

Roys calls for allowing individuals, businesses to buy into state health insurance plan

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Dem gubernatorial candidate [Kelda Roys](#) is calling for allowing individuals and private businesses to buy coverage through the state's health insurance plan that covers public employees and public officials.

Roys said under her plan — dubbed “KeldaCare” — the state initially wouldn't provide subsidies to help cover the cost of purchasing coverage through the state plan. But she left open the door to putting taxpayer money into her plan depending on the state's fiscal health down the road.

Roys said Dems have focused on expanding BadgerCare for the past 15 years. While that option is popular, she argued Dems have the opportunity to think bigger, thanks to maps now in place that give them legitimate shots to control both chambers of the Legislature after November.

“Wisconsinites need bold action that will protect us from the damage of Donald Trump and Tom Tiffany,” Roys said.

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Roys said individual state employees now pay premiums ranging from \$900 to \$1,400 per individual, while family coverage runs \$2,000 to \$4,000.

She said under her [plan](#), individuals would pay the same premium. If a business decided to use the option, it would decide how to split that premium cost with employees.

Roys also argued the plan could save taxpayers money in the long run. With more

people in the insured pool, it would drive down the cost per individual covered. It also would reduce the number of people without insurance, lowering costs passed onto others, another factor that she believes would reduce costs for the state.

Roys' plan also includes an executive order to join neighboring states to increase purchasing power of prescription drugs, creating an office of insurance investigation to look into providers that wrongfully deny coverage and restoring collective bargaining powers for public sector health care workers.

Dem rival Sara Rodriguez, the lieutenant governor, last week [unveiled](#) her insurance plan, calling for adding a public option.