

# Medicaid to Marketplace Bridge Update

October 9, 2023



# Medicaid to Marketplace Bridge Outreach

Month	May	June	July	August	Sept
<b>Account Transfers from HCPF (Individuals)</b> (excluding those repeated on future lists)	7,405	12,646	8,634	14,112	15,444
<b>Account Transfers from HCPF (Households)</b> (excluding those repeated on future lists)	<b>5,132</b>	<b>9,362</b>	<b>6,948</b>	<b>11,206</b>	<b>11,988</b>
<b>Joint HCPF/C4 Mailer Sent</b>	<b>4,962</b>	<b>5,390</b>	<b>4,023</b>		
<b>Total Emails Sent</b>	<b>3,476</b>	<b>6,063</b>	<b>4,836</b>	<b>7,246</b>	<b>7,864</b>
Open Rate	53%	51%	49%	30%	14%
Click Rate	7%	6%	4%	4%	3%
<b>Total Calls Made</b>	<b>1,787</b>	<b>2,724</b>	<b>771</b>	<b>2,940</b>	<b>1,677</b>
Talked to Someone	209	221	91	273	216
Left Voice Mail	1,149	1,830	458	1,907	1,070
Unable to Leave Voice Mails	429	673	222	754	391

# Medicaid to Marketplace Enrollments

Total Enrollments: 2,196

Percentage of people who have lost Medicaid that  
have enrolled in a QHP (conversion rate): 3.77%

## Enrollments by C4HCO Plan Start Date

Start Date	June 1	July 1	Aug 1	Sept 1
Individual Enrollments	230	475	522	611