

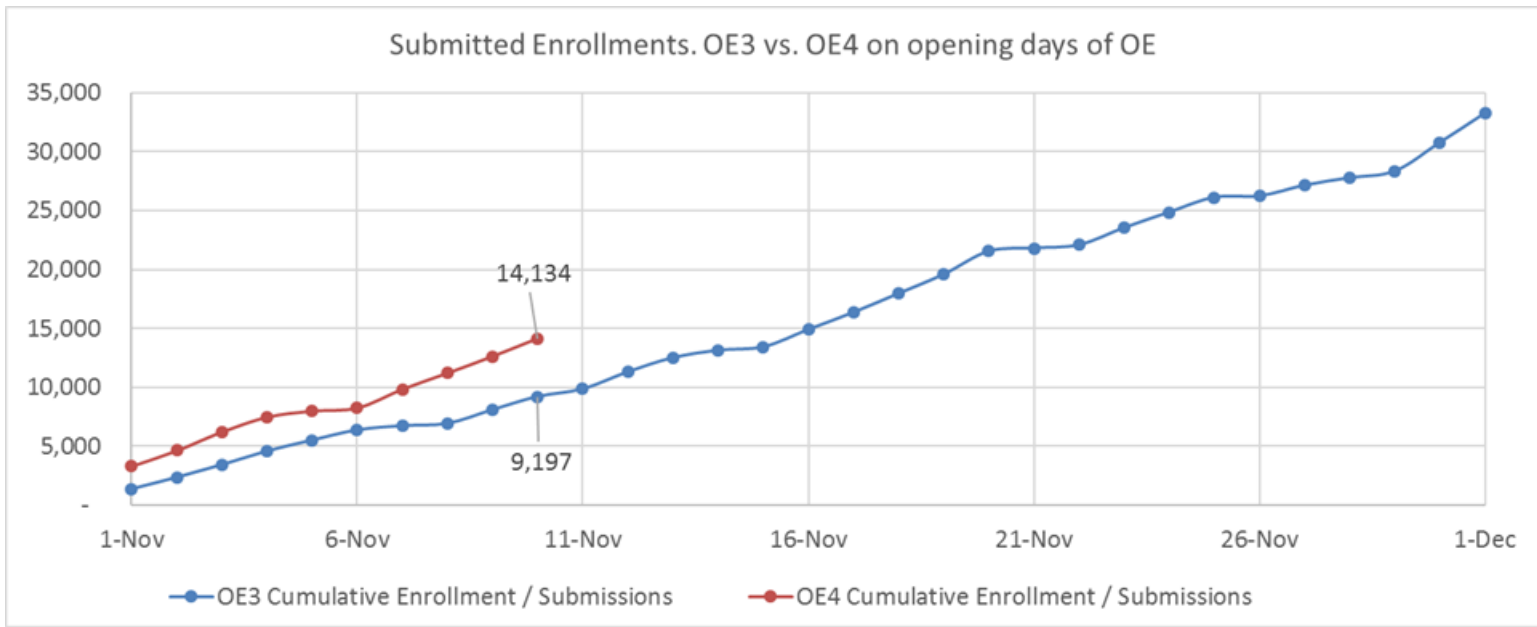


CEO REPORT: OE4 UPDATE

November 14, 2016

Submitted Enrollments

Metric (11/10)	14,134  54%	Last year	9,197
Commentary	<p>Early indications are very positive. We are consistently seeing 1300-1600 enrollments per weekday, compared to 900-1200 in week 1 of OE3. This appears to be a national trend.</p> <p>Continuing to track above last year's enrollments should allow C4HCO to achieve our target of 153,000 cumulative effectuated enrollments by 6/30/17.</p>		



Key OE4 Metrics (11/1 – 11/8)

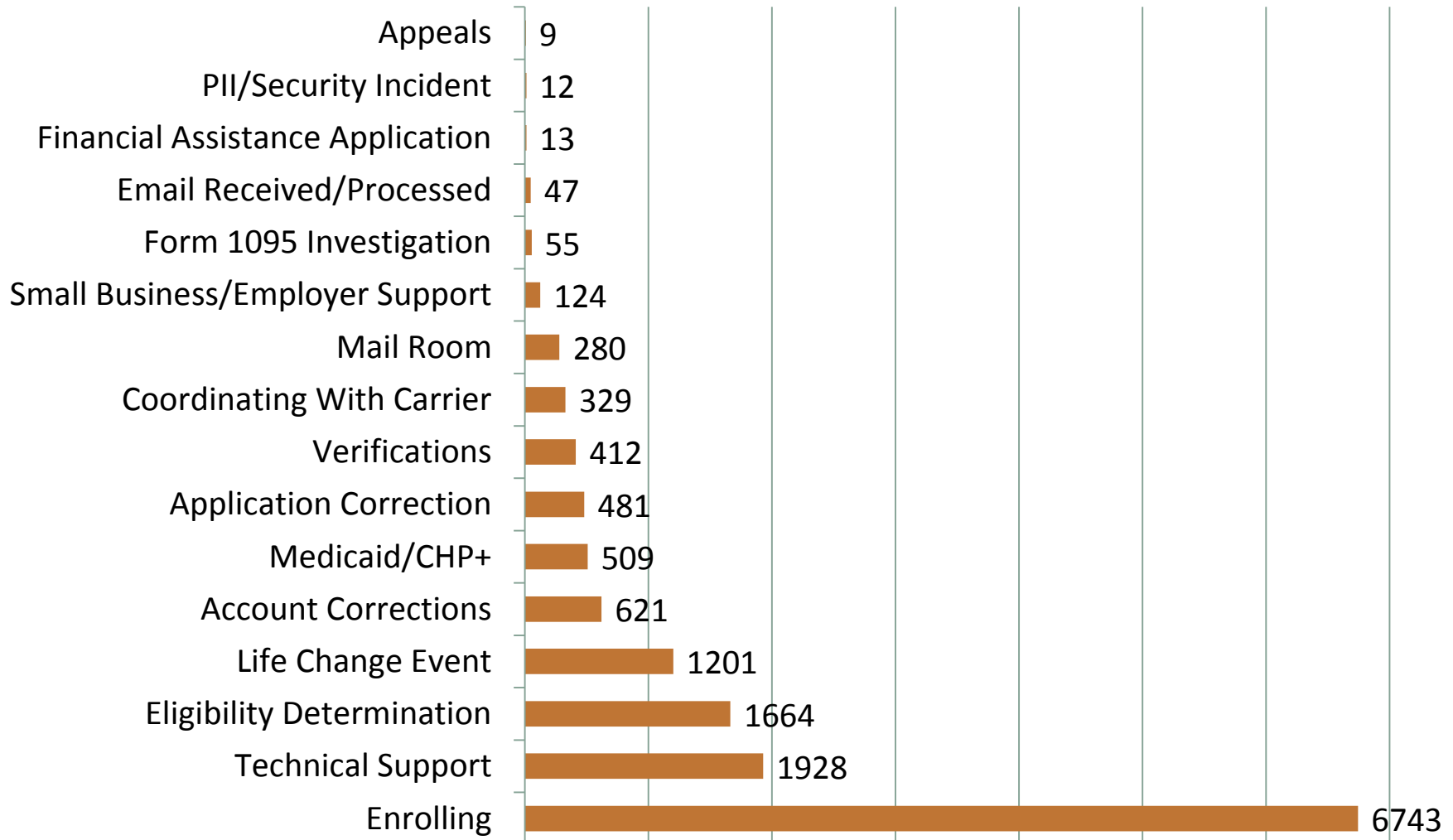
Metric	Actual	Target	Commentary
Real time eligibility (RTE)%	81%	> 80%	System changes have not negatively impacted RTE%
Reasonable Opportunity Period (ROP)%	38% 10/17-11/9	< 20%	Wording change for question that requests permission to check data against federal sources should improve these numbers.
Achievement of CSC service levels	71%	> 80%	Call volume has reduced significantly since the system issues were resolved. As a result, service levels are improving.
Average page load time	6.4 secs	< 4 secs	System performance issues have affected the enrollment website. A fix was applied on 11/5 that appears to have addressed the root cause but monitoring continues.
Total homepage visitors	88,905	↑ 3% above OE3	Volume to homepage very similar to last year. Higher enrollment numbers indicates more shopping in proportion to browsing.

Root Causes of ROPs

Cause	Mitigation	Status
<p>Customers not providing permission to check against federal data sources</p>	<p>Change to SES question in which permission is asked</p>	<p>Applied 10/30</p>
<p>When a Medicaid/APTC mixed household's income is checked, they may not have actively provided permission for the federal check.</p> <p>This can happen when a Medicaid customer from the family records an income change or also on automated basis.</p>	<p>TBD</p> <p>Communicate need to review federal data check permissions in SES</p> <p>Guidance for Medicaid channels</p>	<p>Analysis continuing</p>
<p>Income more than 25% above IRS sources</p>	<p>Capture reasonable explanations into SES</p>	<p>In place since 10/15</p>
<p>Data mismatches when calling FDSH services</p>		
<p>FDSH response code error or timeout</p>		

Call Drivers and Tickets

Ticket categorization month to date



Changes to Marketing Website

Our homepage now features a graphic that visually conveys the function of the **Quick Cost & Plan Finder Tool**.

We now have a more interesting geographic representation of our Customer Stories page called “**Coloradans Like You**”

We have **new infographics** sprinkled throughout the site to help tell the story of concepts that can sometimes be confusing. These include:

- Metal Tiers
- Tax Penalty
- How to Use Your Health Insurance

Finally, we link to or include a number of **high traffic tools** within WordPress, including:

- The Quick Cost & Plan Finder Tool
- The Small Business Tax Credit Estimator
- The Second-lowest cost silver tool
- The lowest cost bronze tool
- The Enroll America scheduler
- The Broker Lead Tool
- The Broker Directory
- The Learning Management System
- Live Chat
- MAGI calculators

Marketing and Outreach

Upcoming Marketing and Outreach Campaigns

- November 2, December 15, January 10, January 19
 - Email for EBNE, Lapsed Customers, Customer Losing Coverage
- November 7 – January 30
 - Print, Digital, Social Media, and Radio
 - Target hard to reach populations