



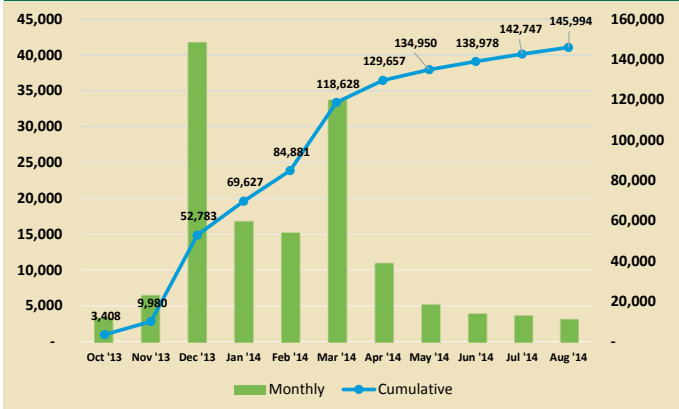
Marketplace Dashboard

Reporting period: 10/1/13 – 8/31/14

Access, Affordability, and Choice

Submitted Enrollments	145,994
Individual	143,524
SHOP	2,470
Enrollments Utilizing APTC/CSR	84,784
Average Selected Premium	
Non Financially Assisted	\$ 283.57
Catastrophic	\$ 148.14
Bronze	\$ 259.39
Silver	\$ 320.39
Gold	\$ 356.79
Platinum	\$ 333.12
Financially Assisted - Gross/Net	\$398.71 / \$179.96
Bronze	\$326.88 / \$98.04
Silver	\$401.48 / \$124.45
Gold	\$433.11 / \$246.06
Platinum	\$433.38 / \$251.28

Submitted Enrollments



Account Activity

Individual Accounts	284,429
Employee Accounts	2,829
Employer	4,437
Accounts Currently Aging	
October	48,021
November	31,510
December	45,309
January	21,937
February	21,199
March	57,909
April	5,839
May	3,477
June	3,200
July	2,230
August	2,441
September	230

Assistance Channels

Broker Assisted Enrollments	44,572
Certified Brokers	*1,580
HCG Assisted Enrollments	*8,714
Trained Health Coverage Guides	441
Certified Application Counselors	232
Service Center Assisted Enrollments	<i>In Progress</i>
Carrier Direct	<i>In Progress</i>

Customer Relationship

Contact Stats	
Total page views	56,188,725
Unique homepage visitors	1,506,056
Unique web visits	2,994,740
Inbound calls serviced	381,466
Inbound chats serviced	46,043
Calls answered within 20 seconds	54%

Technical Performance

Availability	99.7%
Pages served within 5 seconds	98.9%
Average page response time	1.01 sec

Appeals

Open	50
Informal Resolution Process	28
Office of Administrative Courts	0
Pending Withdrawal	22
Closed	203
Medicaid/CHP+ only Appeals	14

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

*Data self-reported; measures undergoing verification