

# Office of the Commissioner of Insurance: Wisconsin ranks second in the nation for most competitive individual health insurance marketplace

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*Wisconsinites in every corner of the state can sign up for affordable, high quality health insurance coverage during the 10<sup>th</sup> annual Open Enrollment Period on HealthCare.gov*

**Madison, Wis.** —Today, Insurance Commissioner Nathan Houdek announced that [Wisconsin's individual health insurance market has the second-most insurers in the nation.](#) Thirteen insurers participate in our individual health insurance exchange - more than California or New York.

Beginning November 1, residents in 70 counties across Wisconsin will have the opportunity to choose from at least three different health insurance carriers on HealthCare.gov. Four insurance companies are expanding their service areas, giving Wisconsinites more options in more counties. An interactive map of health insurers available by county can be found [here](#).

In October 2013, the first Open Enrollment Period on the health insurance exchanges created by the Affordable Care Act began. Since that time, hundreds of thousands of Wisconsinites have been able to access high quality health insurance coverage through the exchange. Earlier this year, the Inflation Reduction Act extended new cost-savings making health insurance coverage on HealthCare.gov more affordable.

“Last year, the average Wisconsinite who enrolled in a plan on HealthCare.gov [saved \\$90 per month on their premiums](#) thanks to new cost-savings,” said Commissioner Houdek. “Beginning November 1, the 10<sup>th</sup> annual Open Enrollment Period will be a great opportunity for Wisconsinites to get covered with affordable, high quality health insurance.”

Rates on the individual market continue to be held down by the successful Wisconsin Healthcare Stability Plan (WIHSP), which Governor Tony Evers fully funded and expanded in the 2021-2023 state biennial budget. Without WIHSP, health insurance rates on HealthCare.gov would have increased by 21.4% for the 2023 plan year, based on a weighted average.

WIHSP is a bipartisan effort that has helped keep rates low for consumers every year since its implementation. In 2019, Wisconsin’s health insurance marketplace saw a [premium rate decrease of 4.2%](#) compared to an estimated 10% increase consumers would have faced without the program in place. In 2020, rates were an additional 3.2% lower than in 2019. In 2021, rates were 3.4% lower than those in 2020, and [2022 rates were 14.5% lower](#) than they would have been without WIHSP. For plan year 2023, the weighted average rate increase is 13.7% lower than it would have been without WIHSP.

“If you need help signing up for a plan or determining if you qualify for financial assistance, visit [WisCovered.com](#), talk to an insurance agent or broker, or call 2-1-1 to find a free insurance expert who will help you one-on-one,” said Commissioner Houdek.

[WisCovered.com](#) is the result of a [public-private partnership](#) created by Gov. Evers in 2019 to help make sure every Wisconsinite has access to affordable health insurance. [WisCovered.com](#) now includes a web chat tool to help answer frequently asked questions about coverage and schedule an appointment to get free one-on-one assistance.