



Daily Open Enrollment 2015 Dashboard

*Reporting Period: 11/23–11/24

This dashboard details consumer eligibility determinations, website performance and call center usage from November 23 to November 24. 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.

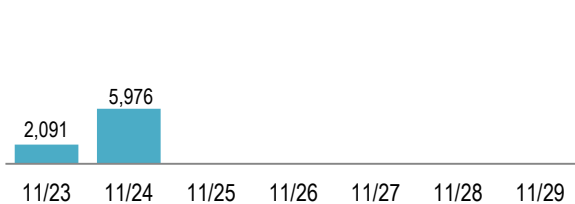
Member Transition: Eligibility Determinations for Affordable Care Act-Compliant Health Insurance

| | Totals 11/15 – 11/22 | 11/23 | 11/24 | 11/25 | 11/26 | 11/27 | 11/28 | 11/29 | Total to Date |
|---|----------------------------|--------------|--------------|-------|-------|-------|-------|-------|------------------|
| MassHealth | 23,792 | 884 | 3,109 | | | | | | 27,785 |
| ConnectorCare | 12,584 | 580 | 1,573 | | | | | | 14,737 |
| Qualified Health Plan (APTC) | 2,895 | 153 | 278 | | | | | | 3,326 |
| Qualified Health Plan (Unsubsidized) | 12,696 | 731 | 1,015 | | | | | | 14,442 |
| Total Eligibility Determinations | 51,967 | 2,348 | 5,975 | | | | | | 60,290 |

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

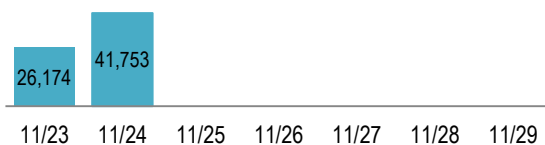
Accounts Created



Applications Submitted



Unique Daily Website Visits

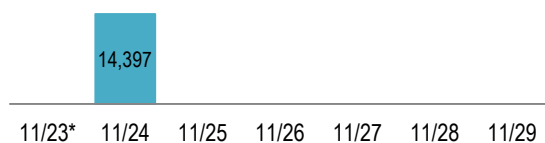


Website Performance

The website is meeting its performance standards, serving a peak of 884 concurrent users with an average page load response time of 408 milliseconds on November 24.

Approximately 8,975 anonymous browsers visited the site on November 24, bringing the total anonymous browsers since go-live to 88,437.

Daily Calls Handled



Call Volume

Yesterday, the average speed of answer was approximately 4.1 minutes, compared to 1.6 minutes on November 21, and the average handle time was 8.6 minutes, down from 8.8 minutes on November 21. The average abandonment rate was 8.1% on Monday compared to 3.0% on Friday. There are 670 FTEs working on November 25 to answer phone calls and process applications.

*All call centers were closed on Sunday, 11/23