

Connect for Health Colorado: Operating Metrics

As Connect for Health Colorado prepares for go-live date of October 1, 2013 we are preparing to report to the Board of Directors on a series of statistics that will provide a snapshot of current operations through the first month. These statistics can be measured in different increments such as weekly, monthly and quarterly. Key performance indicators will be measured over a longer period of time with a larger sample size to ensure stability.

Access, Affordability and Choice (monthly)

- How many plans selected
- How many plans selected by type and market
- # of plans selected by people who were previously uninsured (*non-mandatory - soft metric*)
- Average premium (gross and net)
- How many selected APTC and/or CSR

Customer Service Center (weekly)

- Total number of contacts (includes total number of calls and total number of chats, emails and web forms)
- Percentage of calls answered in 20 seconds
- Top three categories of questions
- Top three knowledgebase answers

Brokers and Health Coverage Guides (HCGs) (weekly)

- Total number of Brokers certified
- Total number of accounts assigned with Brokers
- Total number of certified HCGs
- Total number of accounts with Assistance Sites selected

System (weekly)

- Availability (uptime) excluding maintenance
- Percentage of web pages serviced within 5 seconds
- How many visitors to home page
- Most commonly viewed informational web site pages

Application Activity (monthly)

- Total number of accounts created
- Total accounts created by channel (broker/agent, HCGs, customer service center, customers (employers, employees and individuals))
- Accounts Inactivity Aging (individuals and employees)

Appeals (quarterly)

- Total number of appeals
- Total number of open and closed appeals

Access, Affordability and Choice (monthly)

- How many plans selected
The number of accounts that have selected a plan for coverage
- How many plans selected by type and market
Number of each type of plan (EPO, PPO, HMO ...) that applicants have selected for coverage in the Individual market and in the SHOP market.
- Number of plans selected by people who were previously uninsured (*non-mandatory - soft metric*)
The number of people who selected a plan that voluntarily indicated that they did not have insurance coverage within the last 6 months. Includes all household members.
- Average premium (gross and net)
The average monthly premium amount for all policies selected, across all applicants (all ages and incomes). Gross amount is the price before assistance (APTC or employer contribution); Net amount is the price paid by the policy holder.
- How many selected APTC and/or CSR
The number of covered lives that are receiving financial assistance in the Individual market.

Customer Service Center (weekly)

- Total number of contacts (includes total number of calls and total number of chats, emails and web forms)
The number of requests for assistance that were submitted to the Service Center in any format other than paper applications.
- Percentage of calls answered in 20 seconds
The percentage of in-bound telephone calls that are answered within 20 seconds of their arrival at the Service Center.
- Top three most common categories of questions
All questions received are classified to one of 15 primary categories, with a total of 55 secondary categories. This report indicates the three most common sub categories to which questions pertain.
- Top three most commonly used knowledgebase answers
Connect for Health Colorado has developed a database of articles and frequently asked questions (FAQs) that answer many common questions. This report identifies the three most commonly used articles or FAQs.

Brokers and Health Coverage Guides (HCGs) (weekly)

- Total number of Brokers certified
The total number of brokers that have completed training and the certification process
- Total number of accounts assigned with Brokers
The number of Individual and SHOP (employer) accounts that have a broker authorization currently in effect.
- Total number of certified HCGs
The total number of Health Coverage Guides that have completed training and the certification process.
- Total number of accounts with Assistance Sites selected
The number of Individual and SHOP (employer) accounts that have an Assistance-Site selection currently in effect.

System (weekly)

- Availability (uptime) excluding maintenance
Number of minutes over the reporting period in which the Marketplace system was available, divided by the number of minutes during which it was planned to be available.

- Percentage of web pages serviced within 5 seconds
The percentage of Marketplace web pages that were transmitted from the Marketplace data center within 5 seconds of the receipt of the request for the pages.
- How many visitors to home page
The number of visitors to www.ConnectForHealthCO.com,
- Most commonly viewed informational web site pages
The top 3 most commonly viewed informational pages from the corporate web site, not the shopping portal

Application Activity (monthly)

- Total number of accounts created
The number of unique user accounts created within the Marketplace system, including individuals, employers, employees, agent/brokers, Health Coverage Guides and Assistance Sites, and service-center representatives.
- Total accounts created by channel (broker/agent, HCGs, customer service center, customers (employers, employees and individuals)
A segmentation of the Total Number of Accounts Created.
- Account Inactivity Aging (individuals and employees)
A report accounts that a) have not submitted a completed application and b) have been inactive for a period of time. The report is segmented into 15-day intervals. This report has two forms:.

Appeals (quarterly)

- Total number of appeals
The number of appeals initiated and received during the quarter.
- Total number of open and closed appeals
The number of appeals that were open (not resolved) at the end of the quarter, and the number of appeals that were closed (resolved) during the quarter.

Glossary

APTC	Advance Premium Tax Credit
CSR	Cost Sharing Reduction
HCG	Health Coverage Guide
SLA	Service-Level Agreement