



# City Manager Report

## The City of OKLAHOMA CITY

**NO: 915**

**DATE: OCTOBER 11, 2016**

**TO: THE MAYOR AND MEMBERS OF THE CITY COUNCIL**

**SUBJECT: EMSACARE ANNUAL RENEWAL UPDATE**

September was EMSAcare month in Oklahoma City. This is the month when residents can choose to opt in or out of the City's Medical Service Program. The Medical Service Program allows Oklahoma City residents to pay for EMSAcare benefits through their utility bill. The program costs \$3.65 per month for single family residences and \$3.65 per month for every other unit in a multi-family residence to account for vacancies.

This was the seventh open enrollment period since the program went into effect in October 2009. To ensure residents were aware of their choices, all City utility customers received information in their utility bills and residents who had opted out were sent a letter highlighting the benefits of the program and instruction on how to opt back in if they were interested. In addition, information on the program was prominently displayed on okc.gov and news stories and articles about the program have appeared in local media.

During September a total of 695 customers, who were out of the program, opted to join the program. Also during the month 161 customers who were enrolled in the program opted out for the coming year. This represents a net change of 534 customers or 0.3% of eligible utility customers. This is the fourth year in a row where the number of customers choosing to get back into the program exceeded the number opting out. The chart below shows the current participation rates among eligible Oklahoma City utility customers.

### **Participation in the Oklahoma City EMSA EMSAcare Program (As of 10/1/2016)**

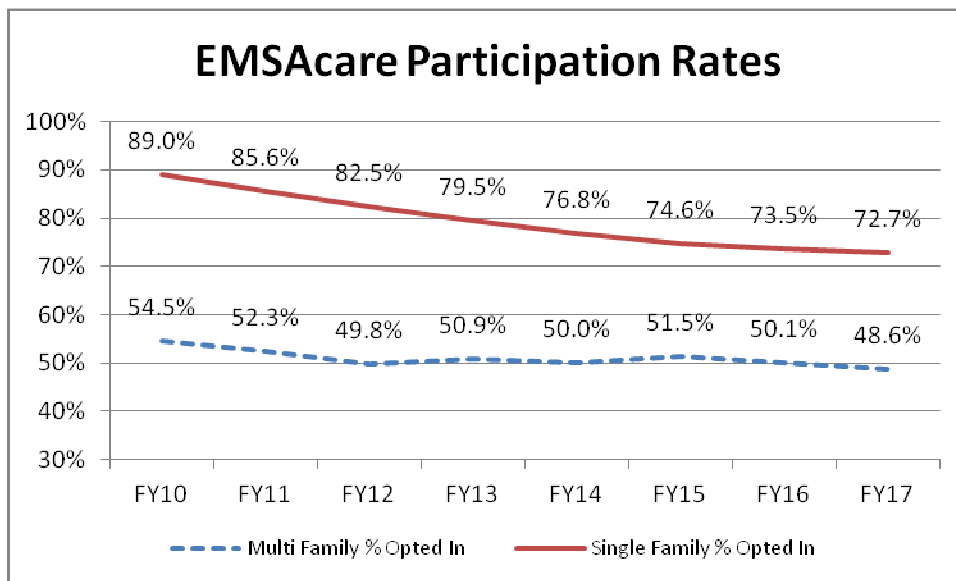
<u>Category</u>	<u># of Customers Opted In</u>	<u>% of Category</u>	<u># of Units Represented</u>
Apartment	758	45.9%	28,680
Single Family	140,385	72.7%	140,386
Duplex	1,226	59.6%	2,452
Other*	522	49.8%	4,277

\*Other includes Triplexes, Mobile Home Parks and a few other very small categories of utility service.

### The Future of the Program

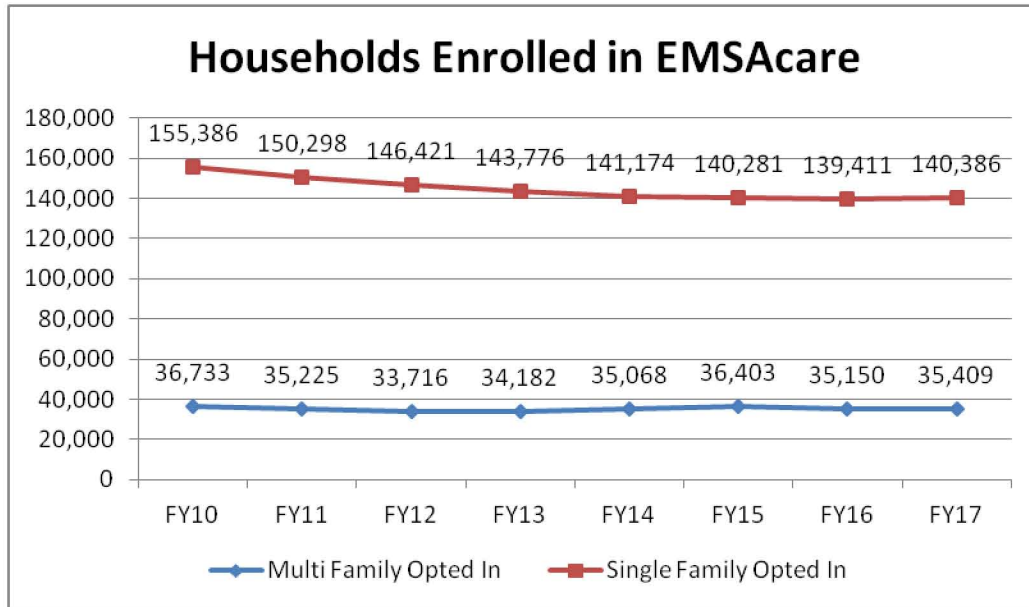
The monthly fee for EMSAcare coverage has remained steady at \$3.65 per month since program inception in 2009. Thanks to the recent decrease in costs for EMSA’s contract provider, the \$3.65 rate has been able to cover the costs for providing EMSA service in Oklahoma City for eight years now. Based on the current trends in enrollment and projections from EMSA, the monthly rate will be sufficient to support EMSA through at least FY20.

The longer term question facing City staff is improving participation rates. As shown in the chart below, participation rates from all multi-family customers (apartments, fourplex, triplex, duplex and mobile home parks) has remained fairly steady and currently stands at 48.6%. We have lost ground with single family households where participation has declined since the program began. Although the rate of decline has slowed in recent years, the participation rate now stands at 72.7%.



As the data from the open enrollment period show, the people who are in the program are not making significant changes during the open enrollment period. What appears to be happening is that new customers (whether new to the area or moving from one house to another and establishing service at the new home) are not signing up for EMSAcare at the same rate as current customers.


The good news for the Medical Service Program, is that the people leaving EMSAcare are being replaced by new members and so total membership has stayed very steady the last few years. New households are being added in Utilities every year and while those new customers are not choosing EMSAcare at the same rate as existing customers, they are joining at a rate sufficient to replace those who leave the program. The chart on the next page shows the number of households enrolled at the beginning of October in each of the last eight years.



This trend highlights the impact City staff have had at working to better publicize the benefits of participation for new customers and focusing efforts during open enrollment on those who are opted out.

Oklahoma City residents receive excellent emergency medical service through Oklahoma City Fire Department and EMSA paramedics. Both Fire and EMSA are highly rated on the annual citizen survey and our residents can be proud of the quality of service provided. The Medical Service Program allows our residents to also receive a financial benefit in the event that they require an EMSA transport by covering all out of pocket expenses.

Staff is available to answer questions or provide information.

  
 James D. Couch  
 City Manager