



Marketplace Dashboard

Reporting period: 10/1/13 - 2/28/15

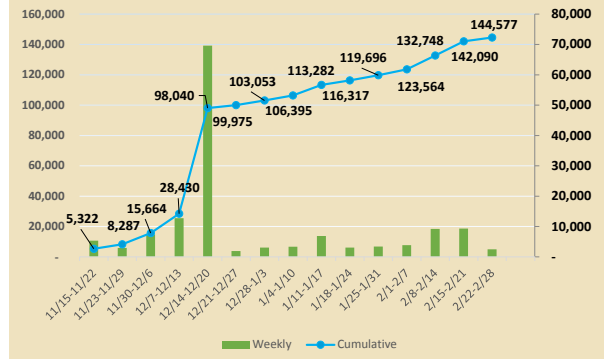
Access, Affordability, and Choice	2014	2015
Submitted Enrollments	152,243	153,945
Currently Covered Lives	125,006	144,577
Individual	123,138	144,577
SHOP	1,868	*3716
Medical	102,299	141,639
Dental	22,987	25,330
Enrollments Utilizing APTC/CSR	69,578	76,590
Average Selected Premium		
Non Financially Assisted	\$ 281.74	\$ 285.04
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
Financially Assisted - Gross/Net	\$400.36/\$128.86	\$392.24/\$163.22
Bronze	\$344.22/\$97.70	\$342.41/\$131.46
Silver	\$414.72/\$126.25	\$414.98/\$170.05
Gold	\$464.29/\$248.54	\$475.47/\$298.72
Platinum	\$450.69/\$245.53	\$498.32/\$331.77

Assistance Channels	2014	2015
Broker Assisted Enrollments	47,638	54,923
Certified Brokers	1,580	1,306
HCG Assisted Enrollments	*9,817	8,206
Trained Health Coverage Guides	446	471
Certified Application Counselors	154	169
Service Center Assisted Enrollments	<i>In Progress</i>	<i>In Progress</i>
Carrier Direct	761	526

* Data self-reported.

Account Activity	
Individual Accounts	368,421
Employee Accounts	3,787
Employer	6,166
Accounts Currently Aging	
October '13	46,860
November '13	30,680
December '13	43,713
January '14	21,290
February '14	20,481
March '14	56,267
April '14	5,627
May '14	3,302
June '14	3,037
July '14	2,019
August '14	1,982
September '14	1,882
October '14	2,436
November '14	11,594
December '14	18,739
January '15	12,130
February '15	20,184

2015 - Individual Only Covered Lives (Medical + Dental)



* Auto-renewals were processed during Week 5.

Customer Relationship

Contact Stats	
Total page views	99,044,797
Unique homepage visitors	2,261,640
Unique web visits	4,650,609
Inbound calls serviced	597,575
Inbound chats serviced	77,327
Calls answered within 20 seconds	44%

Top Three

Top 3 marketplace pages	1.) Manage Documents
	2.) Search for Quotes
	3.) Eligibility
Top 3 consumer questions	1.) General Information
	2.) Life Change Event
	3.) Enrolling

Appeals

Open	182
Informal Resolution Process	151
Office of Administrative Courts	5
Pending Withdrawal	26
Closed	210
Medicaid/CHP+ only Appeals	81

Technical Performance

Availability	99.7%
Pages served within 5 seconds	99.2%
Average page response time	.90 sec

*2015 SHOP numbers are the currently covered lives, regardless of date of enrollment