Marketplace Dashboard

Reporting period: 10/1/13 – 11/30/14

Access, Affordability, and Choice	2014	2015
Submitted Enrollments	**152,243**	**9,782**
Individual	**149,722**	**9,780**
SHOP	**2,521**	**2**
Enrollments Utilizing APTC/CSR	**87,808**	**5,494**
Average Selected Premium		
Non Financially Assisted	**$ 283.06**	**$ 309.56**
Catastrophic	$ 149.19	$ 125.68
Bronze	$ 258.83	$ 289.89
Silver	$ 319.09	$ 343.70
Gold	$ 354.61	$ 357.63
Platinum	$ 333.60	$ 430.90
Financially Assisted - Gross/Net	**$399.60 / $180.68**	**$433.55 / $153.58**
Bronze	$328.06 / $98.58	$388.69 / $127.77
Silver	$403.21 / $124.90	$455.66 / $156.02
Gold	$434.32 / $246.91	$534.62 / $329.90
Platinum	$432.79 / $252.31	$613.43 / $512.30

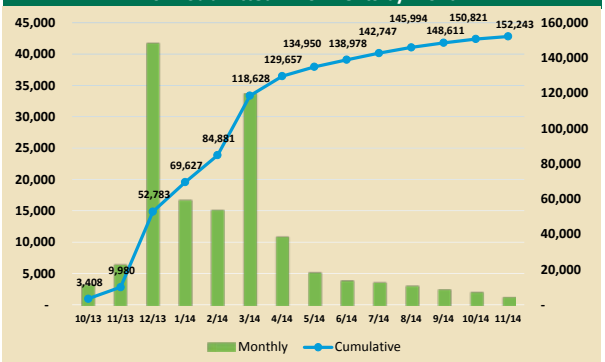
Assistance Channels	2014	2015
Broker Assisted Enrollments	47,638	3,312
Certified Brokers	1,580	1,262
HCG Assisted Enrollments	*9,817	592
Trained Health Coverage Guides	446	467
Certified Application Counselors	154	205
Service Center Assisted Enrollments	*In Progress*	*In Progress*
Carrier Direct	761	18

* Data self-reported; measures undergoing verification.

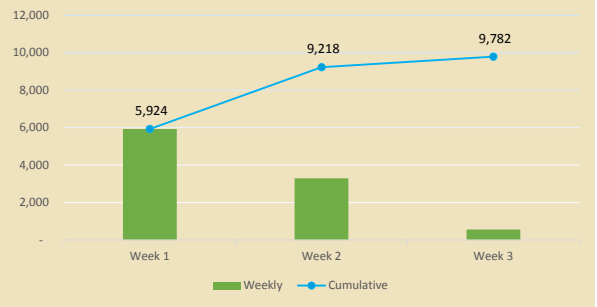
Account Activity	
Individual Accounts	305,304
Employee Accounts	3,184
Employer	5,226
Accounts Currently Aging	
October '13	48,055
November '13	31,548
December '13	45,327
January '14	21,913
February '14	21,183
March '14	57,874
April '14	5,813
May '14	3,431
June '14	3,164
July '14	2,164
August '14	2,129
September '14	2,088
October '14	2,869
November '14	14,391

Technical Performance	
Availability	**99.9%**
Pages served within 5 seconds	**99.6%**
Average page response time	**1.5 sec**

2014 Submitted Enrollments by Month



2015 Submitted Enrollments by Week



Customer Relationship	
Contact Stats	
Total page views	67,924,852
Unique homepage visitors	1,785,601
Unique web visits	3,558,518
Inbound calls serviced	452,589
Inbound chats serviced	50,423
Calls answered within 20 seconds	**59%**

Top Three	
Top 3 marketplace pages	1.) Manage Documents
	2.) Search for Quotes
	3.) Eligibility
Top 3 consumer questions	1.) General Information
	2.) Pre-Enrollment Questions
	3.) Enrolling

Appeals	
Open	**75**
Informal Resolution Process	56
Office of Administrative Courts	3
Pending Withdrawal	16
Closed	**245**
Medicaid/CHP+ only Appeals	**20**