

FOR IMMEDIATE RELEASE  
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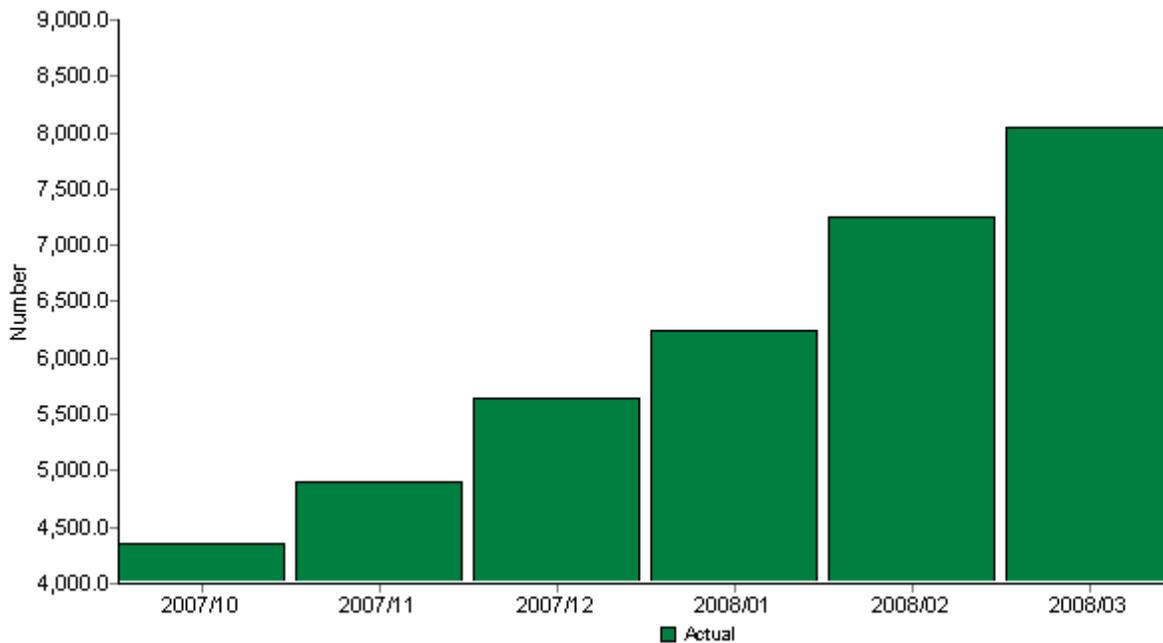
## **Insure Oklahoma Enrollment Climbs 81 Percent**

Oklahoma City – Total enrollment in the Insure Oklahoma health coverage subsidy program grew substantially during the first five months of a statewide media campaign launched in mid-October, 2007. There were 4,439 Oklahomans enrolled before the media blitz -- that number grew to 8,041 by March 5, 2008.

Insure Oklahoma, Oklahoma’s Employer/Employee Partnership for Insurance Coverage (O-EPIC), is administered by the Oklahoma Health Care Authority (OHCA). OHCA officials are pleased that more Oklahomans are learning about the subsidy program that can help thousands of small businesses and their qualified employees afford quality health insurance by paying 60 percent or more of health coverage premiums.

“Insure Oklahoma can help tens of thousands of Oklahoma employers and employees pay for health insurance premiums,” said Mike Fogarty, Chief Executive Officer of OHCA. “Having health insurance means employees can take advantage of preventive care, which makes them more productive on the job. It’s a win-win for the small business, the employee and the overall economic health of our state. Publicizing the program is essential to its overall success.”

**Insure Oklahoma – Total Enrollment**



(more)

During the five month media campaign, the average monthly page views on the Insure Oklahoma website ([insureoklahoma.org](http://insureoklahoma.org)) have increased more than 900 percent to 159,706, while first time visitors increased to a monthly average of 26,138 — a jump of 564 percent.

Phone calls to Insure Oklahoma's call center increased by nearly 75 percent to an average monthly volume of 5,595 calls from Oklahomans seeking information about Insure Oklahoma.

"This media campaign is accomplishing exactly what we planned," Fogarty said. "Oklahoma small business owners are learning that this program is **not** too good to be true. It really does help them provide insurance for qualified employees at a savings of 60 percent or more to both the business owner and the employee."

Insure Oklahoma is currently available to Oklahoma businesses with 50 or fewer full-time employees. It is funded by the Oklahoma tobacco tax and matching federal monies.

**Employers and employees** can learn more about **Insure Oklahoma** by contacting their local insurance agent or by contacting the Oklahoma Health Care Authority to find a qualified insurance agent in their area. Call 1-888-365-3742 (Monday – Friday from 7:30 am to 5:30 pm) or visit [insureoklahoma.org](http://insureoklahoma.org).

## **INSURE OKLAHOMA – Subsidizing Health Coverage!**

