

# Medicaid to Marketplace Bridge Update

November 13, 2023



# Medicaid to Marketplace Bridge Outreach

Month	May	June	July	August	Sept	Oct
<b>Account Transfers from HCPF (Individuals)</b> (excluding those repeated on future lists)	7,348	12,562	8,559	14,005	15,276	23,939
<b>Account Transfers from HCPF (Households)</b> (excluding those repeated on future lists)	5,087	9,302	6,887	11,131	11,881	17,263
<b>Joint HCPF/C4 Mailer Sent</b>	<b>4,962</b>	<b>5,390</b>	<b>4,023</b>	<b>7,099</b>	<b>5,390</b>	<b>9,009</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>	<b>11,162</b>
Open Rate	53%	51%	49%	30%	14%	49%
Click Rate	7%	6%	4%	4%	3%	5%
<b>Total Calls Made</b>	<b>1,787</b>	<b>2,724</b>	<b>771</b>	<b>2,940</b>	<b>3,422</b>	<b>1,420*</b>
Talked to Someone	209	221	91	273	411	241
Left Voice Mail	1,149	1,830	458	1,907	2,167	726
Unable to Leave Voice Mails	429	673	222	754	843	452

\*First half of October only

# Medicaid to Marketplace Enrollments

**Total Enrollments: 3,218**

Percentage of people who have lost Medicaid that have enrolled in a QHP (conversion rate): 3.94%

## Enrollments by C4HCO Plan Start Date

Start Date	June 1	July 1	Aug 1	Sept 1	Oct 1
Individual Enrollments	241	487	569	685	717