



Marketplace Dashboard (Ending May 2015)

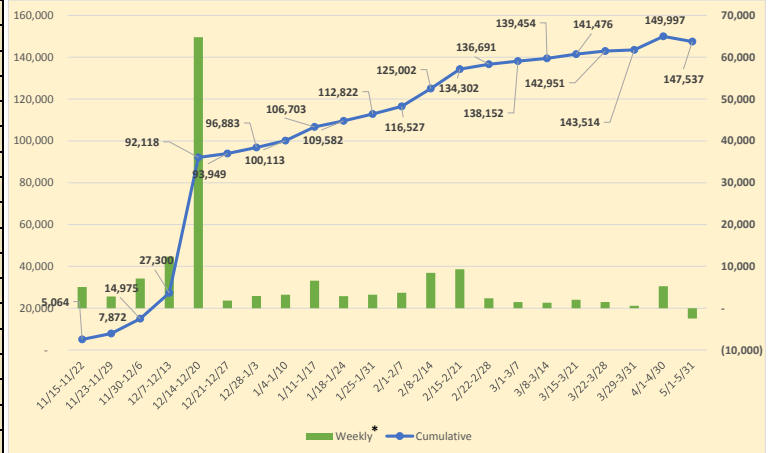
Access, Affordability, and Choice	2014 Plan Year	2015 Plan Year
Cumulative Total Covered Lives	125,006	150,030
Submitted Enrollments	N/A	18,534
Effectuated Enrollments	N/A	131,496
Cumulative Total Covered Lives (Line of Biz)		
Individual (See Graph)	123,138	147,537
SHOP	1,868	2,493
Medical	102,299	143,041
Dental	22,987	25,744
Effectuated Enrollments With APTC/CSR (Medical)	69,578	73,438
Total APTC/CSR Administered (\$) (Medical)	N/A	TBD
Effectuated Enrollments Without APTC/CSR (Medical)	N/A	54,811
Average Selected Premium (Effectuated Enrollments)		
Non Financially Assisted (No APTC)	\$ 281.74	\$ 243.50
Catastrophic	\$ 149.78	\$ -
Bronze	\$ 258.82	\$ 261.57
Silver	\$ 317.83	\$ 315.49
Gold	\$ 350.99	\$ 350.35
Platinum	\$ 331.29	\$ 353.99
Financially Assisted - Gross/Net (APTC)	\$400.36/\$128.86	\$392.26/\$160.21
Bronze	\$344.22/\$97.70	\$344.14/\$129.39
Silver	\$414.72/\$126.25	\$413.85/\$166.48
Gold	\$464.29/\$248.54	\$473.44/\$294.35
Platinum	\$450.69/\$245.53	\$500.79/\$329.74

Assistance Channels (Effectuated Enrollments)	2014	2015
Broker Assisted	47,638	60,237
Certified Brokers	1,580	1,298
HCG Assisted	*9,817	9,184
Trained Health Coverage Guides	446	409
Certified Application Counselors	154	179
Service Center Assisted	<i>In Progress</i>	<i>In Progress</i>
Carrier Direct	761	650

* Data self-reported.

Account Activity	
Individual Accounts	383,064
Employee Accounts	4,160
Employer Accounts	6,565
Accounts Currently Aging	
October '13	46,657
November '13	30,583
December '13	43,528
January '14	21,205
February '14	20,349
March '14	55,784
April '14	5,502
May '14	3,219
June '14	3,011
July '14	2,010
August '14	1,972
September '14	1,862
October '14	2,416
November '14	11,411
December '14	18,372
January '15	11,748
February '15	19,343
March '15	4,652

2015 - Cumulative Total Covered Lives - Unique Individuals (Medical + Dental)



*Auto renewals were processed during Week 5. Beginning in April 2015, monthly data is being graphed.

Customer Relationship	
Contact Stats	
Total Page Views (May 1 - 31)	2,702,375
Unique Homepage Visitors (May 1 - 31)	51,675
Total Homepage Visitors (May 1 - 31)	83,579
Inbound Calls Answered (To Date / May)	798,350 / 24,924
Inbound Chats Serviced (To Date / May)	86,739 / 1,861
Calls answered within 90 seconds (To Date / May)	42% / 47%

Top Three	
Top 3 marketplace pages	1.) Search for Quotes 2.) Manage Documents 3.) Eligibility
Top 3 consumer questions	1.) General Information - Customer Assistance Questions 2.) Life Change Event - Termination Plan 3.) Back Office - Mailroom

Appeals	
Open	198
Informal Resolution Process	170
Office of Administrative Courts	5
Pending Withdrawal	23
Closed	353
Medicaid/CHP+ only Appeals	109

Technical Performance	
Availability	100.0%
Pages served within 5 seconds	100.0%
Average page response time	.87 sec

"Marketplace Dashboard Explanation of Terms" on the second page.

Marketplace Dashboard data generated on Thursday, June 4, 2015.

Term	Description
Cumulative Total Covered Lives	A <u>unique</u> number of insured Individuals / Employees / Dependents who have at one time had either a Submitted or Effectuated enrollment for Individual or the Small Business (SHOP) Marketplace. Includes both Medical and Dental policies (including those who only purchased Dental). Enrollments generally move from Submitted to Effectuated (and/or cancelled). "Cumulative" terminology includes those who Effectuated in the current plan year and later cancelled a policy. "Current" terminology does not include those who Effectuated and later cancelled in the current plan year.
Submitted Enrollments	Individuals / Employees / Dependents who selected a plan and submitted their enrollments with either the Individual or Small Business (SHOP) Marketplace. These Submitted enrollments will either progress to be Effectuated or ultimately cancel.
Effectuated Enrollments	Individuals / Employees / Dependents whose Individual or Small Business (SHOP) Marketplace enrollment has been submitted to the Carrier and the Carrier has acknowledged an active enrollment (the customer paid their first month premiums). Includes those who Effectuated in the current plan year and later cancelled a policy. This number divided by the Cumulative Total Covered Lives is how % Effectuated is tracked.
Cumulative Total Covered Lives (Line of Biz)	The below four sub-categories should be interpreted singularly. Individual and the Small Business (SHOP) Marketplace counts sum to Cumulative Total Covered Lives. However, Medical and Dental counts do <u>NOT</u> sum to Cumulative Total Covered Lives because, for example, someone could have both a Medical and Dental policy and will be counted in both categories.
Individual	A unique number of all cumulative Submitted and Effectuated enrollments for the Individual Marketplace. Includes both Medical and Dental policies. This number plus SHOP in the line below, equals the Cumulative Total Covered Lives.
SHOP	A unique number of all cumulative Submitted and Effectuated enrollments for the Small Business (SHOP) Marketplace. 2015 small business numbers are calculated regardless of the date of enrollment. Includes both Medical and Dental policies. This number plus Individual in the line above, equals the Cumulative Total Covered Lives.
Medical	All cumulative Submitted and Effectuated enrollments for Medical policies. Note, someone could have both a Medical and Dental policy and will be counted in both categories.
Dental	All cumulative Submitted and Effectuated enrollments for Dental policies. Note, someone could have both a Medical and Dental policy and will be counted in both categories.
Effectuated Enrollments With APTC/CSR <small>(Medical)</small>	All cumulative Effectuated enrollments for the Individual Marketplace that either have APTC and/or CSR. Includes both Medical and Dental policies.
Total APTC/CSR Administered (\$) <small>(Medical)</small>	In Progress.
Effectuated Enrollments Without APTC/CSR <small>(Medical)</small>	All cumulative Effectuated enrollments for the Individual Marketplace that either have neither APTC nor CSR. Includes both Medical and Dental policies. Note, adding Effectuated enrollments with and without APTC/CSR will NOT sum to the "Effectuated Enrollments" line above because an enrollment could begin in one category (e.g., with APTC) and then later change to another (e.g., without APTC) and would be counted in both categories.
Average Selected Premium - for Non Financially Assisted and Financially Assisted <small>(Effectuated Enrollments)</small>	Average (\$) premium amount across plan categories for cumulative Effectuated enrollments for the Individual Marketplace. Does not include Submitted enrollments. The plan categories in this section are broken out between Non Financially Assisted (no APTC) and Financially Assisted (APTC).
Account Activity	
Accounts	Individuals / Employers / Employees who initially created an Account ID at one point with the Marketplace. They may later submit and then effectuate their enrollment.
Accounts Currently Aging	Accounts who initially created an Account ID but did not Submit their enrollment(s).
	Note, all "Effectuated Enrollments" counted on this report are "Cumulative" and include those who Effectuated in the current plan year and later cancelled a policy.