



# Marketplace Dashboard

Reporting period: 10/1/13 - 01/31/15

Access, Affordability, and Choice	2014	2015
<b>Submitted Enrollments</b>	<b>152,243</b>	<b>132,680</b>
<b>Currently Covered Lives</b>	<b>125,006</b>	<b>128,372</b>
Individual	123,138	127,919
SHOP	1,868	453
<b>Enrollments Utilizing APTC/CSR</b>	<b>69,578</b>	<b>67,819</b>
<b>Average Selected Premium</b>		
<b>Non Financially Assisted</b>	<b>\$ 281.74</b>	<b>\$ 285.04</b>
Catastrophic	\$ 149.78	\$ 130.03
Bronze	\$ 258.82	\$ 267.75
Silver	\$ 317.83	\$ 325.68
Gold	\$ 350.99	\$ 357.22
Platinum	\$ 331.29	\$ 344.53
<b>Financially Assisted - Gross/Net</b>	<b>\$400.36/\$128.86</b>	<b>\$375.10/\$214.93</b>
Bronze	\$344.22/\$97.70	\$349.91/\$136.66
Silver	\$414.72/\$126.25	\$421.83/\$175.46
Gold	\$464.29/\$248.54	\$480.16/\$303.04
Platinum	\$450.69/\$245.53	\$492.10/\$327.98

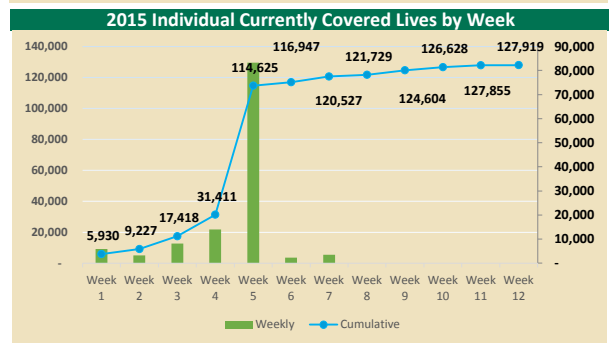
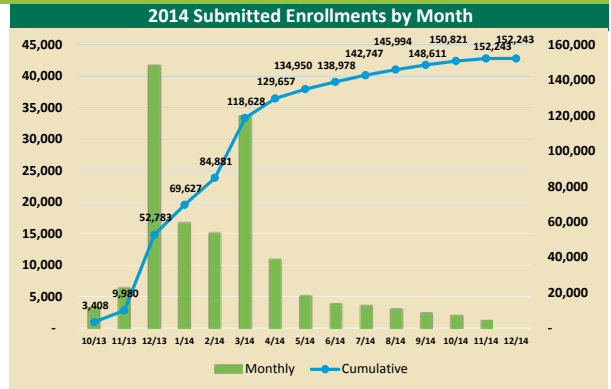
Assistance Channels	2014	2015
<b>Broker Assisted Enrollments</b>	47,638	49,574
Certified Brokers	1,580	1,313
<b>HCG Assisted Enrollments</b>	*9,817	6,758
Trained Health Coverage Guides	446	455
Certified Application Counselors	154	166
<b>Service Center Assisted Enrollments</b>	<i>In Progress</i>	<i>In Progress</i>
<b>Carrier Direct</b>	761	522

\* Data self-reported; measures undergoing verification.

Account Activity	
Individual Accounts	345,536
Employee Accounts	3,648
Employer	5,903
<b>Accounts Currently Aging</b>	
October '13	47,278
November '13	31,015
December '13	44,287
January '14	21,550
February '14	20,915
March '14	57,188
April '14	5,722
May '14	3,340
June '14	3,069
July '14	2,069
August '14	2,032
September '14	1,942
October '14	2,488
November '14	12,158
December '14	20,100
January '15	13,497

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

\*2014 Total Covered Lives went down significant due to processed Cancellations.



\* Auto-renewals were processed during Week 5.

Customer Relationship	
<b>Contact Stats</b>	
Total page views	89,393,242
Unique homepage visitors	2,115,860
Unique web visits	4,324,557
Inbound calls serviced	556,564
Inbound chats serviced	67,877
<b>Calls answered within 20 seconds</b>	<b>55%</b>

Top Three	
<b>Top 3 marketplace pages</b>	1.) Manage Documents 2.) Search for Quotes 3.) Eligibility
<b>Top 3 consumer questions</b>	1.) General Information 2.) Enrollment Process Questions 3.) Challenge During Enrollment

Appeals	
<b>Open</b>	<b>138</b>
Informal Resolution Process	108
Office of Administrative Courts	6
Pending Withdrawal	24
<b>Closed</b>	<b>291</b>
Medicaid/CHP+ only Appeals	58