

Health Insurance Easy Enrollment

Making it easy for Minnesotans to get information about health insurance coverage options.

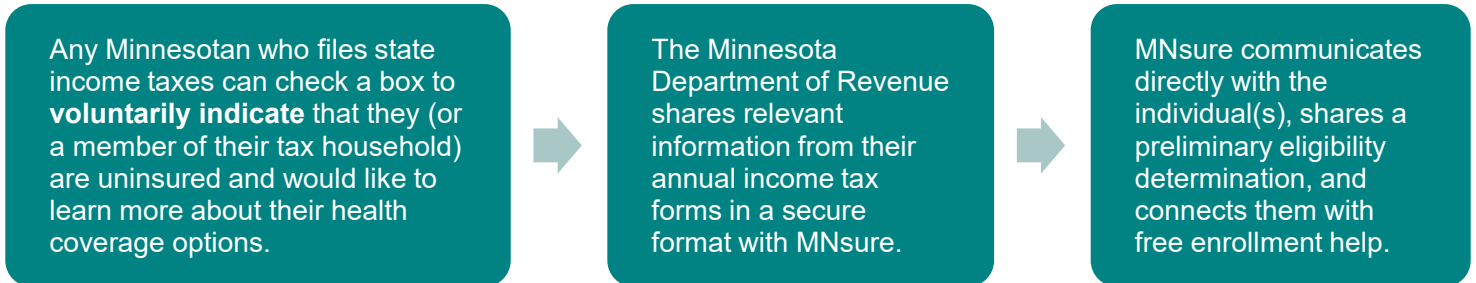
Background:

- Almost 300,000 Minnesotans lack health insurance despite the efforts to connect residents with coverage.
- Three out of every four uninsured Minnesotans may be eligible for financial help that lowers the cost of health insurance.
- Many uninsured Minnesotans may not be aware of the options that are available to them, don't have time to look, or simply don't know where to start.
- Providing a convenient opportunity to ask for information and receive personalized information about available options will help more Minnesotans access comprehensive, affordable health coverage.

Proposal:

The governor and lieutenant governor recommend establishing a health insurance Easy Enrollment program to help Minnesotans get information about their health insurance coverage options. MNsure and the Minnesota Department of Revenue will work in partnership to develop an Easy Enrollment program to leverage an existing touchpoint between residents and their state government.

How an Easy Enrollment program works:



Benefits:

- Makes it easier for Minnesotans to access affordable health coverage.
- Connects uninsured Minnesotans with a navigator or broker near them for free enrollment help.
- Increases the ability for Minnesotans to seek preventive care and medical care when needed.
- Reduces risk of medical debt and potential bankruptcy.

Fiscal Request:

- FY2024-25: \$0.921M
- FY2026-27: \$0.936M

