



Daily Open Enrollment 2015 Dashboard

*Reporting Period: 11/15–11/19

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 19. 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.

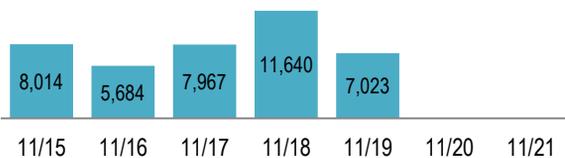
Member Transition: Eligibility Determinations for Affordable Care Act-Compliant Health Insurance

	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	4,173			16,292
ConnectorCare	1,566	1,295	2,154	1,786	1,637			8,438
Qualified Health Plan (APTC)	420	347	510	413	424			2,114
Qualified Health Plan (Unsubsidized)	1,948	1,396	2,626	1,832	1,603			9,405
Total Eligibility Determinations	6,898	5,022	8,878	7,614	7,837			36,249

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

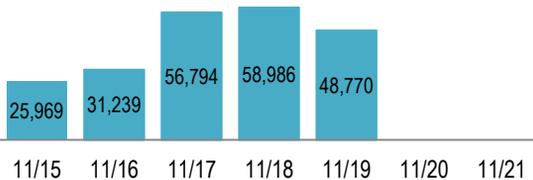
Accounts Created



Applications Submitted



Unique Daily Website Visits



Website Performance

The website is meeting its performance standards, serving a peak of 937 concurrent users with an average page load response time of 385 milliseconds on November 19.

Approximately 10,380 anonymous browsers visited the site on November 19, bringing the total anonymous browsers since go-live to 55,332.

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. Yesterday, the average speed of answer was approximately 3.4 minutes, the average handle time was 9.4 minutes, and the average abandonment rate was 7.08%. There are 608 FTEs working on November 20 to answer phone calls and process applications. Top reasons for calls in recent days continue to revolve around consumers seeking to fill out an application over the phone, applicants failing identity proofing who need to send additional verification documents 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