



Horizon Blue Cross Blue Shield of New Jersey



OMNIA CONSUMERS BY THE NUMBERS (as of 2/26/2016)

TOTAL CURRENT OMNIA ENROLLMENT ALL MARKETS:
234,235 members

2016 Individual OMNIA Market Segment: 188,995 members
Previously Uninsured Who Chose OMNIA: 41,258 members

- **LARGEST ENROLLMENTS BY GEOGRAPHY:**
 - o Bergen: 4,631
 - o Middlesex: 4,210
 - o Essex: 3,789
 - o Hudson: 3,368
 - o Passaic: 2,526
 - o Union: 2,526
 - o Mercer: 2,105
 - o Monmouth: 2,526
 - o Morris: 2,526
 - o Somerset: 2,105
- **TOTAL UNINSURED ENROLLMENTS BY ETHNICITY:**
 - o Hispanic: 15%
 - o African-American: 13%
 - o Asian: 13%
- o An additional 56,718 consumers have chosen a non-OMNIA product in 2016 for a total of 245,713 individual consumers covered by Horizon.
- o 2016 Group Market OMNIA Enrollment: 45,240 members
 - Small & Midsize Employers: 28,798
 - Other Group (includes public, labor and large employer): 16,442

- **TOTAL IHC OMNIA ENROLLMENTS BY METALLIC LEVEL:**
 - o Bronze: 23%
 - o Silver: 67%
 - o Gold/Platinum: 10%

COUNTY	Members
Bergen	24,248
Middlesex	19,377
Essex	14,813
Hudson	14,638
Monmouth	14,066
Morris	13,316
Ocean	11,683
Union	11,507
Passaic	10,762
Somerset	7,931
Mercer	7,526
Camden	6,582
Burlington	6,026
Atlantic	5,452
Hunterdon	4,640
Gloucester	4,162
Sussex	4,157
Cape May	2,444
Cumberland	2,302
Warren	2,034
Salem	1,061



STATEMENT OF JOHN E. HARMON, SR., IOM

“Value-based care is a way to reduce costs and allow for greater choice for our businesses and consumers. Horizon’s OMNIA plan is leading the way. And, the almost 235,000 New Jerseyans who enrolled agree. Even better, nearly 40,000 people now have access to healthcare coverage which was previously uninsured. This is the type of innovation New Jersey business needs.”

John E. Harmon, Sr.

John E. Harmon, Sr., IOM
Founder, President & CEO, AACCNJ
Former Chairman, NBCC
3/9/16

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For immediate release:

Linda Schwimmer, President & CEO of the New Jersey Health Care Quality Institute, commented on “Omnia Consumers by the Numbers.”

"More than 40,000 people who previously did not have health insurance now have health care coverage. That's a victory for all of us. Now that health insurance is mandatory we must work even harder to make sure that coverage is affordable and the care is accessible."

About the New Jersey Health Care Quality Institute

The New Jersey Health Care Quality Institute is the only independent, nonpartisan, multi-stakeholder advocate for health care quality in New Jersey. The Quality Institute's mission is to undertake projects and promote system changes that ensure that quality, safety, accountability and cost-containment are closely linked to the delivery of health care services in New Jersey.



**STATEMENT OF RAYMOND CASTRO, SENIOR POLICY ANALYST,
NEW JERSEY POLICY PERSPECTIVE**

These high enrollment numbers in OMNIA for the uninsured are especially impressive given that many of the remaining uninsured have barriers to enrollment. We know that the biggest barrier by far is the high cost of insurance, which often makes it unaffordable for too many New Jerseyans. The advantage of a tiered network is that it offers a very important option for consumers to reduce those costs while maintaining, or possibly even improving, quality. Horizon is to be commended for making the extra effort to estimate OMNIA's impact on the uninsured which demonstrates a high level of commitment to helping those most in need. More research is needed comparing tiered networks with other plans in terms of how well the newly insured are able to navigate their insurance, but enrollment results so far show that many consumers clearly believe this is the right choice for them.



STATEWIDE HISPANIC CHAMBER
OF COMMERCE OF NEW JERSEY

“According to newly released enrollment figures by Horizon, over 45,000 members enrolled through a group plan. Almost 29,000 employees from small and midsize employer groups bought their health coverage through Horizon. This is great news. Business owners are looking for options for more affordable health insurance. As I stated in my recent testimony before legislative committees, consumers should be able to decide what health care options are best for themselves, their families, and their businesses.”

Carlos Medina
Chairman
Statewide Hispanic Chamber of Commerce of New Jersey