



Daily Open Enrollment 2015 Dashboard

*Reporting Period: 11/15 - 11/18

Open Enrollment 2015 began on Saturday, November 15, 2014. This dashboard details consumer eligibility determinations, website performance and call center usage from November 15 to November 18. The Commonwealth has made transparency a hallmark of the Health Insurance Exchange Project, and will be issuing daily and weekly Open Enrollment reports so that the public can easily track our work to expand access to affordable, quality health insurance through the Affordable Care Act.

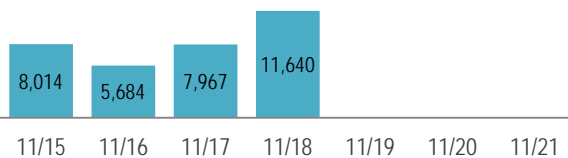
Member Transition: Eligibility Determinations for Affordable Care Act-Compliant Health Insurance

	11/15	11/16	11/17	11/18	11/19	11/20	11/21	Total to Date
MassHealth	2,964	1,984	3,588	3,583				12,119
ConnectorCare	1,566	1,295	2,154	1,786				6,801
Qualified Health Plan (APTC)	420	347	510	413				1,690
Qualified Health Plan (Unsubsidized)	1,948	1,396	2,626	1,832				7,802
Total Eligibility Determinations	6,898	5,022	8,878	7,614				28,412

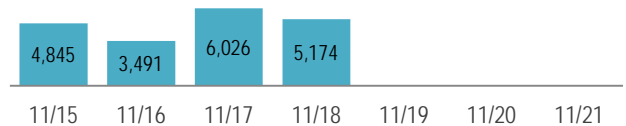
Website challenges during Open Enrollment 2014 resulted in the system being unable to correctly determine people for ACA-compliant coverage, leading to relatively low enrollment in new ACA plans. Legacy and temporary programs protected and extended coverage to approximately 414,383 people. Based on low program utilization rates to date, the pre-ACA small percentage of uninsured and the state's strong base of employer-sponsored insurance, we believe many people in this enrollment count have moved on to other coverage. Therefore, it is not unreasonable to assume that between 175,000 - 225,000 will need to submit a new application to obtain ACA-compliant coverage.

Daily Account and Application Activity

Accounts Created



Applications Submitted

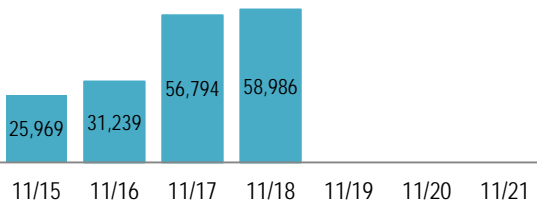


Website Performance

The website is meeting its performance standards, serving a peak of 1,176 concurrent users with an average page load response time of 405 milliseconds on November 18.

Approximately 12,990 anonymous browsers visited the site on November 18, bringing the total anonymous browsers since go-live to 44,952.

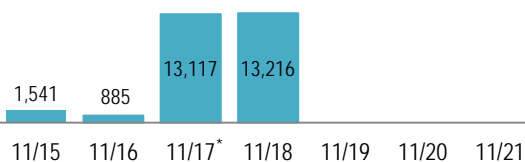
Unique Daily Website Visits



Call Volume

The Health Connector and MassHealth operate separate call centers. To meet increased demand during Open Enrollment, we have added a total of 430 staff, bringing total application processing resources to 680. There are 617 FTEs working on November 19 to answer phone calls and process applications. In recent days, top reasons for calls include consumers seeking to fill out an application over the phone, applicants failing identity proofing and confusion over how to enter immigration documentation. We continue to track where users are having issues, and are working to see how we can improve consumer education and customer service representatives' training to enhance the application experience.

Daily Calls Handled



* 11/17 was the first day MassHealth call centers opened