



Marketplace Dashboard

Reporting period: 10/1/13 – 2/1/14

Access, Affordability, and Choice	
Covered Lives	69,750
Enrollments Utilizing APTC/CSR	37,547
Previously Uninsured Enrollments	Not Available
Plans Selected	46,715
Individual	45,419
Medical	35,013
Medical/Dental	10,023
Dental	383
SHOP	1,296
Medical	1,200
Medical/Dental	50
Dental	19
Average Premium	
Gross – before APTC	\$ 369
Net – after APTC	\$ 106

Customer Relationship	
Contact Stats	
Total page views	28,423,005
Unique homepage visitors	908,896
Unique web visits	1,658,468
Chats serviced	26,152
Calls serviced	147,485
Calls answered within 20 seconds	31%

Technical Performance	
Availability	99.95%
Pages served within 5 seconds	99.60%
Average page response time	1.5 sec

Appeals	
Appeals	89
Open	58
Closed/Transitioned to HCPF	31

Account Activity	
Accounts Created	175,693
Broker	2,292
HCG	408
Customer Service Center	516
Individual	168,090
Employee	1,139
Employer	3,248
Account Aging (>30 days without enrollment)	
October	In Progress
November	In Progress
December	In Progress
January	In Progress
February	In Progress

Top 3	
Top 3 pages	Search for Quotes
	Eligibility
	Compare Plans
Top 3 knowledgebase articles	In Progress
	In Progress
	In Progress
Top 3 consumer questions	In Progress
	In Progress
	In Progress

Brokers and Health Coverage Guides	
Certified Brokers	1,473
Accounts managed by brokers	In Progress
Health Coverage Guides	446
Accounts managed by HCGs	In Progress