

# Medicaid to Marketplace Bridge Update

January 10, 2024



# Medicaid to Marketplace Bridge Outreach

Month	May	June	July	August	Sept	Oct	Nov	Dec
<b>Account Transfers from HCPF (Individuals)</b> (excluding those repeated on future lists)	7,271	12,272	8,372	13,704	14,997	23,546	23,558	22,341
<b>Account Transfers from HCPF (Households)</b> (excluding those repeated on future lists)	5,027	9,101	6,745	10,910	11,672	17,007	18,253	17,714
<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>8,596</b>	<b>10,266</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>	<b>11,455</b>	<b>10,732</b>
Open Rate	53%	51%	49%	30%	14%	49%	50%	48%
Click Rate	7%	6%	4%	4%	3%	5%	5%	4%
<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>5,027</b>	<b>5,233</b>	<b>1,578*</b>
Talked to Someone	209	221	91	273	411	650	558	186
Left Voice Mail	1,149	1,830	458	1,907	2,167	2,590	2,643	762
Unable to Leave Voice Mails	429	673	222	754	843	1,786	2,032	541

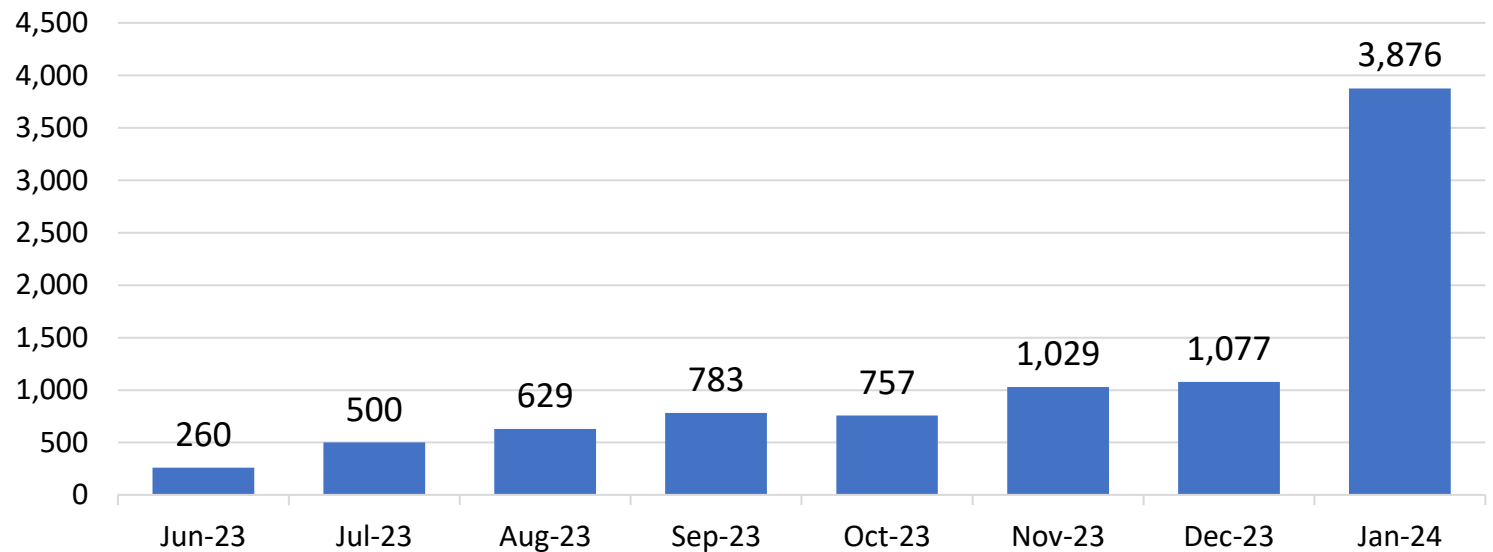
\*includes only the first half of December calls

# Medicaid to Marketplace Enrollments

## Total Enrollments: 9,240 unique individuals

- Percentage of people who have lost Medicaid that have enrolled in a QHP (conversion rate): **7.34%** (from 6.08% last month)
- **81.6%** of customers that enrolled in PY2023 had selected a plan for 2024 as of Jan 2 (compared to 73% overall on exchange)

Unique C4HCO Enrollments by Coverage Start Date  
(Renewals excluded)

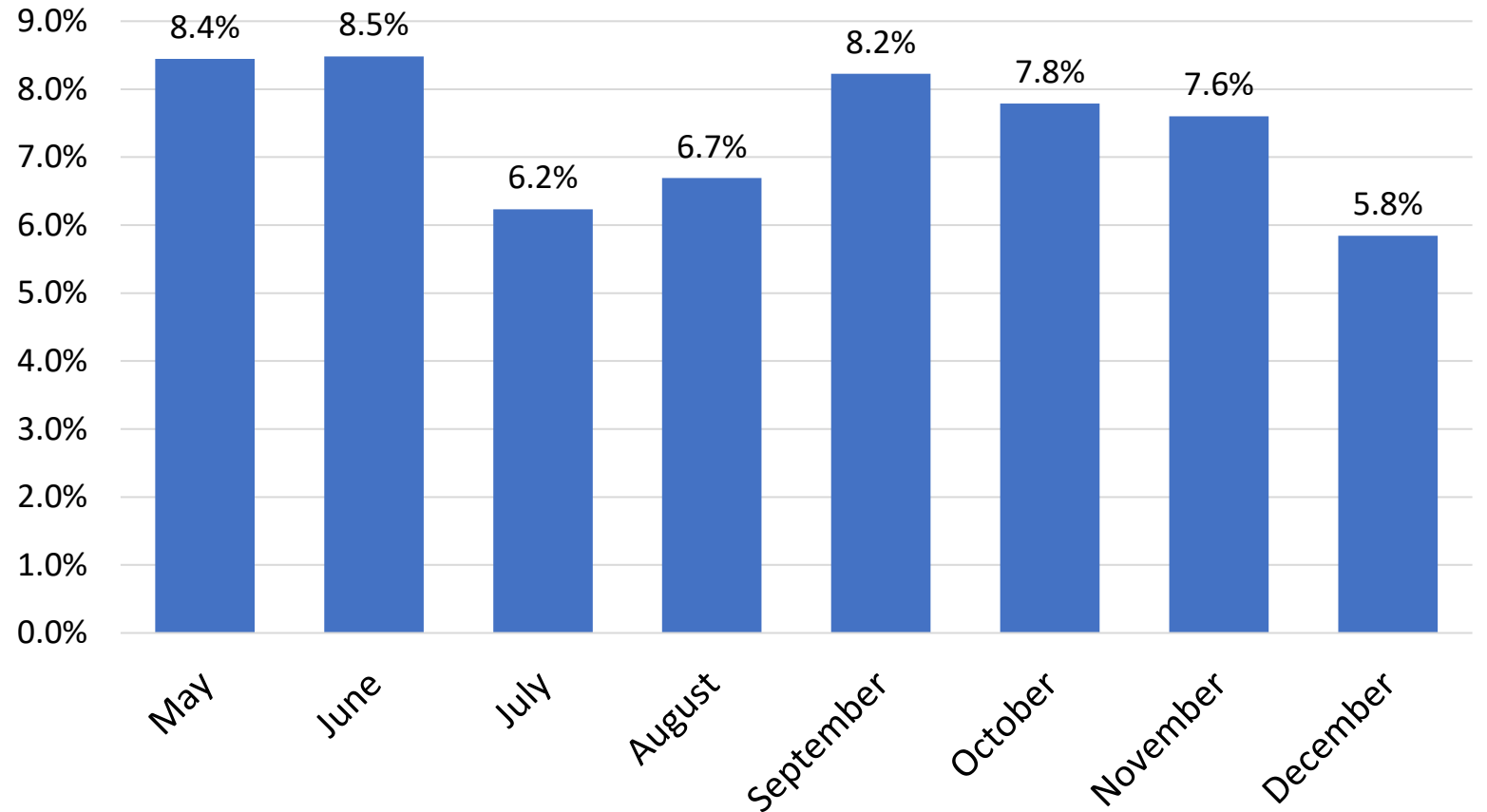


As of January 2, 2024



# Conversion Rate Over Time

## Conversion Rate by Month of Medicaid Termination



# Marketplace Enrollment throughout the PHE: State Comparison

## All SBMs: Percent Change in Enrollments from 2020

