

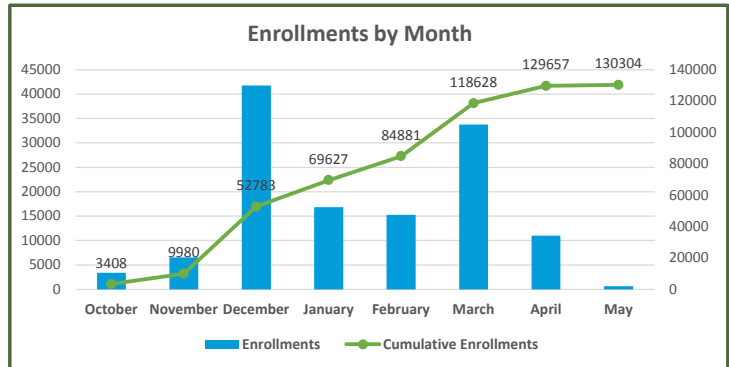


# Marketplace Dashboard

Reporting period: 10/1/13 – 5/3/14

## Access, Affordability, and Choice

<b>Covered Lives</b>	<b>130,304</b>
Individual	128,321
SHOP	1,983
<b>Enrollments Utilizing APTC/CSR</b>	<b>76,766</b>
<b>Average Premium</b>	
<b>Non Financially Assisted</b>	<b>\$ 286.96</b>
Catastrophic	\$ 148.58
Bronze	\$ 260.37
Silver	\$ 324.34
Gold	\$ 359.51
Platinum	\$ 342.00
<b>Financially Assisted - Gross/Net</b>	<b>\$349.78 / \$165.68</b>
Bronze	\$327.24 / \$96.83
Silver	\$402.90 / \$123.56
Gold	\$437.77 / \$245.37
Platinum	\$433.88 / \$252.59



## Account Activity

Individual Accounts	269,682
Employee Accounts	2,222
Employer	4,032
<b>Accounts Currently Aging</b>	
October	48,449
November	31,690
December	45,787
January	22,196
February	21,696
March	59,634
April	6,383
May	746

## Technical Performance

<b>Availability</b>	<b>99.9%</b>
Pages served within 5 seconds	99.6%
Average page response time	1.5 sec

## Appeals as of 05/03/2014

<b>Open:</b>	<b>107</b>
Informal Resolution Process	78
Office of Administrative Courts	4
Pending Withdrawal	25
<b>Closed:</b>	<b>114</b>
Medicaid/CHP+ only Appeals	12

## Channels

<b>Broker Assisted Enrollments</b>	<b>*42,323</b>
Certified Brokers	1,554
<b>HCG Assisted Enrollments</b>	<b>WIP</b>
Trained Health Coverage Guides	444
<b>Service Center Assisted Enrollments</b>	<b>WIP</b>
<b>Carrier Direct</b>	<b>WIP</b>

## Customer Relationship

<b>Contact Stats</b>	
Total page views	48,683,983
Unique homepage visitors	1,331,826
Unique web visits	2,620,958
Inbound calls serviced	320,940
Inbound chats serviced	41,914
<b>Calls answered within 20 seconds</b>	<b>37%</b>

## Top Three

<b>Top 3 marketplace pages</b>	1.) Eligibility
	2.) Search for Quotes
	3.) Compare Plans
<b>Top 3 consumer questions</b>	1.) General Information
	2.) Pre-Enrollment Questions
	3.) Enrolling

\*Data Under Verification