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CONNECT FOR HEALTH COLORADO UPDATE

DENVER, CO – The first day of operations for Colorado’s new health insurance marketplace for individuals, families and small businesses saw tremendous consumer interest and quick responses to operational issues to improve responsiveness and personalized customer support.

“Day one of operations was exciting and extremely busy as tens of thousands of Coloradans visited our website to start the shopping process for health insurance,” said CEO Patty Fontneau. “We’re ready for Day 2 and taking all the necessary steps to enhance our customer service operations online, over the phone and in person.”

As of 8 pm on October 1:

- **Unique website visitors:** 79,000
- **Total web page hits:** 12 million
- **Calls and chats with Customer Service Center Representatives:** 3,700
- **Accounts created:** 5,500
- **Average call wait time:** 3 minutes 49 seconds

Individuals, families and small businesses started looking at their health insurance options, shopping for coverage that will take effect as early as January 1, 2014, and signing up for health plans. The Customer Service Center in Colorado Springs experienced high call volumes throughout the day and wait times fluctuated. Operations are being adjusted to improve responsiveness. A temporary issue with account creation was resolved.

Open enrollment continues until March 31, 2014. Individuals and families can choose from up to 150 private health insurance plans from ten carriers and small employers can create small group plans from up to 92 health insurance plans provided by six carriers. New financial assistance will be available to nearly 500,000 Coloradans to reduce costs. The Customer Service Center is open from 7 am to 8 pm Mondays through Saturdays at 1-855-PLANS-4-YOU (855-752-6749).

The marketplace is a public, non-profit entity that was established by a 2011 state law. More information is available at www.ConnectforHealthCO.com.