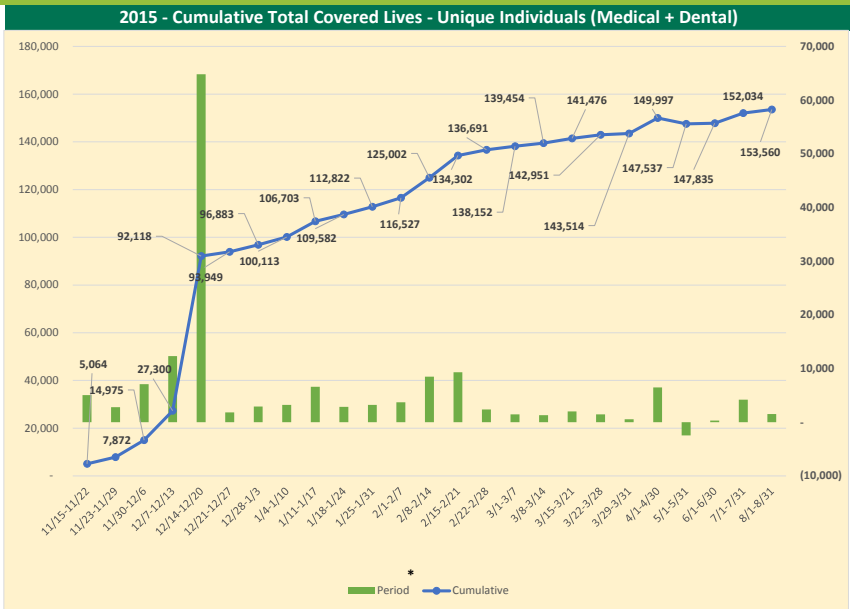




# Marketplace Dashboard (Ending August 2015)

Access, Affordability, and Choice	2014 Plan Year	2015 Plan Year
<b>Cumulative Total Covered Lives</b>	<b>125,006</b>	<b>156,244</b>
Submitted Enrollments	N/A	12,972
Effectuated Enrollments	N/A	143,272
<b>Cumulative Total Covered Lives (Line of Biz)</b>		
Individual (See Graph)	123,138	153,560
SHOP	1,868	2,684
Medical	102,299	148,923
Dental	22,987	26,440
<b>Effectuated Enrollments With APTC/CSR (Medical)</b>	<b>69,578</b>	<b>76,810</b>
<b>Total APTC/CSR Administered (\$)</b> (Medical)	<b>N/A</b>	<b>TBD</b>
<b>Effectuated Enrollments Without APTC/CSR (Medical)</b>	<b>N/A</b>	<b>62,075</b>
<b>Average Selected Premium (Effectuated Enrollments)</b>		
<b>Non Financially Assisted (No APTC)</b>	<b>\$ 281.74</b>	<b>\$ 222.98</b>
Catastrophic	\$ 149.78	\$ 123.74
Bronze	\$ 258.82	\$ 262.60
Silver	\$ 317.83	\$ 314.41
Gold	\$ 350.99	\$ 348.39
Platinum	\$ 331.29	\$ 351.99
<b>Financially Assisted - Gross/Net (APTC)</b>	<b>\$400.36/\$128.86</b>	<b>\$392/\$158</b>
Bronze	\$344.22/\$97.70	\$344/\$128
Silver	\$414.72/\$126.25	\$413/\$164
Gold	\$464.29/\$248.54	\$474/\$294
Platinum	\$450.69/\$245.53	\$479/\$321



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

Assistance Channels (Effectuated Enrollments)	2014	2015
<b>Broker Assisted</b>	<b>47,638</b>	<b>63,531</b>
Certified Brokers	1,580	1,318
<b>HCG Assisted</b>	<b>*9,817</b>	<b>9,809</b>
Trained Health Coverage Guides	446	74
Certified Application Counselors	154	296
<b>Carrier Direct</b>	<b>761</b>	<b>676</b>

\* Data self-reported.

Account Activity	
Individual Accounts	397,569
Employee Accounts	4,531
Employer Accounts	6,965
<b>Accounts Currently Aging</b>	
October '13	46,631
November '13	30,530
December '13	43,567
January '14	21,132
February '14	20,360
March '14	55,730
April '14	5,492
May '14	3,207
June '14	2,995
July '14	1,996
August '14	1,944
September '14	1,862
October '14	2,392
November '14	11,483
December '14	18,507
January '15	11,756
February '15	19,291
March '15	4,581
April '15	4,460
May '15	3,734
June '15	3,960
July '15	4,279
August '15	4,848

Customer Relationship	
<b>Contact Stats</b>	
Total Page Views (Aug 1 - 31)	1,290,207
Unique Homepage Visitors (Aug 1 - 31)	80,791
Total Homepage Visitors (Aug 1 - 31)	97,119
Inbound Calls Answered (OE To Date / Aug)*	283,733 / 22,992
Inbound Chat Serviced (OE To Date / Aug)*	46,491 / 2,471
<b>Calls answered Within 300** Seconds (OE To Date / Aug)*</b>	<b>43% / 71%</b>

\*OE To Date: 11/15/14 to end of the previous month. (e.g., Ending July 2015 = 11/15/14 - 8/31/15)

\*\*Revised Metric as of Aug'15 from 90 to 300 Seconds

Top Three	
<b>Top 3 marketplace pages</b>	1.) Main Page
	2.) Individual
	3.) Individual/Account/Overview
<b>Top 3 consumer questions</b>	General Information - Customer Assistance Questions
	Life Change Event - Terminate Plan
	General Information - Medicaid/CHP+/CICP

Appeals	
<b>Open</b>	<b>246</b>
Informal Resolution Process	211
Office of Administrative Courts	5
Pending Withdrawal	30
<b>Closed or Dismissed</b>	<b>524</b>
Medicaid/CHP+ Only	324

Technical Performance	
Availability (Aug 1 - 31)	99.8%
Pages served within 5 seconds (Aug 1 - 31)	100.0%
Average page response time (Aug 1 - 31)	1.01 sec

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

Enrollment data generated on Monday, September 2, 2015.

Term	Marketplace Dashboard (Ending August 2015)
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 (Medical)	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 (\$) (Medical)	In Progress.
Effectuated Enrollments Without APTC/CSR (Medical)	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 (Effectuated Enrollments)	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).
<b>Account Activity</b>	
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.
<b>Customer Relationship</b>	
	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.
Calls Answered Within 300** Seconds	The Service Line metric changed from 90 seconds to 300 seconds with the new SOW/SLA Guidelines as of July 2015. Dashboard changed as of August 2015.