



Marketplace Dashboard

Reporting period: 10/1/13 – 12/31/14

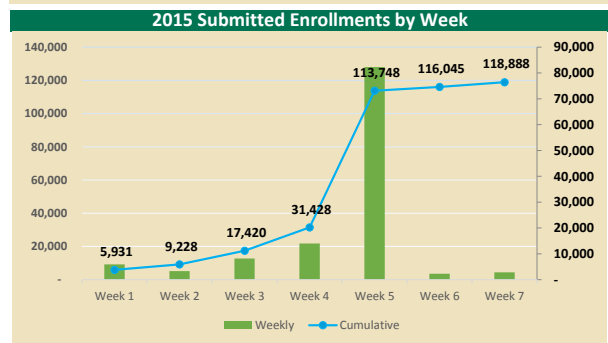
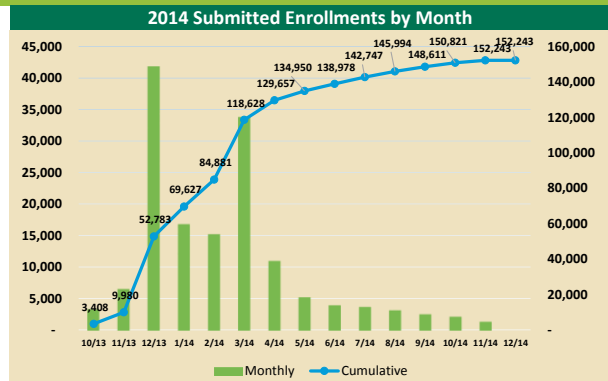
Access, Affordability, and Choice	2014	2015
Submitted Enrollments	152,243	121,751
Currently Covered Lives	125,006	119,718
Individual	123,138	118,888
SHOP	1,868	830
Enrollments Utilizing APTC/CSR	69,578	61,087
Average Selected Premium		
Non Financially Assisted	\$ 281.74	\$ 287.03
Catastrophic	\$ 149.78	\$ 130.79
Bronze	\$ 258.82	\$ 270.54
Silver	\$ 317.83	\$ 328.92
Gold	\$ 350.99	\$ 358.39
Platinum	\$ 331.29	\$ 346.51
Financially Assisted - Gross/Net	\$400.36/\$128.86	\$401.12/\$172.77
Bronze	\$344.22/\$97.70	\$351.51/\$138.90
Silver	\$414.72/\$126.25	\$423.28/\$178.25
Gold	\$464.29/\$248.54	\$483.26/\$304.81
Platinum	\$450.69/\$245.53	\$497.08/\$334.55

Assistance Channels	2014	2015
Broker Assisted Enrollments	47,638	45,189
Certified Brokers	1,580	1,279
HCG Assisted Enrollments	*9,817	5,821
Trained Health Coverage Guides	446	455
Certified Application Counselors	154	166
Service Center Assisted Enrollments	<i>In Progress</i>	<i>In Progress</i>
Carrier Direct	761	521

* Data self-reported; measures undergoing verification.

Account Activity	
Individual Accounts	332,352
Employee Accounts	3,520
Employer	5,697
Accounts Currently Aging	
October '13	47,455
November '13	31,134
December '13	44,552
January '14	21,703
February '14	20,995
March '14	57,357
April '14	5,769
May '14	3,374
June '14	3,093
July '14	2,078
August '14	2,052
September '14	1,981
October '14	2,583
November '14	12,590
December '14	21,016

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



* Auto-renewals were processed during Week 5.

Customer Relationship

Contact Stats	
Total page views	81,751,838
Unique homepage visitors	1,979,914
Unique web visits	4,022,933
Inbound calls serviced	504,296
Inbound chats serviced	60,563
Calls answered within 20 seconds	56%

Top Three

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

Appeals

Open	110
Informal Resolution Process	82
Office of Administrative Courts	3
Pending Withdrawal	25
Closed	270
Medicaid/CHP+ only Appeals	28

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