

## Connect for Health Colorado: Operating Metrics

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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 operating metrics that will provide a snapshot of current operations through the first month. These metrics can be reported 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
- Number of plans selected by people who were previously uninsured (*non-mandatory - soft metric*)
- Average premium (gross and net)
- How many elected to receive 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

### Agent/Brokers and Health Coverage Guides (HCGs) (weekly)

- Total number of Agent/Brokers certified
- Total number of accounts assigned with Agent/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)
- Incomplete 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.*

### Agent/Brokers and Health Coverage Guides (HCGs) (weekly)

- Total number of Agent/Brokers certified  
*The total number of brokers that have completed training and the certification process.*
- Total number of accounts assigned with Agent/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](http://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.*
- Incomplete Accounts - 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.*

### 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    |