



OKLAHOMA INSURANCE DEPARTMENT  
STATE OF OKLAHOMA

JAMES FRANCIS CONSEDINE II  
5314 S. YALE AVE, SUITE 601  
TULSA, OK 74135

***New branding, marketing efforts for statewide premium assistance program***

Dear JAMES

A statewide publicity campaign is set to launch in mid-October to alert small business owners (less than 50 employees) about Insure Oklahoma, also known as O-EPIC, and the new higher income guidelines for this health coverage premium subsidy. **Are you ready for calls from current and potential clients about Insure Oklahoma?**

What you may know as the Oklahoma Employee/Employer Partnership for Insurance Coverage program is now being marketed as Insure Oklahoma. The program is administered by the Oklahoma Health Care Authority and combines Oklahoma tobacco tax funds with matching federal funds to provide a health coverage subsidy for uninsured Oklahomans.

**Expanded guidelines – effective Nov. 1, 2007, the Insure Oklahoma income guidelines will expand to 200% of the Federal Poverty Level (FPL).** The changing guidelines mean thousands more Oklahoma small businesses and their employees may save more than 60% percent on health coverage premiums! Plans for 2008 include the further expansion of Insure Oklahoma to 250% of the FPL and an increase in the number of employees from 50 to 250.

Currently, Oklahoma has an estimated 700,000 people without health insurance. Insuring Oklahomans is something I am personally committed to and Insure Oklahoma is a unique opportunity to expand coverage. In partnership with the Oklahoma Health Care Authority, we have three staff members fully dedicated to work with our agent community to assist them in learning more about this opportunity to offer health insurance. **Please contact one of our agent partners, Rebecca Ross at (918) 399-0590, Yvonne Marsh at (405) 923-3314 or Marshall Petty at (405) 464-6439 for additional information or assistance.**

For insurance agents, this means:

- An unprecedented opportunity to build your business.
- A way to offer more “value added services” for your existing clients.
- Offering your small business employer help **(60% or more)** in paying health insurance premiums for lower to moderate income employees.
- Earning your normal commissions.
- Helping improve the quality of life and making a difference in the lives of thousands of uninsured Oklahomans.

Opportunities are available for you to learn about and incorporate Insure Oklahoma into your business:

- You can earn **FREE** continuing education credit while learning about Insure Oklahoma.
- “Qualified” agents will have a **FREE** website listing on the Insure Oklahoma agent list.
- Agent partners can provide education and support statewide to producers **at no charge**.
- Co-op advertising opportunities are also available.
- A special “Agent Tool Kit” section on the website gives you all you need to Insure Oklahoma.

I encourage you to contact your existing clients **today** to see who may qualify and prepare for inquiries from small businesses in your area that experience the Insure Oklahoma media campaign.

For more information, please visit [insureoklahoma.net](http://insureoklahoma.net) or call 888-365-3742.

**Together, let's INSURE OKLAHOMA!**

Sincerely,

Kim Holland