



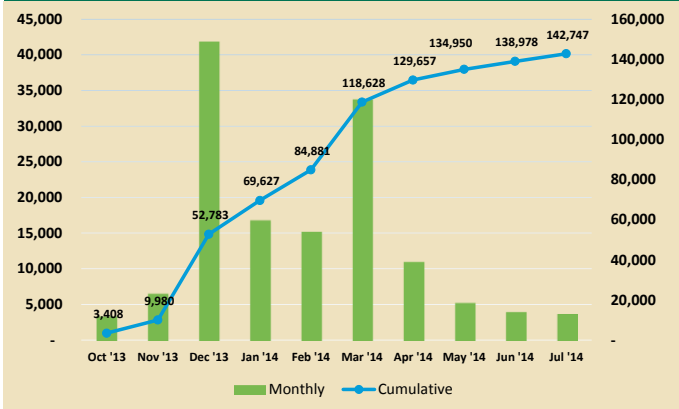
# Marketplace Dashboard

Reporting period: 10/1/13 – 7/31/14

## Access, Affordability, and Choice

<b>Submitted Enrollments</b>	<b>142,747</b>
Individual	140,355
SHOP	2,392
<b>Enrollments Utilizing APTC/CSR</b>	<b>83,446</b>
<b>Average Selected Premium</b>	
<b>Non Financially Assisted</b>	<b>\$ 284.79</b>
Catastrophic	\$ 148.00
Bronze	\$ 259.98
Silver	\$ 321.84
Gold	\$ 357.96
Platinum	\$ 336.16
<b>Financially Assisted - Gross/Net</b>	<b>\$397.79 / \$179.63</b>
Bronze	\$326.86 / \$97.80
Silver	\$401.91 / \$124.38
Gold	\$434.52 / \$246.94
Platinum	\$427.87 / \$249.41

## Submitted Enrollments



## Account Activity

Individual Accounts	280,830
Employee Accounts	2,676
Employer	4,345
<b>Accounts Currently Aging</b>	
October	48,095
November	31,483
December	45,357
January	21,962
February	21,254
March	57,997
April	5,863
May	3,530
June	3,331
July	2,524

## Assistance Channels

<b>Broker Assisted Enrollments</b>	42,851
Certified Brokers	*1,580
<b>HCG Assisted Enrollments</b>	*8,714
Trained Health Coverage Guides	432
Certified Application Counselors	232
<b>Service Center Assisted Enrollments</b>	<i>In Progress</i>
<b>Carrier Direct</b>	<i>In Progress</i>

## 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>

## Customer Relationship

<b>Contact Stats</b>	
Total page views	53,991,050
Unique homepage visitors	1,461,597
Unique web visits	2,898,053
Inbound calls serviced	351,069
Inbound chats serviced	44,889
<b>Calls answered within 20 seconds</b>	<b>62%</b>

## Appeals

<b>Open</b>	<b>57</b>
Informal Resolution Process	32
Office of Administrative Courts	4
Pending Withdrawal	21
<b>Closed</b>	<b>184</b>

## Top Three

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

\*Data self-reported; measures undergoing verification