

Wisconsin Reached Highest Enrollment Ever on HealthCare.gov

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For a limited time, Wisconsinites can still sign up for affordable, high-quality health insurance on the federal marketplace through Jan. 16, 2024.

MADISON — Gov. Tony Evers today announced that, according to new enrollment data [released](#) by the Centers for Medicare and Medicaid Services as of Dec. 23, 2023, 254,482 Wisconsinites have signed up for health insurance on the individual marketplace. This marks the highest enrollment Wisconsin has ever reached. The previous record was attained during the [2017 Open Enrollment Period](#) when 242,863 Wisconsinites signed up for coverage.



“Every Wisconsinite should have access to quality, affordable healthcare, and having a record number of Wisconsinites signed up to access affordable healthcare coverage is a critical achievement in our administration’s efforts to make sure folks and families can access the healthcare they need when they need it,” said Gov. Tony Evers. “This is great news for our state, and we will continue working to ensure Wisconsinites can get covered by encouraging

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folks to take advantage of the ongoing Open Enrollment period between now and January 16th.”

Through January 16, Wisconsinites are still eligible to sign up for one of the dozens of health plans available on the federal marketplace. Those who already have insurance through the marketplace can also renew, update, or upgrade their health plans.

“By getting insured, you are investing in your health and the health of those around you,” said Wisconsin Office of the Commissioner of Insurance (OCI) Commissioner Nathan Houdek. “Connect with a licensed health insurance agent, broker, or navigator today to understand your options and find the right HealthCare.gov plan for you and your family.”

“We are thankful for OCI and our partners who spread the word about open enrollment to ensure people have health insurance coverage,” said Wisconsin Department of Health Services (DHS) Secretary Kirsten Johnson. “Health insurance allows people to stay healthy and active in their communities. Access to coverage, whether through Medicaid, HealthCare.gov, or an employer, is how we keep Wisconsin a great place to live, work and play.”

In 2020, Gov. Tony Evers’ OCI DHS Health Care Coverage Partnership launched [WisCovered.com](https://www.wiscovered.com) as an accessible resource for consumers. By visiting WisCovered.com or calling 2-1-1, people can get connected with free, expert help. These experts help Wisconsinites understand their coverage options and determine if they qualify for subsidized health insurance premiums through the marketplace or free coverage through BadgerCare Plus.

The individual health insurance market has expanded substantially statewide, [growing eight percent from 2019 to 2021](#)

. During the Open Enrollment Period last year, [221,128 Wisconsinites](#) signed up for health insurance. Much of the enrollment increase is tied to the subsidies enhanced by the American Rescue Plan Act and extended by the Inflation Reduction Act. Last year, [89 percent of Wisconsinites](#) who enrolled on [HealthCare.gov](https://www.healthcare.gov) qualified for these cost savings.

Additionally, the successful Wisconsin Healthcare Stability Plan (WIHSP) has held down rates on the individual marketplace. Without WIHSP, rates on HealthCare.gov would have increased by 18.2 percent for the 2024 plan year, based on a weighted average.

Wisconsin’s [individual health insurance market](#) also has the second-most insurers in the nation. Wisconsinites in all 72 counties can choose from at least three different health insurance carriers on HealthCare.gov. An interactive map of health insurers available by county can be found [here](#).