



FOR IMMEDIATE RELEASE

With Open Enrollment Underway, Louisville Nonprofit Works to Help Clear Up Confusion on Health Care Coverage

LOUISVILLE, KY – In a state where more than [300,000](#) individuals under the age of 65 remain uninsured, and an additional 240,000 are at risk of losing their Medicaid coverage, The Asclepius Initiative (TAI) steps up to address the challenges that have plagued Kentucky's healthcare landscape. TAI, based in Louisville, recently conducted a [survey](#) revealing that 86% of the uninsured and 64% of those with insurance have been forced to avoid, skip, or discontinue vital medical care and medications due to financial constraints.

"Wouldn't it be nice if we didn't have to jump through a bunch of hoops to get medical care?" TAI's founder and CEO, Dr. Susan Bornstein, asked. "Even for those who have commercial coverage or supplements, the rules, regulations, and terminology can be confusing or incomprehensible, so we wanted to help. Better understanding can translate into more confident choices and utilization, leading to better outcomes."

Recognizing the need to promote health equity in underserved populations across the Commonwealth, TAI secured a grant from the Kentucky Department of Public Health's Office of Health Equity that focuses on empowering Black and Spanish-speaking, and rural communities.

The Asclepius Initiative is partnering with Greater Galilee Church, located at 3918 W. Broadway, to bring this information to community members at a free event on Tuesday, November 14th at 5:30pm.

Dr. Eric Johnson, pastor at Greater Galilee Church, expressed his enthusiasm for the event, saying, "This is an opportunity to provide our community solid information and education, and as a result, the community is empowered to become healthier."

He continued, "Because we understand wealth not just in terms of monetary amounts, but rather in the health of an individual. So, what is it worth to have funds but no health in which to enjoy them? Health is the first step to wealth."

"My hope for this event is that it will be well attended, and as a result, the community can have access to health and wellness information, become a strong community, and save lives," Dr. Johnson added.

The Asclepius Initiative believes that health equity is a social justice issue and is committed to working toward a system where all barriers that contribute to healthcare disparities are eliminated. Dr. Bornstein stated, “It is unconscionable that Black people are less likely to have health insurance and experience worse health outcomes than whites. At TAI, we want to eliminate these disparities. If you don’t have good health, it makes it difficult to work, which worsens household finances, and perpetuates the cycle of poverty. TAI’s health care coverage educational outreach efforts are one step towards ending structural racism.”

Open enrollment for 2024 coverage through Kentucky’s marketplace, kynect, began November 1st and runs through January 16th. Medicare open enrollment runs through December 7th.

Through TAI’s partnership with churches like Greater Galilee and others across the Commonwealth, The Asclepius Initiative is making healthcare more accessible and understandable for Kentuckians, reducing the odds that anyone has to forgo necessary medical care due to financial constraints. TAI stands committed to achieving a healthier, more equitable future for Kentuckians.

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About The Asclepius Initiative

Founded in 2021, the mission of The Asclepius Initiative is to improve the health and economic stability of Kentuckians through educating, inspiring, and mobilizing people to advocate for a universally accessible, affordable, equitable, and high-quality healthcare delivery system. Learn more at **[AsclepiusInitiative.org](https://www.asclepiusinitiative.org)**