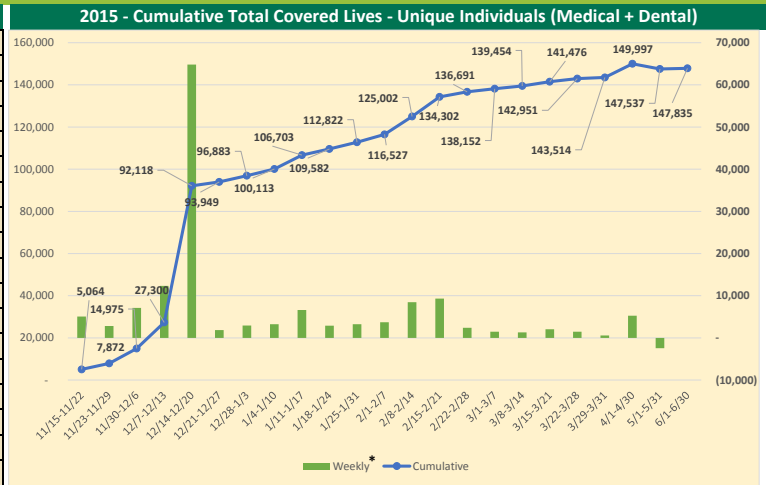




Marketplace Dashboard (Ending June 2015)

Access, Affordability, and Choice	2014 Plan Year	2015 Plan Year
Cumulative Total Covered Lives	125,006	150,404
Submitted Enrollments	N/A	11,902
Effectuated Enrollments	N/A	138,502
Cumulative Total Covered Lives (Line of Biz)		
Individual (See Graph)	123,138	147,835
SHOP	1,868	2,569
Medical	102,299	143,035
Dental	22,987	25,893
Effectuated Enrollments With APTC/CSR (Medical)	69,578	74,583
Total APTC/CSR Administered (\$) (Medical)	N/A	TBD
Effectuated Enrollments Without APTC/CSR (Medical)	N/A	59,617
Average Selected Premium (Effectuated Enrollments)		
Non Financially Assisted (No APTC)	\$ 281.74	\$ 223.24
Catastrophic	\$ 149.78	\$ -
Bronze	\$ 258.82	\$ 261.67
Silver	\$ 317.83	\$ 313.99
Gold	\$ 350.99	\$ 348.55
Platinum	\$ 331.29	\$ 350.82
Financially Assisted - Gross/Net (APTC)	\$400.36/\$128.86	\$391.20/\$158.16
Bronze	\$344.22/\$97.70	\$343.04/\$127.14
Silver	\$414.72/\$126.25	\$412.78/\$164.44
Gold	\$464.29/\$248.54	\$471.71/\$292.80
Platinum	\$450.69/\$245.53	\$483.99/\$322.70



*Auto renewals were processed during Week 5. Beginning in April 2015, monthly data is being graphed.

Assistance Channels (Effectuated Enrollments)	2014	2015
Broker Assisted	47,638	62,146
Certified Brokers	1,580	1,299
HCG Assisted	*9,817	9,509
Trained Health Coverage Guides	446	159
Certified Application Counselors	154	179
Carrier Direct	761	656

* Data self-reported.

Account Activity	
Individual Accounts	387,221
Employee Accounts	4,269
Employer Accounts	6,674
Accounts Currently Aging	
October '13	46,660
November '13	30,562
December '13	43,554
January '14	21,168
February '14	20,339
March '14	55,768
April '14	5,494
May '14	3,210
June '14	3,004
July '14	2,008
August '14	1,962
September '14	1,863
October '14	2,406
November '14	11,396
December '14	18,421
January '15	11,742
February '15	19,286
March '15	4,620
April '15	4,497

Customer Relationship	
Contact Stats	
Total Page Views (Jun 1 - 30)	1,269,485
Unique Homepage Visitors (Jun 1 - 30)	73,508
Total Homepage Visitors (Jun 1 - 30)	91,370
Inbound Calls Answered (OE To Date / Jun)*	241,511 / 18,742
Inbound Chats Serviced (OE To Date / Jun)*	41,675 / 1,982
Calls answered within 90 seconds (OE To Date / Jun)*	28% / 56%

*OE To Date: 11/15/14 to end of the previous month. (e.g., Ending June 2015 = 11/15/14 - 6/30/15)

Top Three	
Top 3 marketplace pages	1.) Search for Quotes 2.) Manage Documents 3.) Eligibility
Top 3 consumer questions	1.) Back Office - Mailroom 2.) General Information - Customer Assistance Questions 3.) Life Change Event - Terminate Plan

Appeals	
Open	246
Informal Resolution Process	210
Office of Administrative Courts	9
Pending Withdrawal	27
Closed or Dismissed	415
Medicaid/CHP+ Only	164

Technical Performance	
Availability	100.0%
Pages served within 5 seconds	100.0%
Average page response time	.892 sec

"Marketplace Dashboard Explanation of Terms" on the second page.

Marketplace Dashboard data generated on Wednesday July 1, 2015.

Term	Description
Cumulative Total Covered Lives	A <u>unique</u> number of insured Individuals / Employees / Dependents who have at one time had either a Submitted or Effectuated enrollment for Individual or the Small Business (SHOP) Marketplace. Includes both Medical and Dental policies (including those who only purchased Dental). Enrollments generally move from Submitted to Effectuated (and/or terminated). "Cumulative" terminology includes those who Effectuated in the current plan year and later terminated a policy. "Current" terminology does not include those who Effectuated and later terminated in the current plan year. " Canceling " occurs to an account that was never effectuated and " Terminating " occurs to an account that was at one point effectuated and later didn't pay.
Submitted Enrollments	Individuals / Employees / Dependents who selected a plan and submitted their enrollments with either the Individual or Small Business (SHOP) Marketplace. These Submitted enrollments will either progress to be Effectuated or ultimately terminate .
Effectuated Enrollments	Individuals / Employees / Dependents whose Individual or Small Business (SHOP) Marketplace enrollment has been submitted to the Carrier and the Carrier has acknowledged an active enrollment (the customer paid their first month premiums). Includes those who Effectuated in the current plan year and later terminated a policy. This number divided by the Cumulative Total Covered Lives is how % Effectuated is tracked.
Cumulative Total Covered Lives (Line of Biz)	The below four sub-categories should be interpreted singularly. Individual and the Small Business (SHOP) Marketplace counts sum to Cumulative Total Covered Lives. However, Medical and Dental counts do <u>NOT</u> sum to Cumulative Total Covered Lives because, for example, someone could have both a Medical and Dental policy and will be counted in both categories.
Individual	A unique number of all cumulative Submitted and Effectuated enrollments for the Individual Marketplace. Includes both Medical and Dental policies. This number plus SHOP in the line below, equals the Cumulative Total Covered Lives.
SHOP	A unique number of all cumulative Submitted and Effectuated enrollments for the Small Business (SHOP) Marketplace. 2015 small business numbers are calculated regardless of the date of enrollment. Includes both Medical and Dental policies. This number plus Individual in the line above, equals the Cumulative Total Covered Lives.
Medical	All cumulative Submitted and Effectuated enrollments for Medical policies. Note, someone could have both a Medical and Dental policy and will be counted in both categories.
Dental	All cumulative Submitted and Effectuated enrollments for Dental policies. Note, someone could have both a Medical and Dental policy and will be counted in both categories.
Effectuated Enrollments With APTC/CSR <small>(Medical)</small>	All cumulative Effectuated enrollments for the Individual Marketplace that either have APTC and/or CSR. Includes both Medical and Dental policies.
Total APTC/CSR Administered (\$) <small>(Medical)</small>	In Progress.
Effectuated Enrollments Without APTC/CSR <small>(Medical)</small>	All cumulative Effectuated enrollments for the Individual Marketplace that either have neither APTC nor CSR. Includes both Medical and Dental policies. Note, adding Effectuated enrollments with and without APTC/CSR will NOT sum to the "Effectuated Enrollments" line above because an enrollment could begin in one category (e.g., with APTC) and then later change to another (e.g., without APTC) and would be counted in both categories.
Average Selected Premium - for Non Financially Assisted and Financially Assisted <small>(Effectuated Enrollments)</small>	Average (\$) premium amount across plan categories for cumulative Effectuated enrollments for the Individual Marketplace. Does not include Submitted enrollments. The plan categories in this section are broken out between Non Financially Assisted (no APTC) and Financially Assisted (APTC).
Account Activity	
Accounts	Individuals / Employers / Employees who initially created an Account ID at one point with the Marketplace. They may later submit and then effectuate their enrollment.
Accounts Currently Aging	Accounts who initially created an Account ID but did not Submit their enrollment(s).
	Note, all "Effectuated Enrollments" counted on this report are "Cumulative" and include those who Effectuated in the current plan year and later terminated a policy.
Customer Relationship	
	The website metrics now reported in Total Page Views, Unique Homepage Visitors, and Total Homepage Visitors are integrated between the educational site and the shopping portal via Google Analytics. The differences in numbers prior to June 2015 are largely due to the reporting tool used in the shopping portal prior to that time. That tool did not delineate differences in users, actions, IP addresses and sessions versus general traffic run through the site.