

# American Rescue Plan: July Update

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7/20/21



# ARP Target Audiences and Goals

| #Target Audience  | Goal(s)  |
|---|--|
| 1 Coloradans enrolled Off-Exchange (directly with a health insurance company) | Enroll on-exchange, if newly eligible for ARP tax credits  |
| 2 Uninsured Coloradans  | Enroll on-exchange   |
| 3 Coloradans receiving UI   | 1) Enroll on-exchange, if applicable<br>2) Receive ARP UI tax credits in 2021  |
| 4 Current customers, financially-assisted                                     | Receive ARP tax credits in 2021, prior to tax reconciliation   |
| 5 Current customers, non-financially assisted                                 | 1) Convert to financially assisted, if eligible for tax credits under ARP<br>2) Convert to financially assisted, if eligible for tax credits under ARP |

# New enrollments

Unique individuals who were NOT previously effectuated in the plan year. These individuals are considered potential new unique effectuations.

This Slicer will update all tabs based on the selection below:

FA or NFA Enrollment

All

Issuer Page

Demographic Page

County Level Page

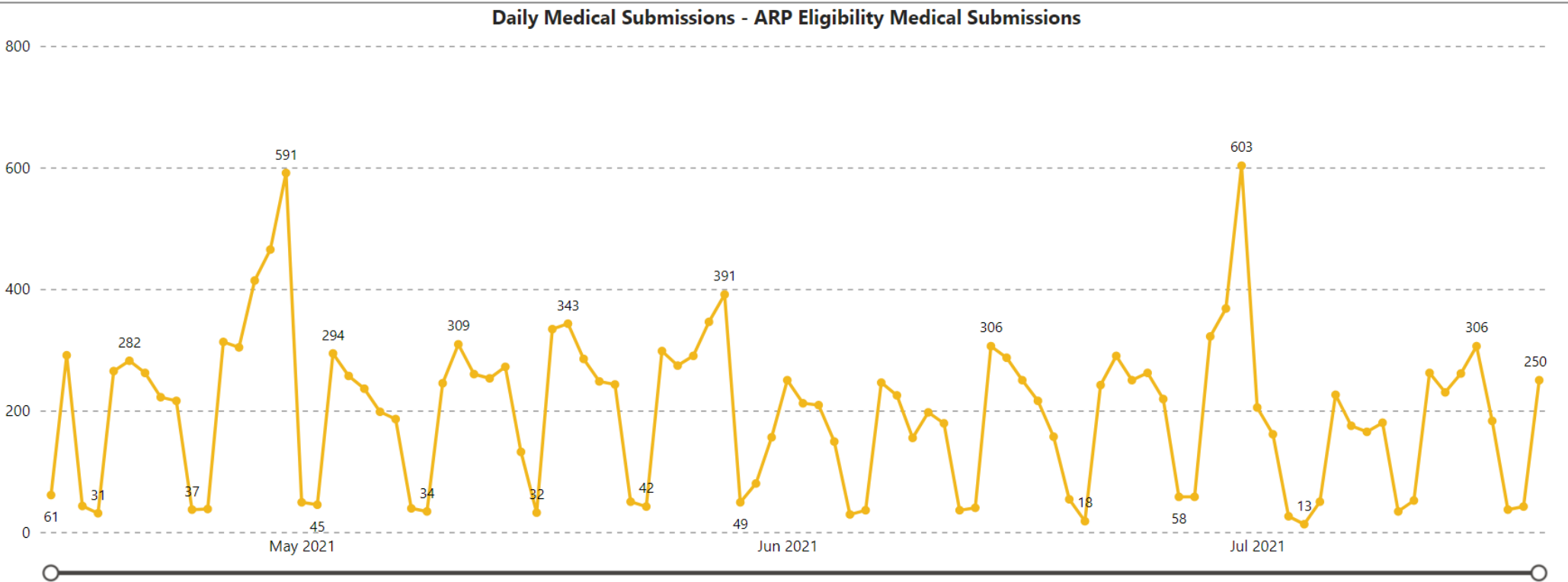
Catastrophic/Bronze/Extended Bronze Plan Page

Silver/Gold Plan Page

Total Unique ARP Eligibility Medical Submissions

**16,927**

Goal: 1,000/Weekly



# Enrollment demographics

Unique individuals who were NOT previously effectuated in the plan year.  
These individuals are considered potential new unique effectuations.

| Total Unique ARP Eligibility Medical Submissions by Gender |       |
|--|-------|
| Gender   | 2021  |
| F  | 8,798 |
| M  | 8,129 |

| Total Unique ARP Eligibility Medical Submissions by Rural Vs Urban |        |
|--|--------|
| Rural Vs Urban   | 2021   |
| Rural  | 4,087  |
| Urban  | 12,840 |

| Total Unique ARP Eligibility Medical Submissions by Age Buckets |       |
|---|-------|
| Age Buckets   | 2021  |
| 0-25  | 3,410 |
| 26-34   | 3,962 |
| 35-44   | 2,589 |
| 45-54   | 2,439 |
| 55-64   | 4,307 |
| 65+   | 220   |

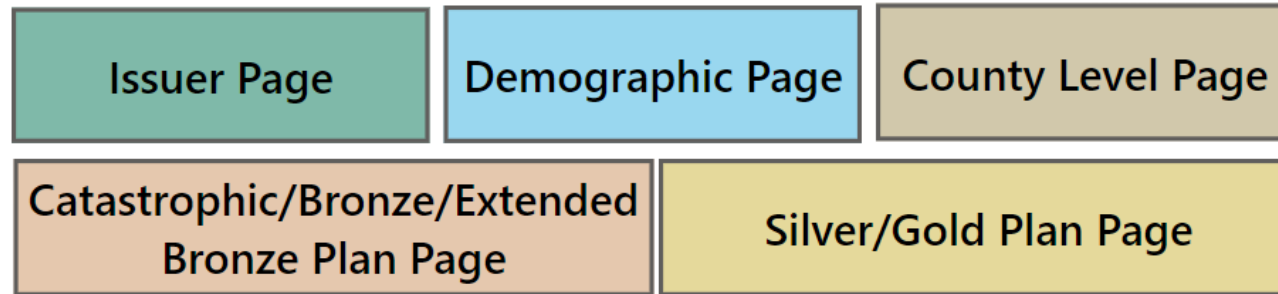
| Total Unique ARP Eligibility Medical Submissions by Rating Area |       |
|---|-------|
| Rating Area   | 2021  |
| Rating Area 1   | 1,282 |
| Rating Area 2   | 1,650 |
| Rating Area 3   | 8,726 |
| Rating Area 4   | 1,236 |
| Rating Area 5   | 418   |
| Rating Area 6   | 679   |
| Rating Area 7   | 259   |
| Rating Area 8   | 600   |
| Rating Area 9   | 2,077 |

| Total Unique ARP Eligibility Medical Submissions by FPL Buckets |       |
|---|-------|
| FPL Buckets   | 2021  |
| <100%   | 258   |
| >=100%-<=138%   | 3,888 |
| >138%-<=150%  | 657   |
| >150%-<=200%  | 2,063 |
| >200%-<=250%  | 1,863 |
| >250%-<=300%  | 1,796 |
| >300%-<=400%  | 2,482 |
| >400%   | 2,585 |
| Unknown   | 1,335 |



# Current customer ARP conversion

Unique individuals who are/were effectuated in the plan year.



| Total Pre-ARP Medical Effectuations | Total ARP Current Customer Medical Submissions | % ARP Total Current Customer Medical Submission |
|-------------------------------------|--|---|
| 159,095                             | 20,251   | 12.7%   |

| FA Pre-ARP Medical Effectuations  | ARP FA to FA Medical Submissions  | % ARP FA to FA Medical Submission  |
|-----------------------------------|-----------------------------------|------------------------------------|
| 110,694                           | 16,112                            | 14.6%                              |
| NFA Pre-ARP Medical Effectuations | ARP NFA to FA Medical Submissions | % ARP NFA to FA Medical Submission |
| 48,401                            | 2,030                             | 4.2%                               |

# Unemployed enrollments

Unique individuals who were NOT previously effectuated in the plan year. These individuals are considered potential new unique effectuations.

This Slicer will update all tabs based on the selection below:

FA or NFA Enrollment

All

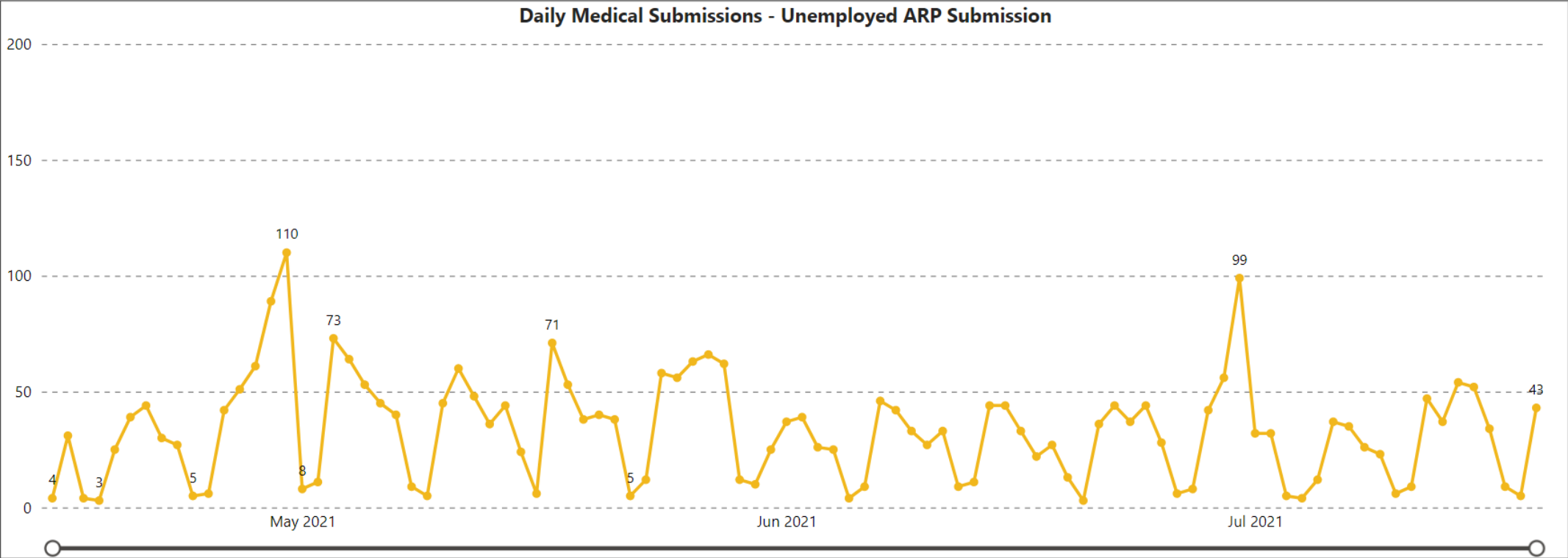
Issuer Page    Demographic Page    County Level Page

Catastrophic/Bronze/Extended Bronze Plan Page    Silver/Gold Plan Page

Total Cumulative Unique Medical Submissions - Unemployed ARP Submission

**2,844**

Goal: 10,500 New Customers receiving Unemployment Insurance in 2021



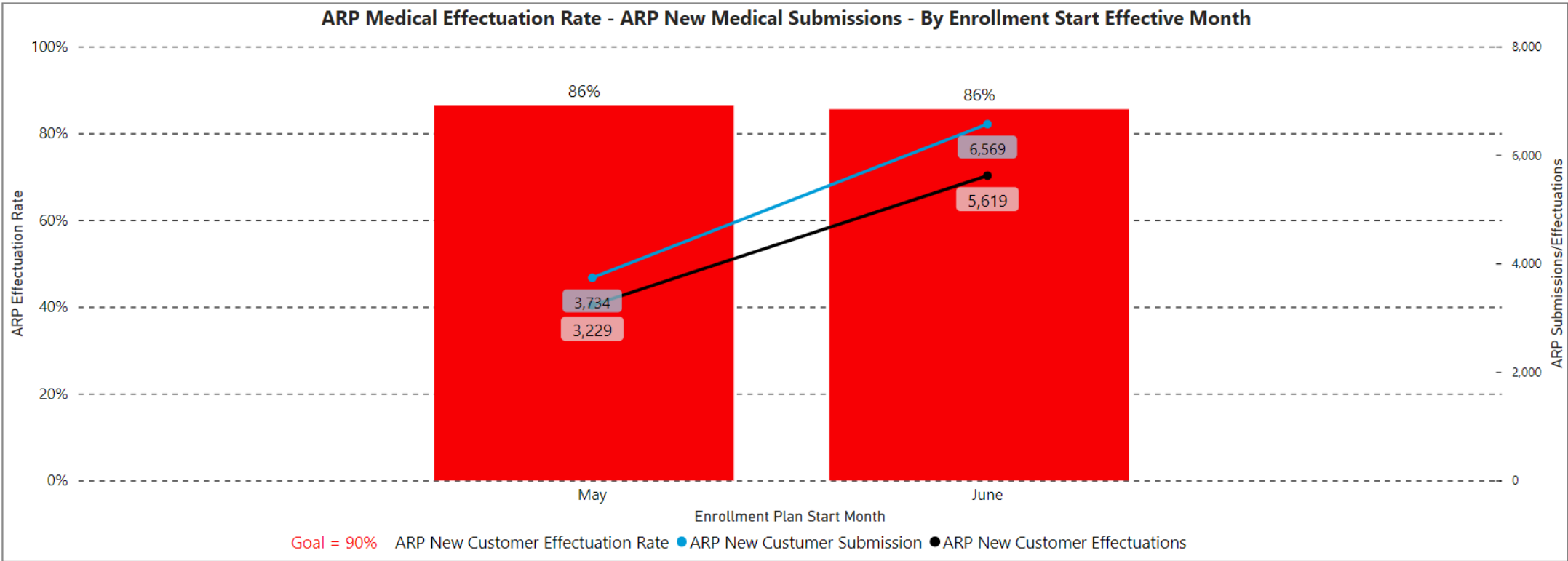
# Effectuation rate

Unique individuals who were NOT previously effectuated in the plan year.

This Slicer will update all tabs based on the selection below:  
 FA or NFA Enrollment  
 All

|                  |                         |  |
|------------------|-------------------------|--|
| Issuer Page      | Counties A-L Level Page | Catastrophic / Bronze / Extended Bronze Plan |
| Demographic Page | Counties M-Z Level Page | Silver/Gold Plan Page                        |

ARP Medical Effectuation Rate  
 86%





Questions?