



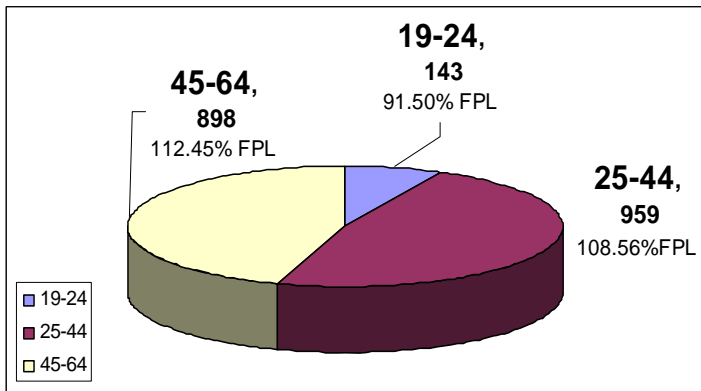
2008 Program Summary May 2008 MAC Meeting

Insure Oklahoma IP	March 2007	March 2008
Total IP Members	19	2,000
Total Claims Paid	\$1,304.11	\$3,129,395.96
IP Primary Care Providers	178	519
Participating Counties	7	72

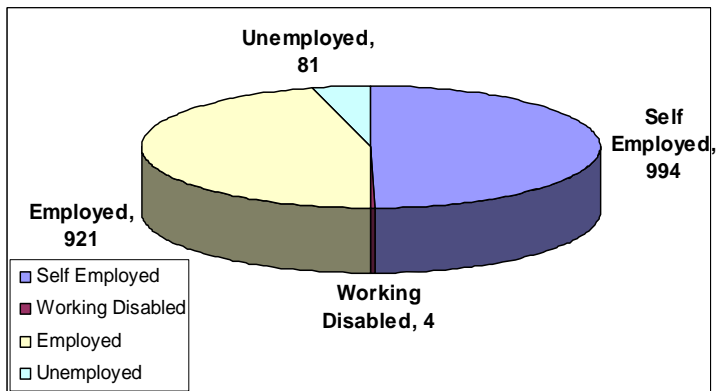
*Data is valid as of the date of this report, any subsequent figures for this time period may vary.

March 2008 Insure Oklahoma IP Member Profiles

Age Breakdown with Average FPL Level



Member Employment Breakdown



2007-2008 Insure Oklahoma Program Changes

- Subscriber paper application launched on January 9, 2007
- IP covered services and benefits include dental care for pregnant women (Effective May 1, 2007)
- Increased the Federal Poverty Level (FPL) income requirement from 185% to 200% (Effective November 1, 2007)
- New staff added for Insure Oklahoma operations including, 3 Research Analysts, 1 MAU Analyst, 1 Member Services Representative, and 1 Provider Services Representative

Insure Oklahoma Outreach Summary

From March 2007 through March 2008 there were some 184 outreach events reaching a target audience of 366,426.*

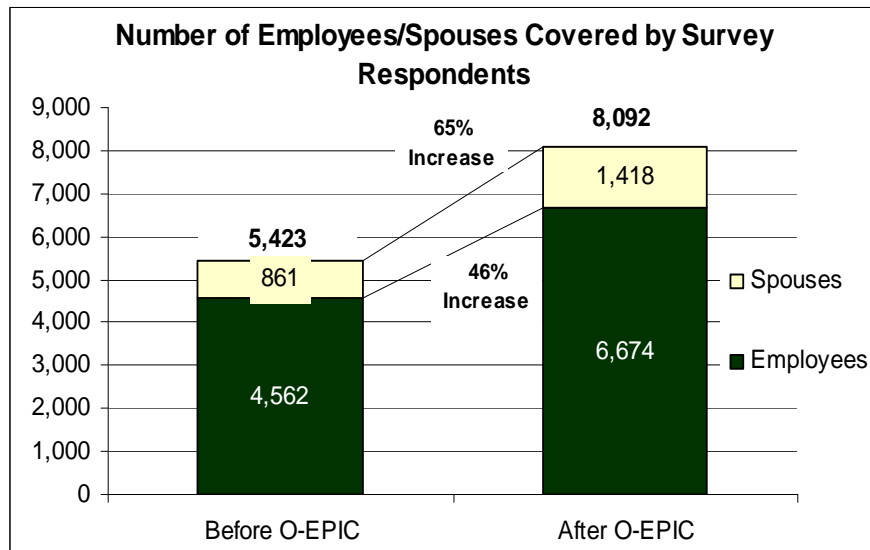
March to June 2007: Outreach attendees: 3,161
Mailing(s) recipients: 251,143

July 2007 to March 2008

Outreach to Businesses:	77 events	1,767 attendees
Outreach to Agents:	56 events	626 attendees
Outreach to Providers:	13 events	318 attendees
Mailings/Email campaigns:	26 events	56,686 recipients
Health Fairs:	10 events	2,725 attendees
*Media/Radio Events:	2 events	50,000 (average listening audience)

Insure Oklahoma ESI Employer Survey Results

- 1,135 surveys were sent to participating employers in September 2007
- 1,006 (88%) employers responded



- Employers reported 49% increase in total lives covered (2,669 more lives covered) with Insure Oklahoma participation