



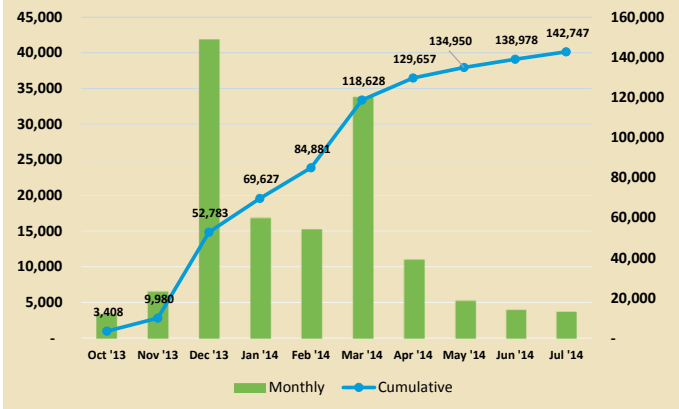
Marketplace Dashboard

Reporting period: 10/1/13 – 7/31/14

Access, Affordability, and Choice

Submitted Enrollments	142,747
Individual	140,355
SHOP	2,392
Enrollments Utilizing APTC/CSR	83,446
Average Selected Premium	
Non Financially Assisted	\$ 284.79
Catastrophic	\$ 148.00
Bronze	\$ 259.98
Silver	\$ 321.84
Gold	\$ 357.96
Platinum	\$ 336.16
Financially Assisted - Gross/Net	\$397.79 / \$179.63
Bronze	\$326.86 / \$97.80
Silver	\$401.91 / \$124.38
Gold	\$434.52 / \$246.94
Platinum	\$427.87 / \$249.41

Submitted Enrollments



Account Activity

Individual Accounts	280,830
Employee Accounts	2,676
Employer	4,345
Accounts Currently Aging	
October	48,095
November	31,483
December	45,357
January	21,962
February	21,254
March	57,997
April	5,863
May	3,530
June	3,331
July	2,524

Assistance Channels

Broker Assisted Enrollments	42,851
Certified Brokers	*1,580
HCG Assisted Enrollments	*8,714
Trained Health Coverage Guides	432
Certified Application Counselors	232
Service Center Assisted Enrollments	<i>In Progress</i>
Carrier Direct	<i>In Progress</i>

Technical Performance

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

Customer Relationship

Contact Stats	
Total page views	53,991,050
Unique homepage visitors	1,461,597
Unique web visits	2,898,053
Inbound calls serviced	351,069
Inbound chats serviced	44,889
Calls answered within 20 seconds	62%

Appeals

Open	57
Informal Resolution Process	32
Office of Administrative Courts	4
Pending Withdrawal	21
Closed	184

Top Three

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

*Data self-reported; measures undergoing verification