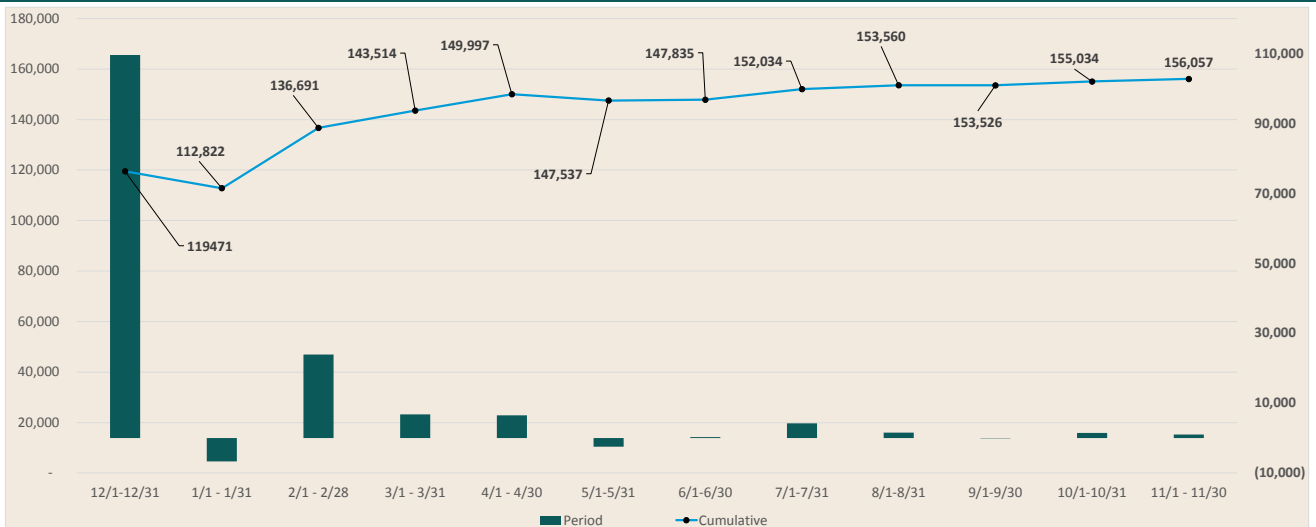


Access, Affordability, and Choice			2014 Plan Year		2015 Plan Year		Technical Performance		Account Activity		
<b>Cumulative Total Covered Lives</b>			125,006		158,793		<b>Availability (Nov 1 - 31)</b>		100.0%	Individual Accounts	397,569
Submitted Enrollments			N/A		7,241		<b>Pages served within 5 seconds (Nov 1 - 31)</b>		100.0%	Employee Accounts	4,531
Effectuated Enrollments			N/A		151,552		<b>Average page response time (Nov 1 - 31)</b>		0.56 sec	Employer Accounts	6,965
<b>Cumulative Total Covered Lives (Line of Biz)</b>							* Data self-reported.			<b>Accounts Currently Aging</b>	
Individual (See Graph)			123,138		156,057		<b>Top Three</b>		November '14	11,310	
SHOP			1,868		2,736		<b>Top 3 marketplace pages</b>	Main Page	December '14	18,365	
Medical			102,299		152,795			Individual	January '15	11,677	
Dental			22,987		22,600		<b>Top 3 consumer questions</b>	Individual/Account/Overview	February '15	19,364	
<b>Effectuated Enrollments With APTC/CSR (Medical)</b>			69,578		80,535			General Information - Customer Assistance Questions	March '15	4,562	
<b>Total APTC/CSR Administered (\$) (Medical)</b>			N/A		TBD			General Information - Medicaid/CHP+/CICP	April '15	4,424	
<b>Effectuated Enrollments Without APTC/CSR (Medical)</b>			N/A		67,282		Enrolling - Enrollment Process Question	May '15	3,681		
<b>Average Selected Premium (Effectuated Enrollments)</b>							<b>Customer Relationship</b>		June '15	3,952	
<b>Non Financially Assisted (No APTC)</b>			\$ 281.74		\$ 227.39		<b>Contact Stats</b>			July '15	4,134
Catastrophic			\$ 149.78		\$ 123.73		Total Page Views (Nov 1 - 31)		6,138,036	August '15	4,509
Bronze			\$ 258.82		\$ 261.57		Unique Homepage Visitors (Nov 1 - 31)		405,558	September '15	4,171
Silver			\$ 317.83		\$ 313.67		Total Homepage Visitors (Nov 1 - 31)		506,877	October '15	5,784
Gold			\$ 350.99		\$ 347.45		Inbound Calls Answered (OE To Date / Nov)		283,733 / 57,739	November '15	13,059
Platinum			\$ 331.29		\$ 349.16		Inbound Chat Serviced (OE To Date / Nov)*		46,491 / 7,405		
<b>Financially Assisted - Gross/Net (APTC)</b>			<b>\$400.36/\$128.86</b>		<b>\$392/\$158</b>		<b>Calls answered Within 300** Seconds (OE To Date / Nov)*</b>		43% / 79%		
Bronze			\$344.22/\$97.70		\$343/\$127		*OE To Date: 11/15/14 to end of the previous month. (e.g., Ending July 2015 = 11/15/14 - 7/31/15)				
Silver			\$414.72/\$126.25		\$474/\$294		**New Metric as of Aug '15 from 90 to 300				
Gold			\$464.29/\$248.54		\$413/\$164		<b>Appeals</b>				
Platinum			\$450.69/\$245.53		\$487/\$325		<b>Open</b>		151		
<b>Assistance Channels (Count)</b>			<b>2014</b>		<b>2015</b>		Informal Resolution Process		102		
Certified Brokers			1,580		1,120		Office of Administrative Courts		10		
Trained Health Coverage Guide			446		128		Pending Withdrawal		39		
Certified Application Counselor			154		295		<b>Closed or Dismissed</b>		660		
<b>Assistance Channels (Effectuated Enrollments)</b>			<b>2014</b>		<b>2015</b>		Medicaid/CHP+ Only		426		
Broker Assisted			47,638		70,695		<b>Enrollment data generated on Monday, 12/14/2015</b>				
HCG Assisted			*9,817		11,217						
Carrier Direct			761		722						

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



Marketplace Dashboard for November 2015	
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 terminated). "Cumulative" terminology includes those who Effectuated in the current plan year and later terminated a policy. "Current" terminology does not include those who Effectuated and later terminated in the current plan year. "Canceling" occurs to an account that was never effectuated and "Terminating" occurs to an account that was at one point effectuated and later didn't pay.
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 terminate.
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 terminated 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	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 (\$) (Medical)	In Progress.
Effectuated Enrollments Without APTC/CSR (Medical)	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 (Effectuated Enrollments)	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).
<b>Account Activity</b>	
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 terminated a policy.
<b>Customer Relationship</b>	
	The website metrics now reported in Total Page Views, Unique Homepage Visitors, and Total Homepage Visitors are integrated between the educational site and the shopping portal via Google Analytics. The differences in numbers prior to June 2015 are largely due to the reporting tool used in the shopping portal prior to that time. That tool did not delineate differences in users, actions, IP addresses and sessions versus general traffic run through the site.
Calls Answered Within 300** Seconds	The Service Line metric changed from 90 seconds to 300 seconds with the new SOW/SLA Guidelines as of July 2015. Dashboard changed as of August 2015. This represents the ASA or Average Speed of Answer, and the current goal is that 80% of calls answered within 300 Seconds. Therefore, the 80% is the goal, and the 300 seconds is the baseline. The percentage reported represents the percentage of calls that are answered within the 300 seconds baseline.