OE Three – Business Teams' Early Results Update
as of 2/2/16

- **2016 Enrollment Results as of 2/2/16 = 157,317 (129,707 via website and 27,610 auto renewed)**
- **Major Channel Contribution: Brokers = 74,706, 48% and Health Coverage Guides = 12,043*, 8%**
- **2015 Enrollment Results as of 2/2/15 = 128,449 (63,449 via website and 65,000 auto renewed)**
- **Major Channel Contributions: Brokers = 46,751, 36% and Health Coverage Guides = 6,813*,5%**

***Limited ability to capture HCG attachments to customers**

- **2016 - Percent New Customers = 38%**
- **2015 - Percent New Customers = 24%**

Major Channels Update

- **Brokers** – Focusing on SEP customers and account mngmt, Lead tool = 12,599 leads sent to Brokers, rate of enrollment = 23%
- **Asst. Network** –28 Sites/128 HCGs + 35 CAC Sites and 296 CACs. Connector Tool ***alone*** generated: 14,573appts, 29% rate of QHP enrollment

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Service Center Performance

- **Period:OE3**

  245,356 calls, ASA = 6.56 min, AHT = 22.2min, Service Level = 67%, Calls/Enrollment = 1.56

vs

- **Period: OE2**

  313,799 calls, ASA =15.82min, AHT = 20.69 min, Service Level = 28% Call/Enrollment = 2.44

- **Top OE3 Call Topics:**

  Enrollments, Application Assistance, Username/Password, Post Enrollment ie: Insurance Cards, etc., Life Change Events, Effective Date Changes

Colorado HealthOp Transition – Sales and Support Initiatives

➢ Recap of Sales and Support Initiatives:

- **Marketing/Advertising –** Earned and paid media in prioritized markets. Campaigns ran from 11/30 – now. Ads extended – 1/31/16. Campaigns are in English and Spanish.
- **Outreach and Engagement –** Fully coordinated effort of engagement across channels, linking from HealthOp and DOI websites to the Marketplace, co-branded outreach with HealthOp. To date campaigns every other week – 2/29/16
- **Brokers –** Increased support, added staff to dedicated Broker Team, email campaign to non-C4 Brokers with high HealthOp off exchange caseloads
- **Assistance Sites –** Increased support, resources to Assistance Sites with high concentration of HealthOp customers
- **Small Employers –** Increased support to small employers through Service Center, Brokers, Service Center

Note: Very special thanks to The Colorado Health Foundation for generously supporting the financial efforts for much of the above.

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Colorado HealthOp Transition – Sales and Support Initiatives

➢ Results of Sales and Support Initiatives-as of 12/29/15:

- **Renewing HealthOp C4HCO Customers:**
  - 38K (59%) have taken no action
  - 25K (39%) have purchased a plan on the Marketplace from a different carrier
  - 800 (1%) have started shopping but not completed their enrollment
  - 400 (<1%) are in an "other" status – this means that they have submitted an enrollment and since cancelled

- **What is Going On?**
  - Cost of coverage – for these customers, the costs have gone up significantly, they are waiting until the last minute to enroll to save some money (i.e., January and February monthly premiums)
  - Lack of choice – the CO-OP was one of the few non-HMO carriers available to many rural customers. Customers who have strong relationships with their family doctor are not comfortable moving to a HMO or EPO carrier.

- **SHOP HealthOP Results(No change since 1/11/16 report):**
  - 2016 SHOP HealthOp – 95 total groups, all were required to move by 1/1/16 and 52 retained

- **What is Going On?**
  - Lack of choice – loss of HealthOp options on SHOP platform, reduces # of Carriers to 4
  - HealthOp employers with renewal dates 2/1 and after in a state of flux

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