

Medicaid to Marketplace Bridge Update

Date of List Received from HCPF:	May 19	June 21	June 27
Individuals on List	7,794	In progress	In progress
Households on List	5,404		
Total Household Emails Sent	3,477		
Open Rate	53%		
Click Rate	7%		
Total Household Calls Made	1,733		
Talked to Someone	12%		
Left Voice Mail	64%		
Unable to Leave Voice Mails	24%		
Percent Households with No Phone Number of Email	4%		
Percent Households Touched by Outreach	96%		

*Issue with HCPF list transfers resolved; another list transferred July 6