

# Medicaid to Marketplace Bridge Update

Month	May	June	July
Individuals on Lists from HCPF	10,970	16,386	13,381
<b>Total Emails Sent</b>	<b>3,477</b>	<b>6,063</b>	<b>4,836</b>
Open Rate	53%	51.3%	48.5%
Click Rate	7%	6%	4%
<b>Total Calls Made</b>	<b>1,733</b>	<b>2724</b>	<b>771</b>
Talked to Someone	12%	9%	11%
Left Voice Mail	64%	67%	60%
Unable to Leave Voice Mails	24%	24%	29%
<b>Households with No Phone Number or Email</b>	<b>82</b>	<b>191</b>	<b>148</b>
<b>Households on "Do Not Contact" list</b>	<b>16</b>	<b>3</b>	<b>5</b>
<b>Individual Enrollments</b>	<b>633</b>	<b>698</b>	