January 13, 2015*

Daily Open Enrollment 2015 Dashboard

*Reporting Period: 1/12

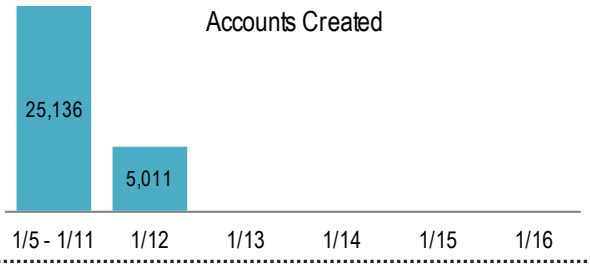
This dashboard details consumer eligibility determinations, website performance and call center usage on January 12. The Commonwealth has made transparency a hallmark of the Health Insurance Exchange Project, and issues daily and weekly Open Enrollment reports so that the public can easily track our work to expand access to affordable, quality health insurance through the Affordable Care Act.

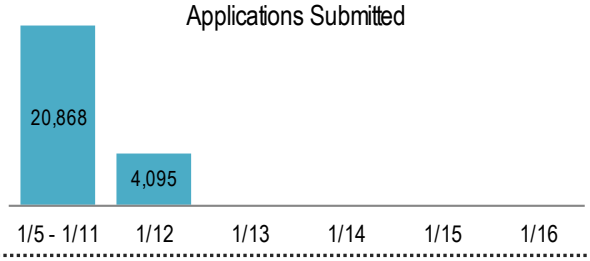
Member Transition: Eligibility Determinations for Affordable Care Act-Compliant Health Insurance

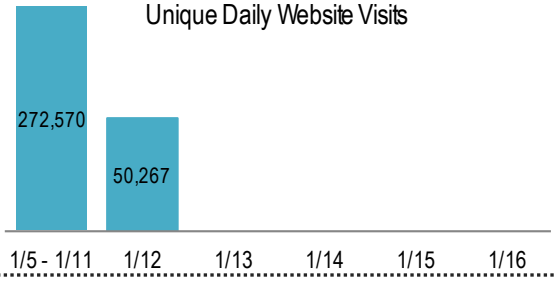
	Totals 11/15 – 1/11	1/12	1/13	1/14	1/15	1/16	Total to Date
MassHealth	168,130	3,709					171,839
ConnectorCare	94,474	1,733					96,207
Qualified Health Plan (APTC)	17,809	260					18,069
Qualified Health Plan (Unsubsidized)	60,630	659					61,289
Total Eligibility Determinations	**341,043**	**6,361**					**347,404**

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





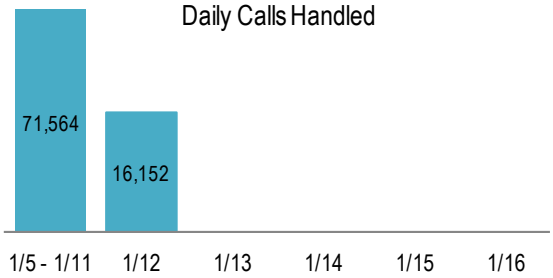


Website Performance

The website is meeting its performance standards, serving a peak of 1,025 concurrent users with an average page load response time of 293 milliseconds on Monday, January 12.

Approximately 19,284 anonymous browsers visited the site from January 10 to January 12, bringing the total anonymous browsers since go-live to 579,590.

Call Volume



On Monday, January 12, the average speed of answer was approximately 13.1 minutes, compared to 7.4 minutes on Friday, January 9, and the average handle time was 10.2 minutes, the same as on January 9. The average abandonment rate was 24.1% on Monday, up from 15.7% on Friday. We project to have 685 FTEs working on January 13 to answer phone calls and process applications.