

Medicaid to Marketplace Bridge Update

March 11, 2024



Medicaid to Marketplace Bridge Outreach

Month	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Account Transfers from HCPF (Individuals) (excluding those repeated on future lists)	6,974	12,018	8,180	13,317	14,677	23,072	23,079	21,933	19,436	27,262
Account Transfers from HCPF (Households) (excluding those repeated on future lists)	4,691	8,361	6,230	10,098	10,914	15,654	17,227	17,015	15,196	21,695
Joint HCPF/C4 Mailer Sent	4,962	5,390	4,023	7,099	5,390	9,009	8,596	10,266	9,025	11,732
Total Emails Sent	3,476	6,063	4,836	7,246	7,864	11,162	11,455	10,732	9,783	12,794
Open Rate	53%	51%	49%	30%	14%	49%	50%	49%	44%	48%
Click Rate	7%	6%	4%	4%	3%	5%	5%	4%	4%	4%
Total Calls Made	1,787	2,724	771	2,940	3,422	5,027	5,233	5,108	4,136	1,714*
Talked to Someone	209	221	91	273	411	650	558	547	566	277
Left Voice Mail	1,149	1,830	458	1,907	2,167	2,590	2,643	2,783	2,054	852
Unable to Leave Voice Mails	429	673	222	754	843	1,786	2,032	1,778	1,516	585

*includes only the first half of February outreach

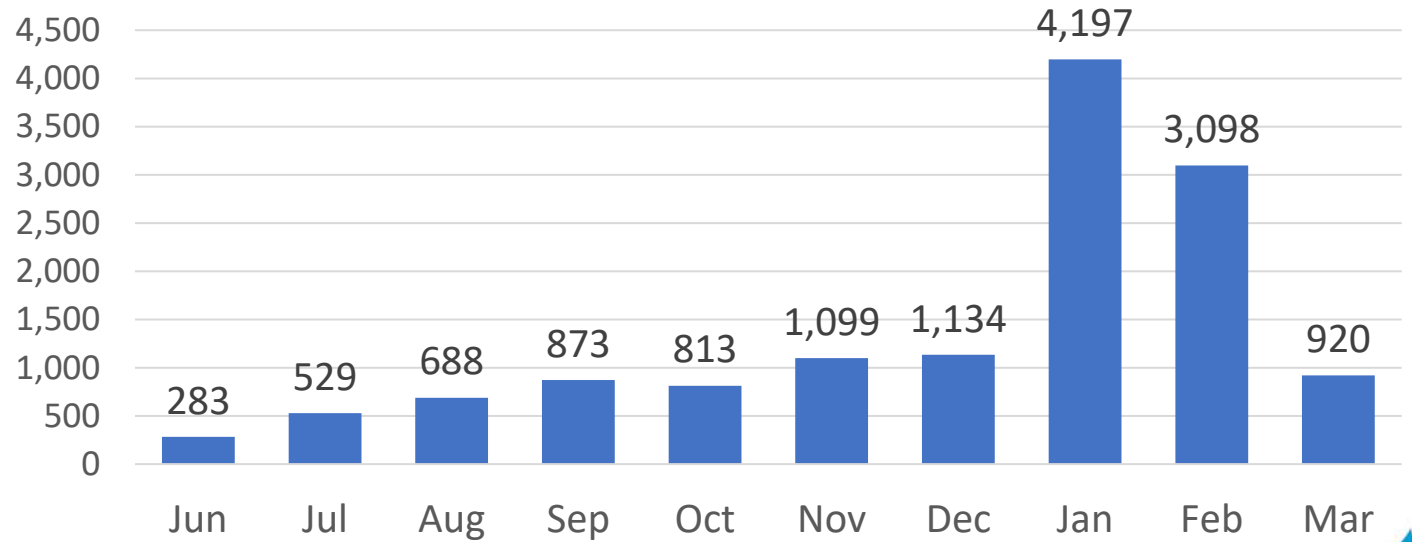
Medicaid to Marketplace Enrollments

Total Enrollments: 13,639 unique individuals

Of account transfers from HCPF:

- Percent that have since been redetermined Medicaid eligible: **22.64%**
- Percent of non-Medicaid eligible that have enrolled in a QHP (conversion rate): **10.37%**

Unique C4HCO Enrollments by Coverage Start Date



As of January 24, 2024

Conversion Rate Over Time

Conversion Rate by Month of Medicaid Termination

