

## OVERVIEW

Governor Evers has proposed creating a state-based exchange (SBE) so Wisconsin can operate our own cost-efficient and consumer-oriented health insurance marketplace. This initiative would give Wisconsin more flexibility to create a marketplace that meets our unique needs. An SBE would allow us to keep more of our tax dollars right here in Wisconsin rather than paying fees to the federal government. For example, Nevada has experienced an [annual cost savings](#) of 20% in fiscal year 2024 thanks to their Silver State Health Insurance Exchange. Twenty-three states already use an SBE.

The governor has also proposed increasing funding for the Wisconsin Healthcare Stability Plan (WIHSP), which he has fully funded in each of his budgets. WIHSP was created in 2018 with bipartisan support to stabilize the individual health insurance market and lower premiums. This program relies on funding from both the federal and state government to help offset high-cost claims and pass the savings on to policyholders through reduced health insurance premiums. Governor Evers' proposal would increase the funding of this program to \$250 million, create an administrator position to oversee it, and implement an annual adjustment to help the program keep up with health care cost inflation.



**HOLD DOWN  
PREMIUMS**



**STABILIZE  
THE MARKET**



**LOCAL  
CONTROL**



**SUPPORT  
COMPETITION**

## REINING IN COSTS AND IMPROVING EFFICIENCY

During the 2025 Open Enrollment period, 313,579 Wisconsinites signed up for health insurance on HealthCare.gov, an 18% increase from the previous period thanks in part to our competitive, stable individual health insurance marketplace. Since its implementation, WIHSP has held down rates on the marketplace every year and contributed to Wisconsin becoming the second-most competitive market in the country.

Governor Evers' proposal to transition to an SBE would improve local control, provide greater cost savings, and give Wisconsin more control to increase enrollment and address fraud. Governor Evers has also continued to support local health care navigators that are licensed to provide critical health insurance enrollment assistance across the state. His 2025-27 budget proposal would provide needed funding for navigators facing drastic cuts to federal funding.