

# Arkansas Insurance Department

Mike Beebe  
Governor



Jay Bradford  
Commissioner

## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **ARKANSANS TO BENEFIT FROM NEW HEALTH INSURANCE MARKETPLACE**

*Arkansas Insurance Commissioner to Hold Sessions to Discuss Federally-facilitated State  
Partnership Exchange*

LITTLE ROCK, ARKANSAS (July 6, 2012) — Commissioner Jay Bradford today announced plans to provide an update on continued planning for the Federally-facilitated State Partnership Exchange in Arkansas. On Wednesday, July 18, 2012, Bradford and Cynthia Crone, Director of the Arkansas Insurance Department's Health Benefits Exchange Partnership Division, will conduct two meetings, one from 8:30 am through 10:30 am and a second from 2:30 pm through 4:30 pm, to talk about planning strategies and to answer questions and receive comments from Arkansans interested in how this partnership benefits them. An Exchange, which will be in place in every state beginning January 1, 2014, is a marketplace where individuals and small employers will be able to shop for insurance coverage.

The two sessions will take place in Suite 201 of the Arkansas Insurance Department which is located at 1200 West Third Street in Little Rock. The morning session will be broadcast via live interactive video to satellite locations in Forrest City, Russellville, and Hope, while the afternoon session will be broadcast to locations in Fayetteville, Batesville, and Monticello. Those unable to attend in person may join via webinar at <http://hbe.arkansas.gov> where more information is available. One may also call 501-683-7231 for additional information.

(more)

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This partnership between the federal government and the state gives the Arkansas Insurance Department continued regulatory control over the insurance plans which will be available for purchase through the Exchange. By providing a larger pool of insureds, some healthy some not, it is expected Arkansans will have a greater choice in affordable health insurance products. Current projections are that 572,000 uninsured consumers in the state will be able to obtain coverage through the Federally-facilitated State Partnership Exchange.

“While Arkansas will not have a state-based Health Benefits Exchange, I am glad the U.S. Department of Health and Human Services has set up this Partnership Model which allows the state some control over the insurance plans sold through the Federally-facilitated Exchange and consumer assistance for those Arkansans utilizing the Exchange to purchase health insurance,” said Bradford. “I think this Partnership Model can be a real bonus for Arkansas insurance consumers.”

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Attachment



**Building a healthier future for all Arkansans**

**Arkansas Insurance Department  
Health Benefits Exchange Partnership Division  
presents an update on planning for the  
Federally Facilitated Exchange Partnership in Arkansas**

On **Wednesday, July 18, 2012**, Arkansas Insurance Commissioner Jay Bradford and the Director of Arkansas Insurance Department’s Health Benefits Exchange Partnership Division, Cynthia Crone, will provide an update on planning for the Federally-facilitated Health Insurance Exchange Partnership in Arkansas. They will be available to answer questions and receive comments by Arkansans.

The sessions will be broadcast via live interactive video from the Arkansas Insurance Department in Little Rock, AR. Arkansans are invited to attend any of the locations identified below.

TIME		CITY	LOCATION
Begin	End		
8:30 am	10:30 am	Little Rock	<b>Arkansas Insurance Department-</b> 1200 West Third Street 2 <sup>nd</sup> Floor. Suite 201 Tel- (501) 371-2600
		Forrest City	<b>East Arkansas Community College-</b> 1700 Newcastle Road Room CEC6 Tel- (870) 633-4480
		Russellville	<b>Arkansas Tech University-</b> 1605 Coliseum Drive Doc Bryan Student Services Building, Multi-Purpose Room 242 Tel- (800) 582-6953
		Hope	<b>U of A Community College at Hope-</b> 2500 S. Main Street Rapert Library Complex Auditorium Tel- (870) 777-5722
2:30 pm	4:30 pm	Little Rock	<b>Arkansas Insurance Department-</b> 1200 West Third Street 2 <sup>nd</sup> Floor. Suite 201 Tel- (501) 371-2600
		Fayetteville	<b>University of Arkansas-</b> 1260 W. Maple Street John W. Tyson Building- POSC O-117 1st floor of Poultry Science building Tel- (800) 952-1165
		Monticello	<b>Monticello High School-</b> 390 Clyde Ross Drive Tel- (871) 367-4050
		Batesville	<b>Southside High School-</b> 70 Scott Drive Media Center Tel- (870) 251-2341

Those unable to attend in person may join via webinar at: <http://hbe.arkansas.gov/>

To ask questions please send via e-mail to [Tangelia.Marshall@arkansas.gov](mailto:Tangelia.Marshall@arkansas.gov).