Marketplace Dashboard for March 2016

Access, Affordability, and Choice	2015 Plan Year	2016 Plan Year
Cumulative Total Covered Lives[2]	**159,264**	**178,909**
Submitted Enrollments[2]	**6,978**	**N/A**[2]
Effectuated Enrollments	**152,286**	**121,453**
Cumulative Total Covered Lives (Line of Biz)		
Individual *(See Graph)*	**156,124**	**176,037**
SHOP[4]	**3,134**	**2,872**
Medical	**152,872**	**171,639**
Dental	**20,279**	**31,706**
Effectuated Enrollments With APTC/CSR (Medical)	**80,388**	**69,519**
Total APTC/CSR Administered ($) (Medical)	**TBD**	**TBD**
Effectuated Enrollments Without APTC/CSR (Medical)	**67,834**	**46,371**
Average Selected Premium (Effectuated Enrollments)		
Non Financially Assisted (No APTC)	**$ 227.16**	**$ 255.81**
Catastrophic	$ 123.59	$ 165.61
Bronze	$ 261.54	$ 316.01
Silver	$ 313.55	$ 350.10
Gold	$ 347.19	$ 378.31
Platinum	$ 350.53	$ 452.47
Financially Assisted - Gross/Net (APTC)	**$391/$157**	**$457/$139**
Bronze	$343/$126	$405/$119
Silver	$413/$164	$491/$143
Gold	$474/$294	$511/$263
Platinum	$486/$325	$539/$341

Assistance Channels (Count)	2015	2016
Certified Brokers	1,137	1,170
Trained Health Coverage Guides	128	122
Certified Application Counselors	296	422

Assistance Channels (Submitted Enrollments)	2015	2016
Broker Assisted	73,093	82,854
HCG Assisted	11,674	11,940
Carrier Direct	761	567

Technical Performance[3]	
Availability (Feb 1 - 29)	**100.0%**
Pages served within 5 seconds (Feb 1 - 29)	**100.0%**
Average page response time (Feb 1 - 29)	**0.59 sec**

Top Three	
Top 3 marketplace pages	Main
	Indivdual
	Individual/Account/Overview
Top 3 consumer questions	Enrolling - Enrollment Process Question
	Coordinating With Carrier - Coverage Confirmation
	Life Change Event - Terminate Plan

Customer Relationship	
Contact Stats	
Total Page Views (Mar 1 - 31)	1,742,083
Unique Homepage Visitors (Mar 1 - 31)	129,525
Total Homepage Visitors (Mar 1 - 31)	153,443
Inbound Calls Answered (OE To Date / Mar)	333,995 / 37,646
Inbound Chat Serviced (OE To Date / Mar)	42,614 / 3,725
Calls answered Within 300 Seconds (OE To Date / Mar)	75% / 94%

Appeals[1]	
Open	**180**
Informal Resolution Process	**102**
Office of Administrative Courts	**9**
Pending Withdrawal	**69**
Closed or Dismissed	**742**
Medicaid/CHP+ Only	**493**

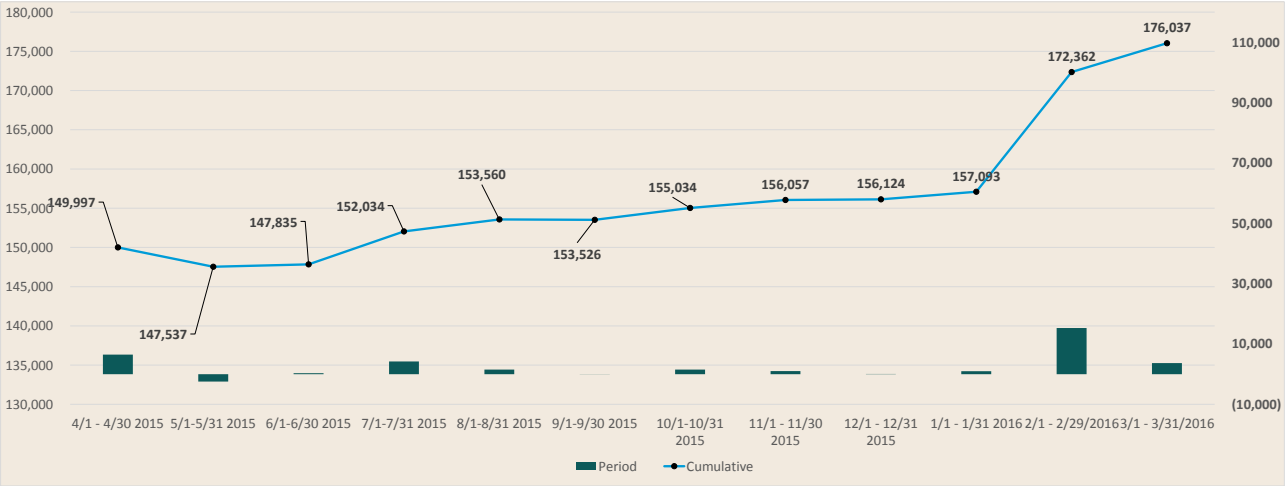
[1] Data Cumulative from 10/01/2013 - End of reporting Month
[2] For 2016, TCL definition includes "cumulative submitted enrollments"
[3] Starting in March this metric will be for the previous month
[4] SHOP for 2015 TCL + Individual TCL will NOT match Cummulative TCL

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

Account Activity	
Individual Accounts	376,186
Employee Accounts	5,335
Employer Accounts	8,109

Accounts Currently Aging	
March 2016	4,226
February 2016	3,920
January 2016	13,330
December 2015	14,034
November 2015	10,190
October 2015	5,181
September 2015	3,777
August 2015	4,181
July 2015	3,820
June 2015	3,707
May 2015	3,551
April 2015	3,689

Total Covered Lives - Unique Individuals (Medical + Dental)



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

Term	Marketplace Dashboard for March 2016
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 unique 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 NOT 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 (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).
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.
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.