

# Brief Notes

News for  
Brokers and Consultants

February 1, 2016

**Applies to:** Individual Market

## **Horizon Blue Cross Blue Shield of New Jersey welcomes new customers following open enrollment for health insurance coverage**

Horizon Blue Cross Blue Shield of New Jersey Senior Vice President of Market Business Units Christopher M. Lepre issued the following statement today about the 2015-16 open enrollment period for individual health coverage, which ended last night:

“Horizon appreciates the trust of the New Jerseyans who selected one of our high quality, affordable health plans during open enrollment for 2016. As the only health insurer in the state focused exclusively on New Jersey, we are grateful for the opportunity to provide coverage to so many of our neighbors, particularly the tens of thousands of previously uninsured residents who in 2016 were able to afford health insurance for the first time.

“Although it will take several weeks before the open enrollment numbers are final, all indications are that consumers responded positively to the nine competitively priced Horizon plans on the Marketplace. We anticipate that the results will be consistent with both our expectations and our position as New Jersey’s market leader. As people become increasingly educated about their options, Horizon is committed to empowering them to select policies that fit their needs and budget. Consumers are responding strongly to the OMNIA Health plans and we remain on track to achieving our stated goal of 250,000 enrollees across all commercial markets by the end of 2016.”

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.



Horizon Blue Cross Blue Shield of New Jersey

Products and policies may be provided by Horizon Insurance Company or Horizon Healthcare Dental, Inc. and services and products may be provided by Horizon Blue Cross Blue Shield of New Jersey or Horizon Healthcare of New Jersey, Inc., each an independent licensee of the Blue Cross and Blue Shield Association. Communications are issued by Horizon Blue Cross Blue Shield of New Jersey in its capacity as administrator of programs and provider relations for all its companies. The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross and Blue Shield Association. The Horizon® name and symbols are registered marks, and OMNIA SM is a service mark, of Horizon Blue Cross Blue Shield of New Jersey. © 2016 Horizon Blue Cross Blue Shield of New Jersey. Three Penn Plaza East, Newark, New Jersey 07105-2200.

2426 (0116)