

July 12, 2013

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**Iowa & Nebraska Credit Unions Partnering with CoOpportunity Health Announced**

Des Moines, Iowa – More than 40 credit unions in Iowa and Nebraska serving approximately 367,000 credit union members, or 25 percent of the total membership in Iowa and Nebraska, have announced they are partnering with CoOpportunity Health to offer affordable, consumer-friendly and high-quality health insurance options for individuals, families and businesses starting this fall. Additional credit unions are deciding whether to participate over the next several weeks.

As announced previously, Iowa and Nebraska credit unions will be the exclusive financial institution distribution channel for CoOpportunity Health when open enrollment for health insurance begins Oct. 1, 2013.

Participating Iowa and Nebraska credit unions will provide member outreach and education on healthcare reform while making CoOpportunity Health's insurance products available to individuals, families and businesses. Another benefit of the partnership is that credit union Health Savings Accounts (HSAs) can be established when a prospect enrolls in a qualified high-deductible health insurance plan through CoOpportunity Health.

"Credit union enrollment in year one of this partnership has exceeded our expectations," said Dave Lyons, CEO, CoOpportunity Health. "CoOpportunity Health's mission and philosophy are perfectly aligned with credit unions and we believe that by working together, we will have a tremendous impact by educating Iowans and Nebraskans on the pending changes in healthcare while providing them a new, member-focused choice for health insurance."

Like credit unions, CoOpportunity Health is a not-for-profit organization. CoOpportunity Health is a new health insurance CO-OP (Consumer Operated and Oriented Plan) that was created as part of the Affordable Care Act to create new competition and new choice for consumers. It is one of 24 CO-OPs approved nationwide, but the only one to serve Iowa and Nebraska. CoOpportunity Health is managed by and for its members. Any savings will be used to increase member benefits and lower premiums, similar to the mission of credit unions.

"Credit unions have long served as trusted advisors in their local communities. CoOpportunity Health will serve that role as well. Through this partnership, our members and those who seek out membership will have access to vital information and new health insurance options at a time of great confusion and need," said Patrick S. Jury, CEO/President, ICUL. "Together, there will be no one in the health insurance market more focused on consumer well-being than CoOpportunity Health and credit unions."

Jury encouraged non-credit union members who will be shopping for health insurance this fall to consider joining their local credit union.

CoOpportunity Health will begin enrollment in October 2013 with effective dates of Jan. 1, 2014. CoOpportunity Health is licensed to do business in Iowa and Nebraska offering health insurance solutions on the Iowa and Nebraska Health Insurance Marketplaces (Exchanges) for individuals, families and small groups, as well as offering off-Exchange health plans for all under 65 market segments.

The 44 credit unions who have already signed up to participate include:

**Iowa Credit Unions**

1st Gateway Credit Union, Camanche

Ace Community Credit Union, Ames

Advantage Credit Union, Newton

Alliant Credit Union, Dubuque  
Ascentra Credit Union, Bettendorf  
Capitol View Credit Union, Des Moines  
Casebine Community Credit Union, Burlington  
Cedar Falls Community Credit Union, Cedar Falls  
Community Choice Credit Union, Johnston  
Consumers Credit Union, Denison  
Cornerstone Community Credit Union, Des Moines  
Des Moines Metro Credit Union, Des Moines  
Dubuque Teachers Credit Union, Dubuque  
Dupaco Community Credit Union, Dubuque  
EdCo Community Credit Union, Des Moines  
Greater Iowa Credit Union, Ames  
Members Community Credit Union, Muscatine  
Metco Credit Union, Cedar Rapids  
Midland Credit Union, Urbandale  
Nishna Valley Credit Union, Atlantic  
Northwestern Employees Credit Union, Council Bluffs  
Peoples Credit Union, Webster City  
The Family Credit Union, Davenport  
Town & Country Credit Union, Harlan  
Tradesmen Community Credit Union, Des Moines  
United Credit Union, Council Bluffs  
United Service Credit Union, West Des Moines

#### **Nebraska Credit Unions**

Ameritas Employees Credit Union, Lincoln  
Archer Cooperative Credit Union, Archer  
First Lincoln Federal Credit Union, Lincoln  
Fremont First Central Federal Credit Union, Fremont  
Greater Omaha Federal Credit Union, Omaha  
Heartland Area Federal Credit Union, Omaha  
K.R.D. Federal Credit Union, McCook  
Kearney Eaton Employees Federal Credit Union, Kearney  
Kearney Federal Credit Union, Kearney  
Liberty First Credit Union, Lincoln  
LINCONE Federal Credit Union, Lincoln  
Meadow Grove Federal Credit Union, Meadow Grove  
Neighborhood Community Federal Credit Union, Omaha  
North Platte Union Pacific Employees Credit Union, North Platte  
Omaha Douglas Federal Credit Union, Omaha  
Omaha Federal Credit Union, Omaha  
People's Choice Federal Credit Union, Lincoln

#### **About the Iowa Credit Union League ([IowaCreditUnions.com](http://IowaCreditUnions.com))**

*The Iowa Credit Union League is the trade association that represents the interests of Iowa credit unions and their more than one million members. Credit unions are not-for-profit, financial cooperatives owned and operated by their members. Iowans use their credit union membership to receive higher interest rates on savings and lower interest rates on loans. For more information on ICUL and Iowa credit unions, visit [www.IowaCreditUnions.com](http://www.IowaCreditUnions.com). Follow ICUL on Twitter at [www.twitter.com/icul](http://www.twitter.com/icul) or on Facebook at [www.facebook.com/iowacreditunions](http://www.facebook.com/iowacreditunions). To learn more about credit unions, visit [www.ASmarterChoice.org](http://www.ASmarterChoice.org).*

#### **About the Nebraska Credit Union League ([Nebrcul.org](http://Nebrcul.org))**

*The Nebraska Credit Union League is the trade association representing 96 percent of Nebraska's 72 credit unions and their 425,000 members. Credit unions are not-for-profit financial institutions that are owned by their members and federally insured by the National Credit Union Administration. A credit union's board of directors is made up of volunteers who have been elected by the membership of the credit union. To learn more visit [www.nebrcul.org](http://www.nebrcul.org).*

#### **About CoOpportunity Health ([coOpportunityhealth.com](http://coOpportunityhealth.com))**

*CoOpportunity Health is the only multistate health insurance CO-OP in the U.S. CoOpportunity Health began operations in February 2012 following approval by the federal government. The company is*

*headquartered in Des Moines, Iowa, and is licensed to do business in both Iowa and Nebraska. CoOpportunity Health has strategic business alliances with HealthPartners Administrators, Inc., which provides health plan administrative services, and Midlands Choice, a multistate Preferred Provider (PPO) network headquartered in Omaha. Editor's Note: A CoOpportunity Health logo is available for your use:*  
[http://www.coportunityhealth.com/UserDocs/coOp\\_health\\_logo\\_RGB.jpg](http://www.coportunityhealth.com/UserDocs/coOp_health_logo_RGB.jpg).

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