

# OE Three – Business Teams' Early Results Update as of 1/20/16

- 2016 Enrollment Results as of 1/20/16 = 143,617 (116,007 via website and 27,610 auto renewed)
  - 2015 Enrollment Results as of 1/20/15 = 124,723 (59,723 via website and 65,000 auto renewed)
  
  - 2016 - Percent New Customers = 36%
  - 2015 - Percent New Customers = 24%
  
  - 2016 SHOP\* Status 1/1/16 effective date – Renewing = 97 and 70 retained, New Apps = 217 and 94 sold
  - 2015 SHOP\* Status 1/1/15 effective date – Renewing = 89 and 70 retained, New Apps = 53 and 32 sold
- \* Note: small group is not subject to the Open Enrollment Period of 11/1-1/31, as small groups can enroll any month of the year

## Channels Update

- **Service Center** – **11.01.15 to 01.20.16** = 206,662 calls, ASA = 09.03 min, AHT = 23.16 min, Service Level = 67% vs OE2 = 206,310 calls, ASA = 15.39 min, AHT = 20.33 min, Service Level = 28%.
- **Marketing** —Flagship store still open and steady, media and outreach campaigns (focused on HealthOp and un-enrolled)
- **Brokers** —Focused on new business, now that 1/1 renewals complete, Lead tool = 9,752 leads sent to Brokers, rate of enrollment = 23%
- **Asst. Network** – 28 Sites/128 HCGs + 35 CAC Sites and 296 CACs. 9,958 appts , 54% rate of enrollment