

Medicaid to Marketplace Bridge Update

Month	May	June	July	August
Individuals on Lists from HCPF (excluding those repeated on future lists)	7,450	12,713	8,700	14,214
Total Emails Sent	3,476	6,063	4,836	7,246
Open Rate	53%	51%	49%	30%
Click Rate	7%	6%	4%	4%
Total Calls Made	1,787	2,724	771	923
Talked to Someone	209	221	91	69
Left Voice Mail	1,149	1,830	458	641
Unable to Leave Voice Mails	429	673	222	213
Households with No Phone Number or Email	82	191	148	263
Households on “Do Not Contact” list	16	3	5	12
Individual Enrollments (from each monthly list)	436	646	299	