketplace were White, while 9% of the enrollees were African-American, 5% were Asian-American, and 3% were Latino.² African-Americans and Latinos made up a larger share of the remaining uninsured in Missouri than their share of enrollments into the Marketplace, suggesting that they may be enrolling at a lower rate than White and Asian-American Missourians.

Health Insurance Offerings

Although seven firms offered coverage in Missouri in 2016, these firms tended to offer coverage only in portions of the state. A maximum of only four firms offered coverage in any one Missouri county, and as shown in Figure 1, the large majority of counties had Marketplace options from three firms. Missouri's enrollees chose health insurance plans from seven insurance firms that offered plans on the Marketplace, including: All Savers Insurance Company, Anthem Blue Cross Blue Shield, Blue Cross and Blue Shield of Kansas City, Cigna Health and Life Insurance Company, Coventry Health and Life Insurance Company, Coventry Health and Life, and Humana Insurance Company.

Figure 1. Missouri Counties by Number of Insurers Offering Marketplace Plans in 2016



Source: ASPE, "Addendum to the Marketplace Enrollment Report 2016: Final Report."

The firms offered a range of plans available in catastrophic, bronze, silver, gold, and platinum metal levels.⁷ Marketplace plans are categorized according to the percent of total covered benefits that are paid for by the insurer. Insurers pay for an increasing amount of the benefits as the levels progress from catastrophic to platinum. In Missouri, each of the insurance firms offered plans at the county-level, and the number of plans offered by a firm, per county, ranged from four to eighteen.

Missouri’s enrollees were more likely to choose bronze plans and less likely to choose plans in all the other levels when compared to enrollees nationally (Table 1). The majority of Missouri’s enrollees selected bronze and silver plans which typically have higher out-of-pocket costs than gold and platinum health plans; although, low-income consumers could be eligible for cost-sharing reductions that help offset out-of-pocket expenses when enrolled a silver plan.⁸

Income and Financial Assistance

While many Missourians are eligible to purchase insurance through the Marketplace, eligibility for financial assistance, in the form of subsidies and tax credits, varies by income. Those earning 100 to 400% of the Federal Poverty Level (FPL) are eligible for financial aid through the Marketplace. Those earning less than 100% FPL are not eligible for financial assistance to enroll in Marketplace plans, this is due in part to the lack of Medicaid expansion in Missouri as the ACA had intended for people at these income levels to be covered by the expanded Medicaid program. Therefore, Missourians with incomes of 100 to 150% FPL were more likely to enroll in the Marketplace (42%) than the national average (38%) during the 2016 open enrollment period.² Missourians with incomes of 100 to 138% FPL enrolled in the Marketplace with financial assistance while residents of Medicaid expansion states with similar incomes enrolled in Medicaid.

Overall, more than 250,000 Missourians that selected a Marketplace plan in 2016 (87% of Marketplace plan selections) received financial assistance, slightly above the national average of 85%.² Eighty-seven percent of these Missouri enrollees received premium assistance in the form of advance payment tax credits, and over 57% also received cost sharing reductions to assist with their out-of-pocket expenditures.²

Regional Results

Enrollment into the Marketplace varied at the rating area level in Missouri, particularly across rural and urban areas. Rating areas are determined by each state and are geographic divisions in a state within which insurers must offer plans for the same premium to people of the same age, family status, and tobacco use status.⁹ Table 2 presents rating area enrollment and enrollment as a percent of the rating area’s potential Marketplace population. The average number of firms as well as the average adjusted premium before tax credits and the average premium of the second lowest silver plan are also included. The second lowest silver plan is significant because it determines the amount of premium tax credit that is available to enrollees that qualify for financial assistance.

Enrollment, as well as enrollment as a percent of the potential population, was substantially higher in Rating Area 6, the St. Louis region, compared to all other rating areas in the state. This corresponds to national trends as metropolitan areas across the nation enrolled a higher percentage of the potential population than non-metropolitan areas.¹⁰ Similarly, the average adjusted premium was lowest in Rating Areas 6 and 3, which contain the state’s two largest metropolitan areas, St. Louis and Kansas City. In addition, the most competition among insurance firms occurred in these two rating areas. Four firms offered plans to Marketplace consumers in these two urban areas, whereas all other rating areas had fewer than four

Table 1. Missouri and National Marketplace Enrollment by Metal Level, 2016

<i>Metal Level</i>	<i>Missouri</i>	<i>National</i>
Catastrophic	1%	1%
Bronze	27%	21%
Silver	67%	71%
Gold	5%	6%
Platinum	0%	1%

insurance firms competing on average. Furthermore, major metropolitan rating areas had the most competition and also had the lowest premiums as a result, which in turn appears to have encouraged enrollment in Marketplace plans. However, this trend does not hold for Rating Area 8, the Springfield and Branson region, where the second largest percentage of the potential population was enrolled despite less firm participation and higher premiums.

Table 2. Missouri Enrollment, Premiums, and Number of Firms Comparison by Rating Area, 2016

Rating Area	Enrolled	Enrolled Percent of Potential Market	Average Number of Firms	Average Adjusted Monthly Premium	Average Second-Lowest Silver Premium
1 – Northwest	10,817	41.6%	2.88	\$326	\$313
2 – Northeast	6,888	44.4%	3	\$373	\$335
3 – Kansas City Metro	52,970	46.4%	4	\$269	\$247
4 – Surrounding Kansas City	10,879	44.4%	3	\$322	\$307
5 – Mid Missouri	22,228	44.6%	3	\$321	\$287
6 – St. Louis Metro	112,901	57.6%	4	\$266	\$238
7 – Southwestern Corner (Joplin)	8,207	32.6%	3.50	\$285	\$261
8 – Southwest (Springfield and Branson)	43,433	55.3%	3.06	\$309	\$286
9 – Southeast (Fort Leonard Wood)	10,236	39.2%	3	\$361	\$330
10 – Southeastern Corner (Cape Girardeau)	11,638	37.5%	3	\$357	\$312

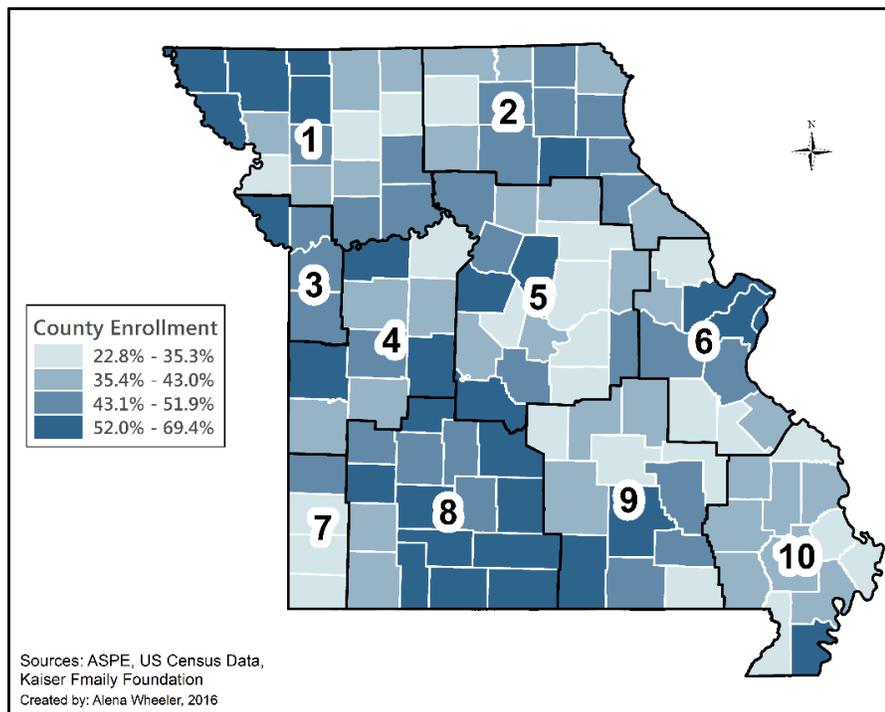
The highest premium was in northeastern Missouri (Rating Area 2) where the least number of people enrolled and only three insurance firms offered Marketplace plans. When considering enrollment as a percent of the potential population, the southwestern corner of the state (Rating Area 7) had the lowest success rate.

As shown in Figure 2, enrollment also varied dramatically among counties in Missouri. The percentage of the potential Marketplace population enrolled ranged from 69.4% in Shannon County to 22.8% in Pulaski County. Variation also existed within the rating areas, which are outlined in bold on the map. Several rating areas encompassed counties in the lowest enrollment category and counties in the highest enrollment category.

Discussion

The uninsured rate in Missouri has dropped

Figure 2. Marketplace Enrollment as Percent of the Potential Population in Missouri Counties, 2016



significantly, decreasing by 3.3 percentage points¹ since the implementation of the ACA, and this can largely be attributed to the establishment of the Health Insurance Marketplace, along with increased Medicaid enrollment. Missouri's enrollment in the Marketplace is similar to national enrollment trends, with enrollment varying across counties and rating areas within the state. In particular, eligible Marketplace consumers are more likely to enroll into HIM plans in metropolitan areas of Missouri. To further increase Missouri's Marketplace enrollment, targeted outreach may be needed in non-metropolitan areas. In addition, further research is warranted on the reasons why over 30% of Marketplace enrollees are not re-enrolling into Marketplace plans. Policies at the state or federal level may also need to be developed to encourage insurers to enter rural markets, increasing insurer competition and in turn reducing premiums in non-metropolitan areas. Lower monthly premiums and more plan choices as a result of increased competition would also likely boost Marketplace enrollment. Increased subsidies may also be necessary to combat rising premiums and improve affordability for low-income consumers, especially as Missouri has not yet expanded Medicaid. These concerns are not isolated to Missouri, as the lack of competition and increasing premiums in rural areas are trends being experienced across the country.

¹ United States Census Bureau. (2016). "Health Insurance Coverage in the United States: 2015." *Report Number: P60-257*. Retrieved from <http://www.census.gov/library/publications/2016/demo/p60-257.html>

² Office of the Assistant Secretary for Planning and Evaluation (ASPE), Department of Health and Human Services (HHS). (March 11, 2016). "Addendum to the Health Insurance Marketplaces 2016 Enrollment Period: Final Enrollment Report." Retrieved from <https://aspe.hhs.gov/sites/default/files/pdf/188026/MarketPlaceAddendumFinal2016.pdf>

³ Kaiser Family Foundation. (March 31, 2016). "Marketplace Enrollment as a Share of the Potential Marketplace Population." Retrieved from <http://kff.org/health-reform/state-indicator/marketplace-enrollment-as-a-share-of-the-potential-marketplace-population-2015/?currentTimeframe=0&sortModel=%7B%22collId%22:%22Location%22,%22sort%22:%22asc%22%7D>

⁴ Office of the Assistant Secretary for Planning and Evaluation (ASPE), Department of Health and Human Services (HHS). (March 10, 2015). "Health Insurance Marketplaces 2015 Open Enrollment Period: March Enrollment Report." Retrieved from https://aspe.hhs.gov/sites/default/files/pdf/83656/ib_2015mar_enrollment.pdf

⁵ Re-enrollees were individuals that had a Marketplace plan as of November 2015 and either actively selected a Marketplace plan during the 2016 enrollment period or were automatically reenrolled in their plan.

⁶ Office of the Assistant Secretary for Planning and Evaluation (ASPE), Department of Health and Human Services (HHS). (May 1, 2014). "Addendum to the Health Insurance Marketplaces Summary Enrollment Report for the Initial Annual Open Enrollment Period." Retrieved from https://aspe.hhs.gov/sites/default/files/pdf/177596/ib_2014Apr_enrollAddendum.pdf

⁷ Healthcare.gov. "The 'metal' categories: Bronze, Silver, Gold & Platinum." Retrieved from <https://www.healthcare.gov/choose-a-plan/plans-categories/>

⁸ Healthcare.gov. "Extra Savings on Out-of-Pocket Costs- Only with a Silver Plan." Retrieved from <https://www.healthcare.gov/lower-costs/save-on-out-of-pocket-costs/>

⁹ PPACA Section 2701(a)(2)

¹⁰ A Barker, et al. "Rural Enrollment in Health Insurance Marketplaces, by State," RUPRI Center for Rural Health Policy Analysis, Brief No. 2015-11, September 2015.