

# Medicaid to Marketplace Bridge Update

## Of individuals losing Medicaid/CHP+ at the end of May:

- C4HCO Received 7,515 individuals from HCPF
- 94% of individuals received outreach to their family from C4HCO
- 3,476 families included an email address – email outreach sent
  - 53% open rate
  - 7% click rate
- 1,787 families included no email but a phone number – received a phone call
  - 12% answer rate (209)
  - 65% left a voice mail (1,149)
  - 24% unable to leave a voice mail (429)