



# Most have heard of kynect, state's insurance marketplace

Enrollment for 2015 coverage via kynect, Kentucky's online marketplace for health insurance, reopened Nov. 15, 2014. Kentucky reports that more than 521,000 people enrolled in kynect in 2014.<sup>1</sup> Kynect allows uninsured Kentuckians to seek and enroll in insurance plans, including people eligible for Medicaid under Kentucky's expanded program and KCHIP, the Kentucky Children's Health Insurance Program.

The 2014 **Kentucky Health Issues Poll (KHIP)**, conducted Oct. 8-Nov. 6, 2014, found nearly 8 in 10 Kentucky adults (77%) reported hearing something about kynect. Twenty-seven percent of Kentucky adults had heard a lot about kynect. Democrats, college graduates, Lexington or Louisville residents, and registered voters were all more likely to report hearing a lot about kynect.

## Most uninsured adults have heard of kynect

Seven in 10 uninsured Kentucky adults (70%) had heard

<sup>1</sup> Governor Steve Beshear's Communications Office. (2014). kynect Open Enrollment Going Strong. [Press Release]. Retrieved from <http://migration.kentucky.gov/Newsroom/governor/20141121kynect.htm>

**How much, if anything, have you heard about this new health insurance marketplace, also known as kynect, or Kentucky's Healthcare Connection, in your state?\***

### Kentucky adults



### Uninsured



■ A lot      ■ Some      ■ Only a little

\*KHIP asked: "As you may know, the healthcare law creates health insurance exchanges or marketplaces where people who don't get coverage through their employers can shop for insurance and compare prices and benefits. How much, if anything, have you heard about this new health insurance marketplace, also known as kynect, or Kentucky's Healthcare Connection, in your state? Have you heard . . ."

something about kynect. Among uninsured Kentucky adults, 17% had heard a lot about kynect.

## 1 in 8 have sought more kynect information

KHIP 2014 asked "Over the past few months, have you tried to seek out more information about kynect?" About 1 in 8 Kentucky adults (13%) reported seeking more information about kynect.

Groups that may be eligible to enroll through kynect sought information about it slightly more often. About 1 in 6 uninsured Kentucky adults (17%) sought information about kynect. Nearly

1 in 5 Kentucky adults living at or below 138% of the Federal Poverty Level (FPL)<sup>2</sup>(19%) reported seeking information about kynect.

Kynect is viewed nationally as a very successful state insurance exchange. This success has been attributed to Kentucky's state-run website; community outreach including kynectors, Kentucky's navigators trained and certified to assist insurance shoppers; publicity and media campaigns; a call-center; and website tools such as a "show me all my options" button.

<sup>2</sup> 138% of the Federal Poverty Level in 2013 was \$32,500 for a family of four.

These findings unless otherwise noted are from the Kentucky Health Issues Poll, funded by the Foundation for a Healthy Kentucky and Interact for Health. The Kentucky Health Issues Poll was conducted Oct. 8-Nov. 6, 2014, by the Institute for Policy Research at the University of Cincinnati. A random sample of 1,597 adults from throughout Kentucky was interviewed by telephone. This included 1,086 landline interviews and 511 cell phone interviews with cell phone users. In 95 of 100 cases, the statewide estimates will be accurate to ± 2.5%. There are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias. For more information about the Kentucky Health Issues Poll, please visit [www.healthy-ky.org](http://www.healthy-ky.org) or [www.interactforhealth.org/kentucky-health-issues-poll](http://www.interactforhealth.org/kentucky-health-issues-poll).