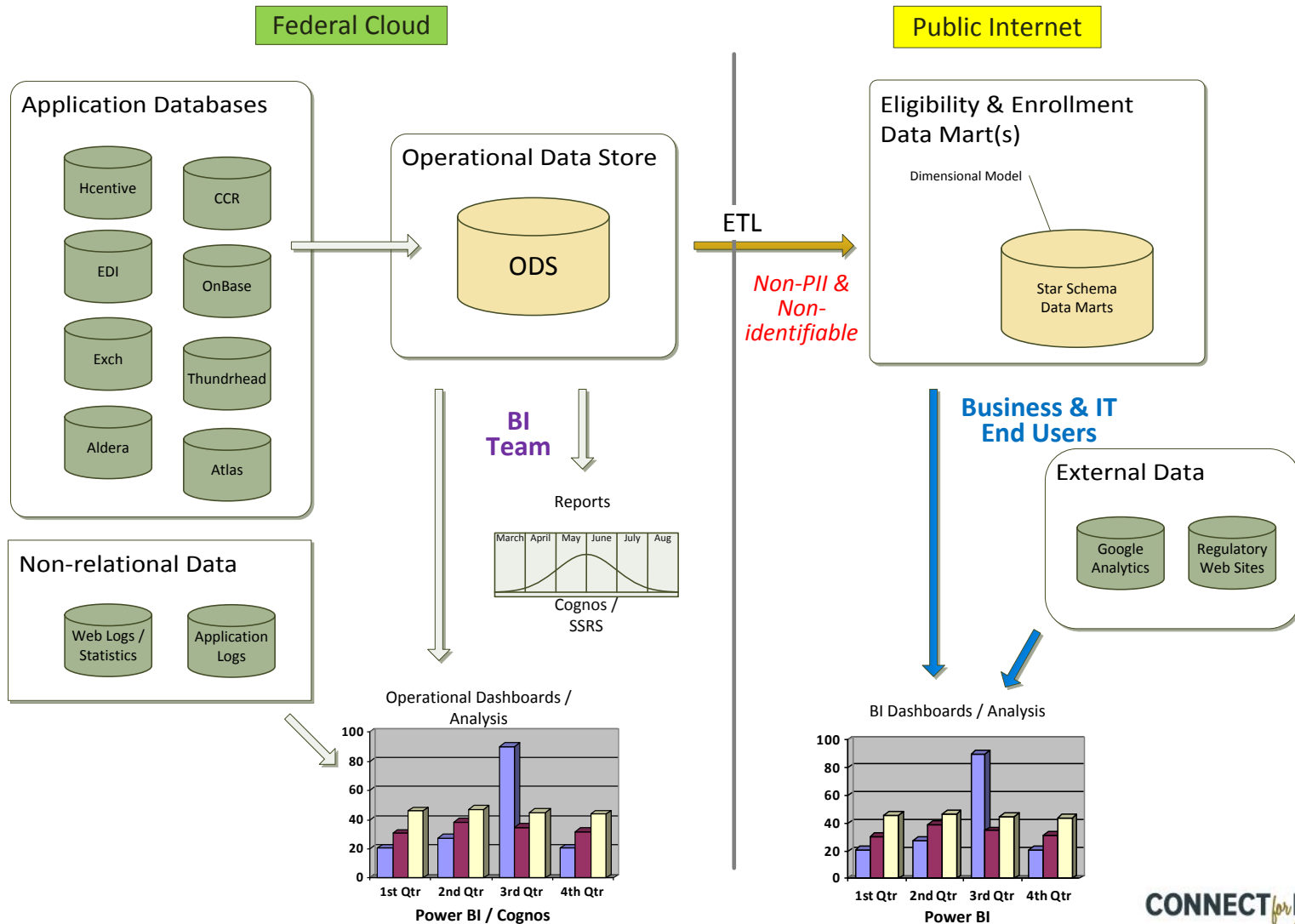




# BUSINESS INTELLIGENCE INITIATIVES

August 22<sup>nd</sup>, 2016

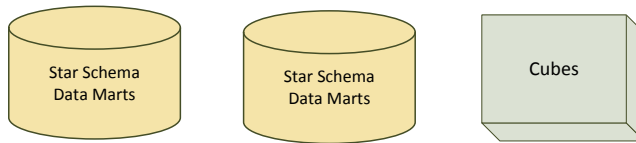
# Self-Service BI Architecture (Phase 1 current development; Available Sept 2016)



# Phase 2 (to be proposed): Predictive Analytics, Statistical Analysis, Modeling

Public Internet

Data Mart(s)

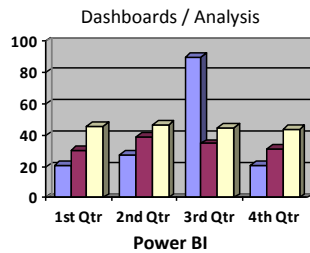


Predictive / Statistical Model Development

IT Developed

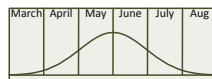
Self-service

Visualization / Analysis



Excel Spreadsheet

Reports



Predictive Analytics / Discovery / Data Mining / Statistical Analysis

Enrollment Probability

Geographic Classification

Time Series Forecasts

Probable Outcome

Predictive Model Output

# Initial Focus on the INDIVIDUAL Marketplace, Medical Coverage only (Phase 2)

- Tracking the Process: Qualified Health Plan (QHP) Selection → through Effectuation
  - Re-Enrollment (automatic and active)
  - Switching Plans (including premium change)
  - Coloradoans who enroll for coverage, but don't pay (e.g., don't effectuate)
    - Likelihood of this result happening; create programs that proactively reach out to this population.
- Likelihood of Renewing or leaving the Marketplace
  - Considerations: Fed/State-based income, cost of living as related to awarded/applied APTC
- Coloradoans not Enrolled through the Marketplace
  - Eligible to use the Marketplace but not yet Enrolled
    - Account created on the Marketplace, but not enrolled
    - Identified through CBMS/PEAK
  - Eligible for Financial Assistance (FA), but not enrolled
  - Not Insured
  - Other Populations