Open Enrollment for QHPs and Medicaid differ. Unlike Medicaid, for individuals eligible for Qualified Health Plans (QHP), they only have six (6) weeks to enroll, re-enroll, or change a 2020 insurance plan.

It is important as Application Assisters to understand that KHBE is a State-Based Marketplace on the Federal platform (SBM-FP), meaning that the primary focus as an agency and as Application Assisters is on QHP enrollments.

After Open Enrollment 2019, Kentucky’s QHP enrollments dropped 4%, while other states saw an increase. During 2020 Open Enrollment, it is in the best interest of Application Assisters to ensure QHP enrollment numbers increase this year.

Application Assisters’ QHP enrollment numbers DO matter.

While scheduling outreach and enrollment events during Open Enrollment, Application Assister should keep in mind choosing locations that would primarily appeal to Medicaid enrollments (locations that target under 138% of the federal poverty level such as homeless shelters, Soup Kitchens, etc.) may not be the best when targeting potential QHP populations.

Please Note: Although the primary focus is on increasing QHP enrollments during 2020 Open Enrollment, Application Assisters should not abandon the Medicaid population as a whole. The ultimate goal is to ensure that as many Kentuckians as possible have quality health coverage.