



Daily Open Enrollment 2015 Dashboard

*Reporting Period: 12/15 – 12/17

This dashboard details consumer eligibility determinations, website performance and call center usage from December 15 to December 17. The Commonwealth has made transparency a hallmark of the Health Insurance Exchange Project, and issues 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.

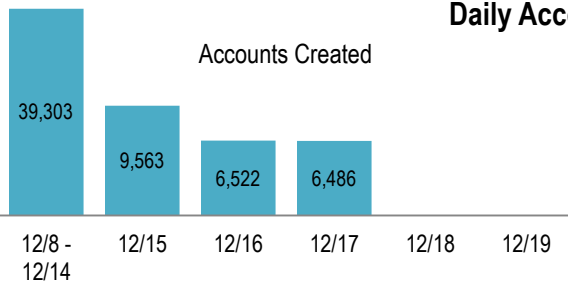
Member Transition: Eligibility Determinations for Affordable Care Act-Compliant Health Insurance

	Totals 11/15 – 12/14	12/15	12/16	12/17	12/18	12/19	Total to Date
MassHealth	84,019	5,761	4,542	4,208			98,530
ConnectorCare	48,157	3,494	2,761	2,809			57,221
Qualified Health Plan (APTC)	10,084	646	475	428			11,633
Qualified Health Plan (Unsubsidized)	38,584	2,626	1,007	1,196			43,413
Total Eligibility Determinations	180,844	12,527	8,785	8,641			210,797

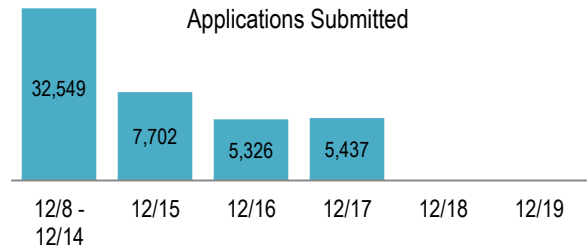
Website challenges during Open Enrollment 2014 resulted in the system being unable to correctly determine people for ACA-compliant coverage, leading to relatively low enrollment in new ACA plans. Legacy and temporary programs protected and extended coverage to approximately 414,383 people. Based on low 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

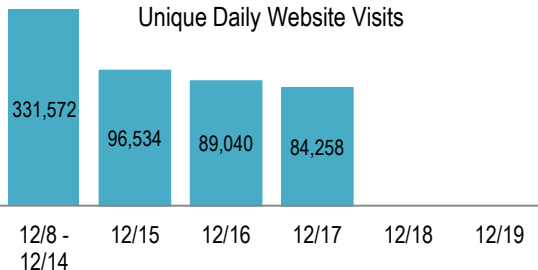
Accounts Created



Applications Submitted



Unique Daily Website Visits

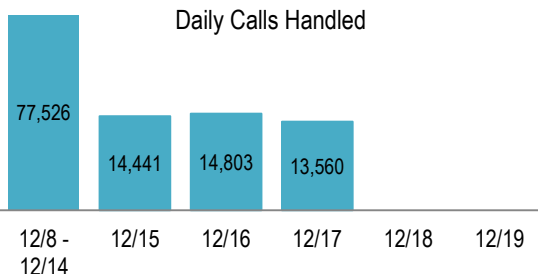


Website Performance

The website is meeting its performance standards, serving a peak of 1,638 concurrent users with an average page load response time of 302 milliseconds on December 17.

Approximately 17,105 anonymous browsers visited the site on December 17, bringing the total anonymous browsers since go-live to 327,578.

Daily Calls Handled



Call Volume

The Health Connector and MassHealth call centers have received heavy demand throughout the week. Call drivers stemmed from confusion over the deadline to apply for January 1, 2015 coverage. The federal deadline was December 15 while the Massachusetts deadline is December 23. Additionally, Monday was the first day members could make changes to their accounts. Consumers were told to call the call centers on December 15 when that functionality would be available.

On December 17 the average speed of answer was approximately 9.9 minutes, compared to 11.5 minutes on December 16, and the average handle time was 11.3 minutes, compared to 10.9 minutes on December 16. The average abandonment rate was 21.59% on Wednesday, down from 22.46% on Tuesday. We project to have 770 FTEs working on December 18 to answer phone calls and process applications.