

**Mo. Health Policy Enrollment To Fall Short Of Goal**

**News**

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KANSAS CITY, Mo. (AP) - Last-minute enrollment efforts across Missouri are expected to boost the number of consumers gaining coverage through the new federal health insurance law, but organizers say the deadline push won't hit anticipated enrollment targets.



The Cover Missouri Coalition expects statewide enrollment through the Affordable Care Act's online health insurance marketplace to top 100,000 by Monday's deadline. The federal government projected Missouri's six-month enrollment at 118,000.

Missouri is one of 36 states where the online marketplace is being run by the federal government after state lawmakers balked at participation in President Obama's signature effort.

Deadline-day activities in Kansas City and St. Louis resembled the final frantic hours of a political campaign, with organized community events to boost enrollment as well as aggressive social media efforts and door-to-door messages.