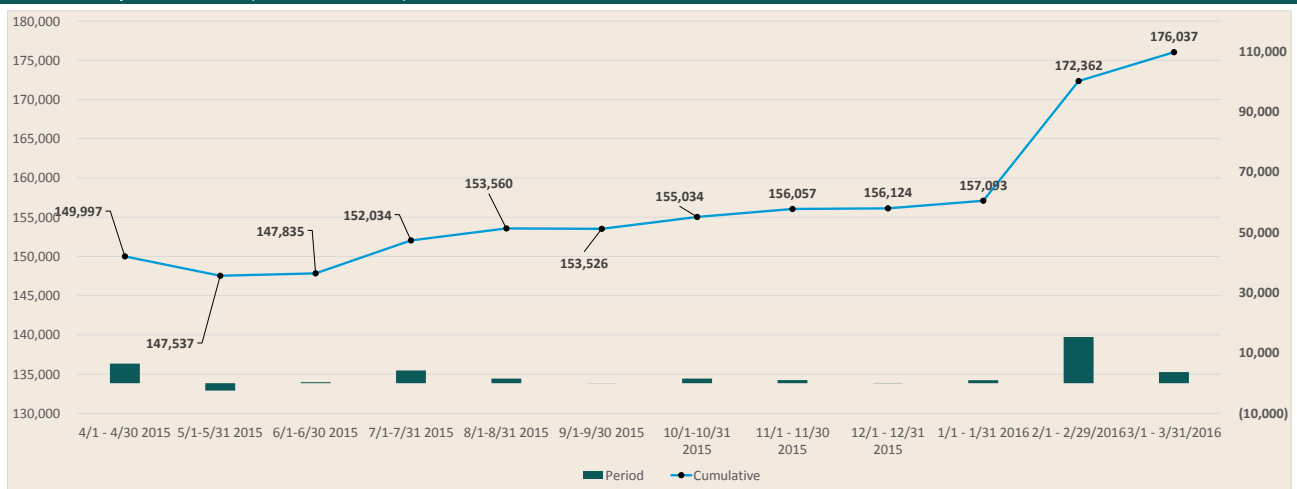


Access, Affordability, and Choice			2015 Plan Year		2016 Plan Year		Technical Performance <sup>3</sup>		Account Activity	
<b>Cumulative Total Covered Lives<sup>2</sup></b>	<b>159,264</b>	<b>178,909</b>	<b>Availability (Feb 1 - 29)</b>		<b>100.0%</b>		<b>Individual Accounts</b>		<b>376,186</b>	
Submitted Enrollments <sup>2</sup>	6,978	N/A <sup>2</sup>	<b>Pages served within 5 seconds (Feb 1 - 29)</b>		<b>100.0%</b>		<b>Employee Accounts</b>		<b>5,335</b>	
Effectuated Enrollments	152,286	121,453	<b>Average page response time (Feb 1 - 29)</b>		<b>0.59 sec</b>		<b>Employer Accounts</b>		<b>8,109</b>	
<b>Cumulative Total Covered Lives (Line of Biz)</b>			<b>Top Three</b>					<b>Accounts Currently Aging</b>		
Individual <i>(see Graph)</i>	156,124	176,037	<b>Top 3 marketplace pages</b>		Main		March 2016		4,226	
SHOP <sup>4</sup>	3,134	2,872			Individual		February 2016		3,920	
Medical	152,872	171,639			Individual/Account/Overview		January 2016		13,330	
Dental	20,279	31,706	<b>Top 3 consumer questions</b>		Enrolling - Enrollment Process Question		December 2015		14,034	
<b>Effectuated Enrollments With APTC/CSR (Medical)</b>	<b>80,388</b>	<b>69,519</b>			Coordinating With Carrier - Coverage Confirmation		November 2015		10,190	
<b>Total APTC/CSR Administered (\$) (Medical)</b>	<b>TBD</b>	<b>TBD</b>			Life Change Event - Terminate Plan		October 2015		5,181	
<b>Effectuated Enrollments Without APTC/CSR (Medical)</b>	<b>67,834</b>	<b>46,371</b>	<b>Customer Relationship</b>							
<b>Average Selected Premium (Effectuated Enrollments)</b>			<b>Contact Stats</b>							
<b>Non Financially Assisted (No APTC)</b>	<b>\$ 227.16</b>	<b>\$ 255.81</b>	<b>Total Page Views (Mar 1 - 31)</b>		1,742,083					
Catastrophic	\$ 123.59	\$ 165.61	<b>Unique Homepage Visitors (Mar 1 - 31)</b>		129,525					
Bronze	\$ 261.54	\$ 316.01	<b>Total Homepage Visitors (Mar 1 - 31)</b>		153,443					
Silver	\$ 313.55	\$ 350.10	<b>Inbound Calls Answered (OE To Date / Mar)</b>		333,995 / 37,646					
Gold	\$ 347.19	\$ 378.31	<b>Inbound Chat Serviced (OE To Date / Mar)</b>		42,614 / 3,725					
Platinum	\$ 350.53	\$ 452.47	<b>Calls answered Within 300 Seconds (OE To Date / Mar)</b>		75% / 94%					
<b>Financially Assisted - Gross/Net (APTC)</b>	<b>\$391/\$157</b>	<b>\$457/\$139</b>	<b>Appeals <sup>1</sup></b>							
Bronze	\$343/\$126	\$405/\$119	<b>Open</b>		<b>180</b>					
Silver	\$413/\$164	\$491/\$143	<b>Informal Resolution Process</b>		<b>102</b>					
Gold	\$474/\$294	\$511/\$263	<b>Office of Administrative Courts</b>		<b>9</b>					
Platinum	\$486/\$325	\$539/\$341	<b>Pending Withdrawal</b>		<b>69</b>					
<b>Assistance Channels (Count)</b>	<b>2015</b>	<b>2016</b>	<b>Closed or Dismissed</b>		<b>742</b>					
Certified Brokers	1,137	1,170	<b>Medicaid/CHP+ Only</b>		<b>493</b>					
Trained Health Coverage Guides	128	122								
Certified Application Counselors	296	422								
<b>Assistance Channels (Submitted Enrollments)</b>	<b>2015</b>	<b>2016</b>								
Broker Assisted	73,093	82,854								
HCG Assisted	11,674	11,940								
Carrier Direct	761	567								

<sup>1</sup> Data Cumulative from 10/01/2013 - End of reporting Month  
<sup>2</sup> For 2016, TCL definition includes "cumulative submitted enrollments"  
<sup>3</sup> Starting in March this metric will be for the previous month  
<sup>4</sup> SHOP for 2015 TCL + Individual TCL will NOT match Cumulative TCL

**Enrollment data generated on Monday, 3/10/2016**

### Total Covered Lives - Unique Individuals (Medical + Dental)



Marketplace Dashboard for March 2016	
Term	
2016 Cumulative Total Covered Lives	The number of Individuals / Employees / Dependents who have "Submitted" an enrollment in the Individual and SHOP Marketplace. This can be thought of a "cumulative submitted enrollments."
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 and 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.
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 for 2016 only.
SHOP	A unique number of all Employee enrollments for the Small Business (SHOP) Marketplace. The Plan Year (PY) is based on the first month's effected year (ex: Nov 1, 2015 - Oct 31, 2016 is counted in the 2015 Plan Year). Includes both Medical and Dental policies. This number (SHOP) plus Individual in the line above, equals the Cumulative Total Covered Lives for 2016 only.
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).
<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. This represents the ASA or Average Speed of Answer, and the current goal is that 80% of calls answered within 300 Seconds. Therefore, the 80% is the goal, and the 300 seconds is the baseline. The percentage reported represents the percentage of calls that are answered within the 300 seconds baseline.