

Medicaid to Marketplace Bridge Update

December 11, 2023



Medicaid to Marketplace Bridge Outreach

Month	May	June	July	August	Sept	Oct	Nov
Account Transfers from HCPF (Individuals) (excluding those repeated on future lists)	7,308	12,446	8,470	13,874	15,107	23,735	23,735
Account Transfers from HCPF (Households) (excluding those repeated on future lists)	5,053	9,223	6,824	11,039	11,754	17,128	18,380
Joint HCPF/C4 Mailer Sent	4,962	5,390	4,023	7,099	5,390	9,009	8,596
Total Emails Sent	3,476	6,063	4,836	7,246	7,864	11,162	11,455
Open Rate	53%	51%	49%	30%	14%	49%	50%
Click Rate	7%	6%	4%	4%	3%	5%	5%
Total Calls Made	1,787	2,724	771	2,940	3,422	5,027	1,713*
Talked to Someone	209	221	91	273	411	650	228
Left Voice Mail	1,149	1,830	458	1,907	2,167	2,590	863
Unable to Leave Voice Mails	429	673	222	754	843	1,786	622

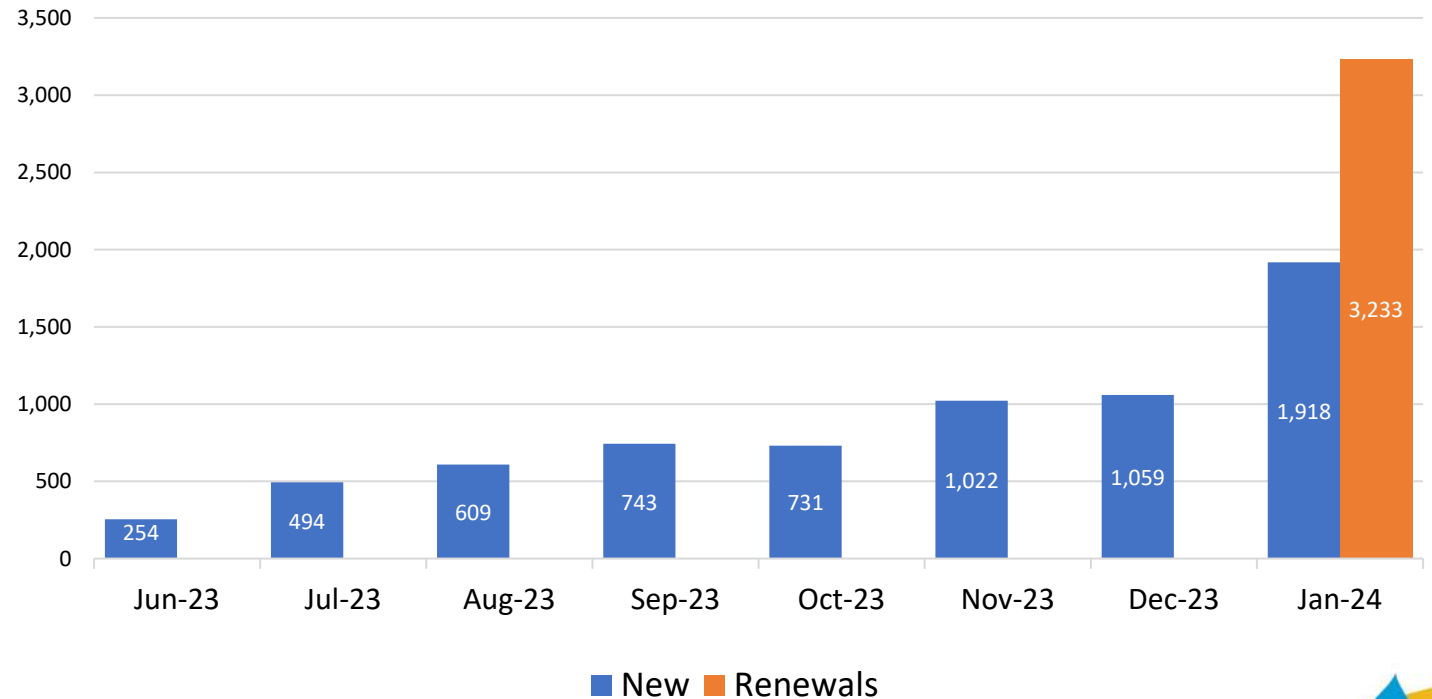
*Includes first half of November only

Medicaid to Marketplace Enrollments

Total Enrollments: 6,828 unique individuals

Percentage of people who have lost Medicaid that have enrolled in a QHP (conversion rate): **6.08%**
(from 3.94% last month)

Individual Enrollments by C4HCO Plan Start Date



As of December 6, 2023

Conversion Rate Over Time

Conversion Rate by Month of Medicaid Termination

