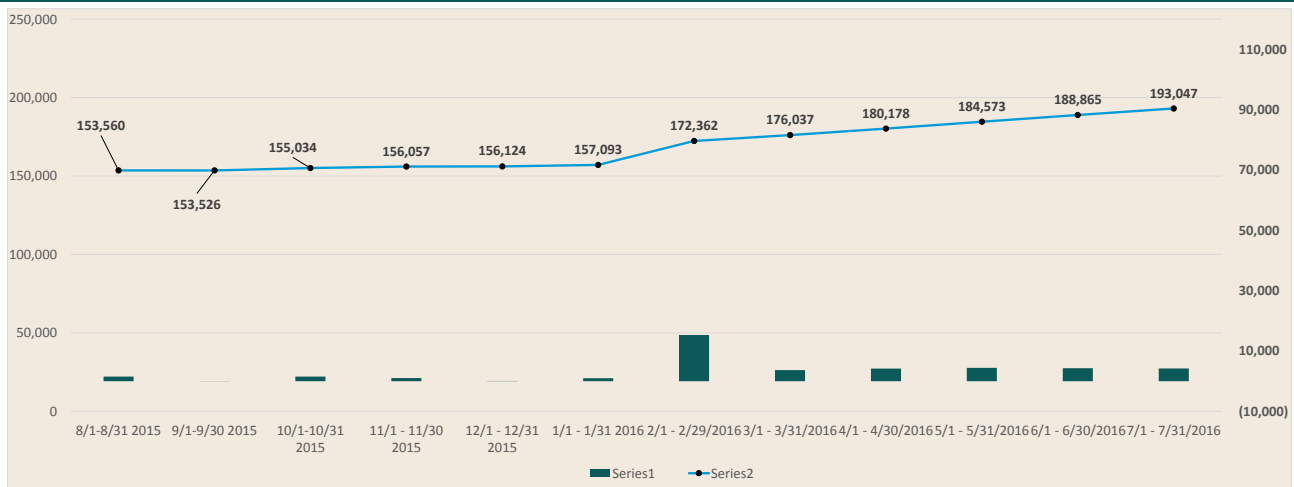


Access, Affordability, and Choice		2015 Plan Year	2016 Plan Year	Technical Performance <sup>3</sup>		Account Activity	
Cumulative Total Covered Lives <sup>2</sup>	159,264	196,122	Availability (Jun 1 - 30)		100.0%	Individual Accounts	396,811
Submitted Enrollments <sup>2</sup>	6,978	N/A <sup>2</sup>	Pages served within 5 seconds (Jun 1 - 30)		100.0%	Employee Accounts	5,805
Effectuated Enrollments	152,286	163,918	Average page response time (Jun 1 - 30)		0.92 sec	Employer Accounts	8,303
Cumulative Total Covered Lives (Line of Biz)			Top Three			Accounts Currently Aging	
Individual (see Graph)	156,124	193,047	Top 3 marketplace pages		Main	July 2016	3,949
SHOP <sup>4</sup>	3,134	3,075			Individual	June 2016	3,949
Medical	152,872	188,478			Individual/Account/Overview	May 2016	3,714
Dental	20,279	35,469	Top 3 consumer questions		Enrolling - Enrollment Process Question	April 2016	3,587
Effectuated Enrollments With APTC/CSR (Medical)	80,388	97,228			Life Change Event - Terminate Plan	March 2016	3,798
Current Total APTC/CSR (\$) (Medical)	\$ 174,093,547	\$ 177,595,698			Eligibility Determination - Eligibility Determination	February 2016	3,747
Effectuated Enrollments Without APTC/CSR (Medical)	67,834	61,903	Customer Relationship			January 2016	13,171
Average Selected Premium (Effectuated Enrollments)			Contact Stats			December 2015	13,913
Non Financially Assisted (No APTC)	\$ 227.16	\$ 245.77	Total Page Views (Jul 1 - 31)		1,175,432	November 2015	10,072
Catastrophic	\$ 123.59	\$ 163.74	Unique Homepage Visitors (Jul 1 - 31)		93,363	October 2015	5,145
Bronze	\$ 261.54	\$ 307.90	Total Homepage Visitors (Jul 1 - 31)		111,028	September 2015	3,733
Silver	\$ 313.55	\$ 344.06	Inbound Calls Answered (OE To Date / Jul)		513,643 / 21,285	August 2015	4,103
Gold	\$ 347.19	\$ 373.86	Inbound Chat Serviced (OE To Date / Jul)		60,891 / 2,270		
Platinum	\$ 350.53	\$ 449.52	Calls answered Within 300 Seconds (OE To Date / Jul)		74% / 84%		
Financially Assisted - Gross/Net (APTC)	\$391/\$157	\$442/\$136	Appeals <sup>1</sup>				
Bronze	\$343/\$126	\$390/\$114	Open		160		
Silver	\$413/\$164	\$477/\$141	Informal Resolution Process		83		
Gold	\$474/\$294	\$499/\$259	Office of Administrative Courts		5		
Platinum	\$486/\$325	\$526/\$340	Pending Withdrawal		72		
Assistance Channels (Count)	2015	2016	Closed or Dismissed		825		
Certified Brokers	1,137	1,183	Medicaid/CHP+ Only		534		
Trained Health Coverage Guides	128	116					
Certified Application Counselors	296	306					
Assistance Channels (Submitted Enrollments)	2015	2016					
Broker Assisted	73,093	90,638					
HCG Assisted	11,674	13,008					
Carrier Direct	761	617					

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

Enrollment data generated on Monday, 8/4/2016

2015/2016 - Cumulative Total Covered Lives - Unique Individuals (Medical + Dental)



Marketplace Dashboard for July 2016	
2016 Cumulative Total Covered Lives (Cumulative Total Plan Selections)	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" or "Cumulative Total Plan Selections."
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. See Note 2 on Page 1 for 2016 definition.
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) (Cumulative Total Plan Selections)	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 (Medical)	All cumulative Effectuated enrollments for the Individual Marketplace that either have APTC and/or CSR. Includes Medical only.
Current Total APTC/CSR (\$) (Medical)	Total Subsidy for Medical Only for current year cumulative as of the month of the report. Total for 2015 is total year (12 months). Total for 2016 is Projected YTD. The dollar value will change month to month (for 2015 and 2016) as APTC Reconciliation continues with Carriers.
Effectuated Enrollments Without APTC/CSR (Medical)	All cumulative Effectuated enrollments for the Individual Marketplace that either have neither APTC nor CSR. Includes Medical only. 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. 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.