



2013 Wisconsin Health Coverage Option Report
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Summary

This report evaluates the extent of health insurance choices that will be offered in every region of Wisconsin by the new competitive health marketplace created by the Affordable Care Act, the new national health care reform law. On October 1st, thousands of Wisconsin residents will begin shopping for insurance during the open enrollment period that continues until March 31st.

Earlier this month the Wisconsin Office of the Insurance Commissioner [formally announced](#) which insurance plans would participate in the individual competitive health marketplace create by health reform. This announcement did not include information on the geographic reach of these plans, which is essential to understanding how many choices consumers would have in each region of Wisconsin. The 2013 Wisconsin Health Coverage Option Report evaluates the level of choice Wisconsin consumers will have statewide.

The number of options for consumers on the health marketplace by itself has long term ramifications, including price competition, a range of consumer choice, and the likelihood of consumers participation in this marketplace.

Key Findings

- 100% of all Wisconsin citizens will have at least 2 insurance company options available to them on the individual health marketplace, as determined by county breakdown of insurance company service area.
- 98.9% of all Wisconsin citizens will have 3 or more insurance company options available to them on the individual health marketplace to choose from.
- 68.6% of all Wisconsin citizens will have 4 or more insurance company options available to them on the individual health marketplace to choose from.
- This level of market competition is achieved even without two of the largest national for-profit insurance companies, United Healthcare and Humana, both of which declined to participate in the new marketplace in 2014 but have both announced intention to join in 2015. If these companies join the marketplace, the new results would be 99.6% of Wisconsin residents having 3 or more options, 94.2% of Wisconsin residents having 4 or more options.
- Options in front of consumers are numerous. 98.9% of Wisconsin consumers will have at minimum 6 insurance plans to choose from.
- Of the major metro areas of Wisconsin, Madison and Fond du Lac have the most insurers competing on the health marketplace (6), followed by Janesville, Appleton, Manitowoc and Green Bay tied with 5 insurers.

Results

The 13 insurance companies who will offer coverage options on the individual market exchange provide a high level of access for the vast majority of Wisconsin citizens. Every citizen in Wisconsin will have

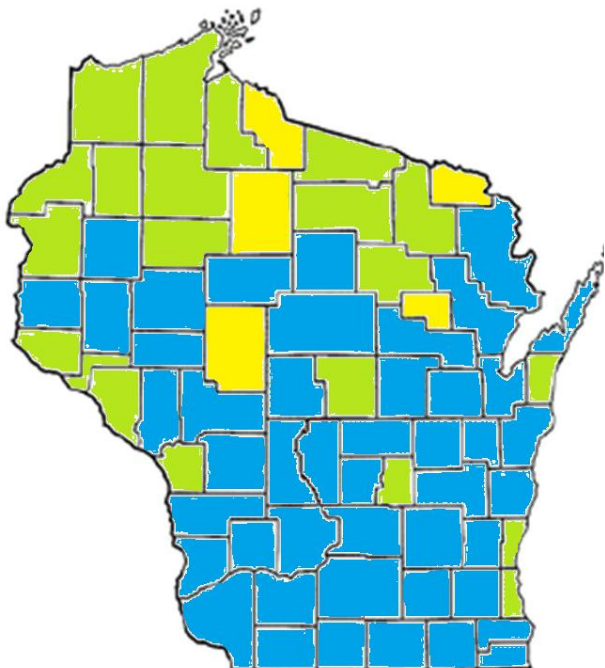
access to 2 or more insurers to choose from, with 98.9% having 3 or more insurance provider options. Insurers who opt to sell on the health marketplace will have to provide plans broken down into a series of precious metal plans for ease in purchasing: bronze, silver, gold and platinum; all insurers on the marketplace must offer at least a silver and gold plan. While the exact number of plans available and the cost of these plans will be released in the near future, we can say with certainty that 98.9% of consumers in Wisconsin will have at least 6 insurance options to choose from on the health marketplace. As insurers may choose to also offer bronze plans, platinum plans, catastrophic plans or a variety of plans that fit a precious metal classification, it is a reasonable assumption that Wisconsin consumers will have even more options once the details are released by the Commissioner's office.

Discussion

Without the release of the rates and exact geographic service areas of the 13 insurers opting into the health marketplace, it is too early to offer clear conclusions. However, available research points to favorable results for pricing in insurance markets that feature higher levels of competition between health maintenance organizations (HMO).⁶

The number of insurers who have chosen to take part in the health marketplace, and the large options being offered to consumers, have important ramifications for the future of health reform policy. The health marketplaces in the Affordable Care Act take an active role in determining minimum level of benefits (essential health benefits), as well as a range of consumer protections including a return to community rating as well as a strictly enforced medical loss ratio policy. While much of the impact on shared risk is mitigated by premium support in the form of tax credits and a corresponding increase in consumer demand as additional formerly uninsured consumers join the market, the results are an important early conclusion that the goal of providing higher quality health insurance to many more consumers while still offering choice and affordability is attainable.

Chart 1 - Map of Insurer Service Areas by County



- Blue denotes 4 or more insurers
- Green denotes 3 insurers
- Yellow denotes 2 insurers

Chart 2 - WI Metro Areas Ranked By Number Of Insurers

1. Madison	6 insurers	Minimum 12 options on Marketplace
2. Fond du Lac	6 insurers	Minimum 12 options on Marketplace
3. Janesville	5 insurers	Minimum 10 options on Marketplace
4. Appleton	5 insurers	Minimum 10 options on Marketplace
5. Manitowoc	5 insurers	Minimum 10 options on Marketplace
6. Green Bay	5 insurers	Minimum 10 options on Marketplace
7. Waukesha	4 insurers	Minimum 8 options on Marketplace
8. Racine	4 insurers	Minimum 8 options on Marketplace
9. Kenosha	4 insurers	Minimum 8 options on Marketplace
10. Sheboygan	4 insurers	Minimum 8 options on Marketplace
11. Eau Claire	4 insurers	Minimum 8 options on Marketplace
12. Wausau	4 insurers	Minimum 8 options on Marketplace
13. Superior	3 insurers	Minimum 6 options on Marketplace
14. Milwaukee	3 insurers	Minimum 6 options on Marketplace
15. La Crosse	3 insurers	Minimum 6 options on Marketplace
16. Rhinelander	3 insurers	Minimum 6 options on Marketplace

Chart 2 - Percent of Population based on insurers available in marketplace

- Percent of population with 2 insurers - 1.1%
- Percent of population with 3 insurers - 30.3%
- Percent of population with 4 insurers - 28.2%
- Percent of population with 5 insurers - 21.6%
- Percent of population with 6 insurers - 16.9%
- Percent of population with 7 insurers - 1.9%

Chart 3 - List of counties, population and insurers offered

	County, Population,	Insurers
1.	Adams 20,679	Compicare, Dean Health, Security, Unity Plan
2.	Ashland 15,992	Compicare, Medica Health Plans, Security
3.	Barron 45,733	Compicare, Health Tradition, Medica Health Plans, Security
4.	Bayfield 15,099	Compicare, Medica Health Plans, Security
5.	Brown 253,032	Arise, Common Ground, Compicare, Dean Health, Molina
6.	Buffalo 13,333	Compicare, Gundersen Lutheran, Health Tradition
7.	Burnett 15,382	Compicare, Medica Health Plans, Security
8.	Calumet 49,634	Arise, Common Ground, Compicare, Dean Health, Molina
9.	Chippewa 62,922	Compicare, Health Tradition, Medica Health Plans, Security
10.	Clark 34,435	Compicare, Security
11.	Columbia 56,539	Compicare, Dean Health, Group Health Cooperative, Physicians Plus, Unity
12.	Crawford 16,560	Compicare, Dean Health, Gundersen Lutheran, Health Tradition, Unity
13.	Dane 503,523	Compicare, Dean Health, Group Health, Physicians Plus, Unity, Security
14.	Dodge 88,415	Compicare, Dean Health, Group Health, Molina, Physicians Plus, Unity
15.	Door 27,817	Arise, Common Ground, Compicare, Dean Health, Molina
16.	Douglas 43,785	Compicare, Security, Medica Health Plans
17.	Dunn 44,072	Compicare, Health Tradition, Medica Health Plans, Security
18.	Eau Claire 100,677	Compicare, Health Tradition, Medica Health Plans, Security
19.	Florence 4,482	Compicare, Molina
20.	Fond du Lac 101,843	Arise, Common Ground, Compicare, Dean Health, Molina, Unity
21.	Forest 9,206	Compicare, Molina, Security

22. Grant	51,087	Compicare, Dean Health, Gundersen, Health Tradition, Physicians Plus, Unity
23. Green	36,909	Compicare, Dean Health, MercyCare, Physicians Plus, Unity
24. Green Lake	19,039	Compicare, Dean Health, Unity
25. Iowa	23,807	Compicare, Dean Health, Group Health Cooperative, Physicians Plus, Unity
26. Iron	5,934	Compicare, Security
27. Jackson	20,485	Compicare, Gundersen Lutheran, Health Tradition, Security
28. Jefferson	84,498	Compicare, Dean Health, MercyCare, Molina, Physicians Plus, Unity
29. Juneau	26,631	Compicare, Dean, Gundersen, Health Tradition, Physicians Plus, Security, Unity
30. Kenosha	167,936	Compicare, Common Ground, Dean Health, Molina
31. Kewaunee	20,624	Arise, Common Ground, Compicare
32. La Crosse	116,461	Compicare, Gundersen Lutheran, Health Tradition
33. Lafayette	16,853	Compicare, Dean Health, Physicians Plus, Unity
34. Langlade	19,646	Arise, Compicare, Security
35. Lincoln	28,392	Arise, Compicare, Molina, Security
36. Manitowoc	80,671,	Arise, Common Ground, Compicare, Dean Health, Molina
37. Marathon	134,735,	Arise, Compicare, Molina, Security
38. Marinette	41,563,	Arise, Common Ground, Compicare, Dean Health, Molina
39. Marquette	15,205,	Compicare, Dean Health, Physicians Plus, Unity
40. Menominee	4,340,	Compicare, Molina
41. Milwaukee	955,205,	Common Ground, Compicare, Molina
42. Monroe	45,100,	Compicare, Gundersen Lutheran, Health Tradition, Security
43. Oconto	37,442,	Arise, Common Ground, Compicare, Dean Health, Molina
44. Oneida	35,714,	Compicare, Molina, Security
45. Outagamie	178,816	Arise, Common Ground, Compicare, Dean Health, Molina
46. Ozaukee	86,823	Compicare, Common Ground, Molina
47. Pepin	7,390	Compicare, Health Tradition, Security
48. Pierce	40,814	Compicare, Health Tradition, Medica Health Plans
49. Polk,	43,610	Compicare, Health Tradition, Medica Health Plans, Molina
50. Portage	70,433	Compicare, Molina, Security
51. Price	13,869	Compicare, Security
52. Racine	194,797	Common Ground, Compicare, Dean Health, Molina
53. Richland	17,818	Compicare, Dean Health, Gundersen, Health Tradition, Physicians Plus, Unity
54. Rock	160,418	Compicare, Dean Health, MercyCare, Physicians Plus, Unity
55. Rusk	14,316	Compicare, Health Tradition, Security
56. Sauk	85,242	Compicare, Dean Health, Group Health, Gundersen, Health Tradition, Physicians Plus, Unity
57. Sawyer	62,597	Compicare, Security, Medica Health Plans
58. Shawano	16,581	Arise, Common Ground, Compicare, Dean Health, Molina, Security
59. Sheboygan	41,607	Arise, Common Ground, Compicare, Molina
60. St. Croix	115,009	Compicare, Health Tradition, Medica Health Plans
61. Taylor	20,486	Arise, Compicare, Security
62. Trempealeau	29,297	Compicare, Gundersen Lutheran, Health Tradition, Security
63. Vernon	30,260	Compicare, Gundersen, Health Tradition, Physicians Plus, Unity
64. Vilas	21,338	Compicare, Molina, Security
65. Walworth	102,851	Common Ground, Compicare, Dean Health, MercyCare, Molina, Unity
66. Washburn	15,826	Compicare, Security, Medica Health Plans
67. Washington	132,661	Common Ground, Compicare, Dean Health, Molina
68. Waukesha	392,292	Common Ground, Compicare, Dean Health, Molina
69. Waupaca	52,131	Arise, Compicare, Dean Health, Molina, Security
70. Waushara	24,461	Compicare, Dean Health, Security, Unity
71. Winnebago	168,794	Arise, Common Ground, Compicare, Molina, Dean Health
72. Wood	74,424	Arise, Compicare, Molina, Security

Chart 4 - Insurer Key

Arise - Arise Health Plan (WPS Health Plan, Inc.)

Common Ground - Common Ground Healthcare Cooperative

Compcare - Compcare Health Services Insurance Corporation (Anthem BCBS)

Molina - Molina Healthcare of Wisconsin, Inc.

Dean - Dean Health Plan, Inc.

Gundersen Lutheran - Gundersen Lutheran Health Plan, Inc.

Health Tradition - Health Tradition Health Plan

Security - Security Health Plan of Wisconsin, Inc.

Physicians Plus - Physicians Plus Insurance Corporation

Unity - Unity Health Plans Insurance Corp.

MercyCare - MercyCare HMO, Inc.

Medica - Medica Health Plans of Wisconsin

Group Health Cooperative - Group Health Cooperative of South Central Wisconsin

Methodology

This analysis compiles the designated service areas of the 13 insurers that have identified as taking part in the new individual health marketplace starting on October 1st as part of the Affordable Care Act, as released by the Office of the Commissioner of Insurance (OCI) on August 6th, 2013.¹ As any new service areas of these insurers, their prices or the products they will feature on the health marketplace have not yet been released by OCI, this report collected the service areas of each Wisconsin Health Maintenance Organization (HMO) as registered with the Commissioner's office prior to the creation of the marketplace.² We believe it is a reasonable assumption based on existing networks, provider relationships and markets that the service areas of these 13 insurance companies be listed as a baseline for where their products will be available. Any deviation would likely be additional counties in the service area of any particular insurer, not less than currently available. As such these figures are estimates of the availability for consumers and may very well be higher if members of the 13 insurers joining the individual market also plan on increasing their service area.

Notable exceptions to this dataset are the Common Ground Healthcare Cooperative, Molina Healthcare, and Arise Health Plan. Common Ground Healthcare Cooperative is a new insurance cooperative company to begin service on October 1st and their service area of 19 Wisconsin counties is publicly available on their website, not from OCI.³ Molina Healthcare, who had previously focused on administering government health programs such as BadgerCare, was reported in the Milwaukee Journal Sentinel of their intention to provide insurance on the individual marketplace in 31 counties of Wisconsin.⁴ This list was provided by the company. Arise Health Plan, as a new subsidiary of WPS, lists their separate service area publicly on their website.⁵

This report analyzes the counties listed under the service area of each insurer and compiles a list of the total number of insurers available on the individual marketplace per county, and the percent of the total population based on their number of choices.

A critique of this dataset is that as of the release of this report, the Wisconsin Commissioner of Insurance has yet to release the true rates or any newly reported service areas. As such this is a mere baseline and may be higher. Additionally, prior to the start of the new marketplace on October 1st, insurance companies have the means to be added or removed from the insurance options. This report is based on the released initial list of insurers as posted by the Commissioner's office.¹



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Endnotes

¹ - Wisconsin Office of the Commissioner of Insurance, *Wisconsin Commissioner of Insurance News Release, Wisconsin Completes Filing Reviews*. <<http://oci.wi.gov/pressrel/0813qhp.htm>>.

² - Wisconsin Office of the Commissioner of Insurance, *Information about Wisconsin Health Maintenance Organizations*. <http://oci.wi.gov/hmo_info.htm>.

³ - Common Ground Healthcare Cooperative, *Service Area » Common Ground Healthcare Cooperative*. <<http://www.commongroundhealthcare.org/service-area/>>.

⁴ - Boulton, Guy. "Molina Healthcare Hopes to Sell Health Plans in Wisconsin under Affordable Care Act." *Milwaukee Journal Sentinel*, <<http://www.jsonline.com/business/molina09jsonline-b9971179z1-218942151.html>>.

⁵ - Arise Health Plan, *Service Area*, " <http://www.wecareforwisconsin.com/visitors/service_area>.

⁶ - U.S. Department of Health & Human Services, "Health Care Costs." *Agency for Healthcare Research and Quality*. <<http://www.ahrq.gov/research/findings/factsheets/costs/health-care/index.html>>.