



OPEN ENROLLMENT 5 UPDATE

MHBE BOARD OF DIRECTORS,
NOV. 20, 2017

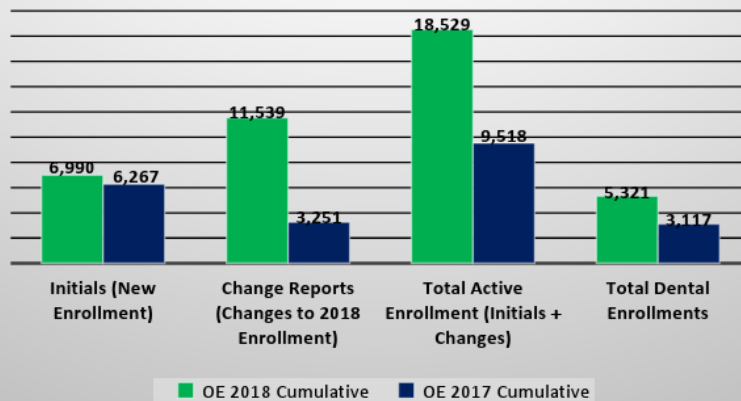
OPEN ENROLLMENT METRICS

- **Total enrollments up 100%** Nov. 1-6 year-over-year: 10,420 in 2017 vs. 5,212 in 2016
- **Initial enrollments up 15%** Nov 1-6: 4,020 in 2017 vs. 3,478 in 2016
- **Changes to existing enrollments up nearly 270%:** 6,400 in 2017 vs. 1,734 in 2016
- **Website (application) visitors up 31%:** 114,719 vs. 87,489
- **Mobile app visitors up 170%:** 30,776 vs. 11,822. 1,000 downloads a day since OE began, twice the pace of past year. 40,000 have opted in for push notifications.

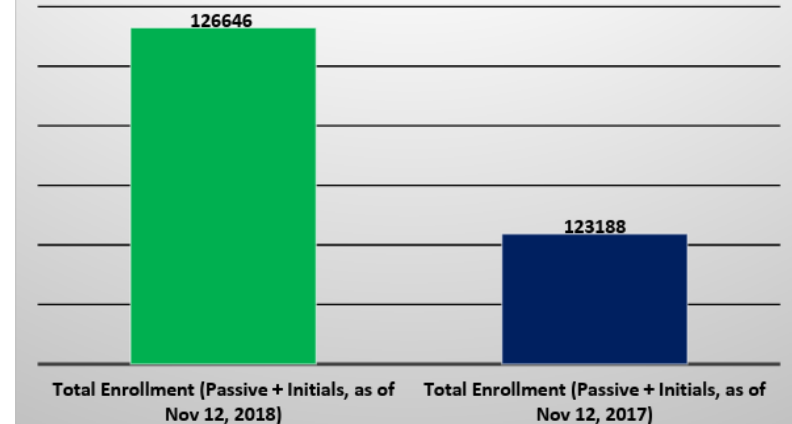
ACTIVE ENROLLMENT

AS OF NOVEMBER 8, 2017

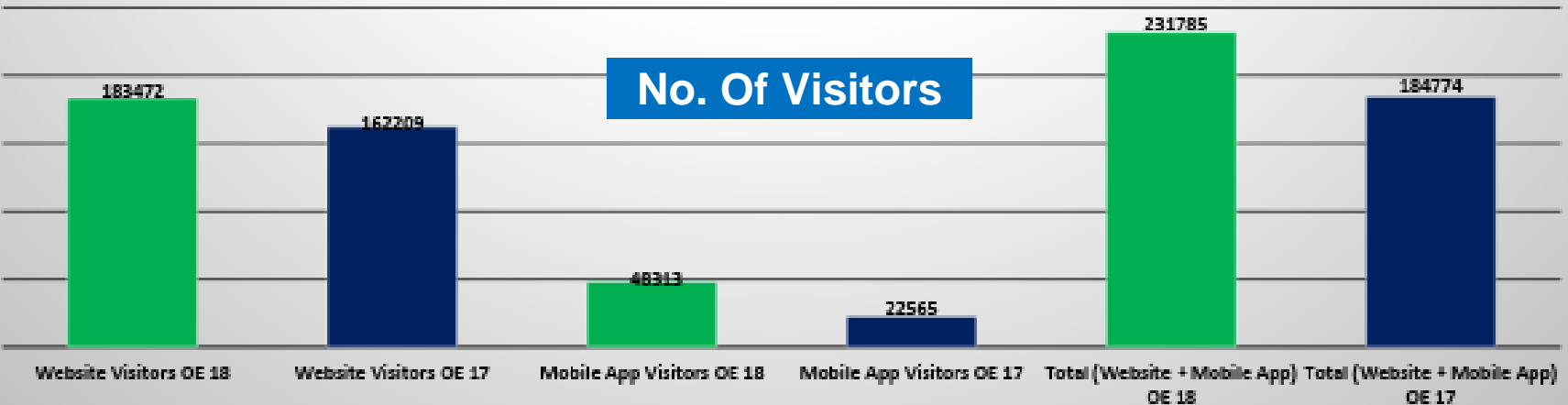
Enrollment Comparison



OE 2018 Cumulative



No. Of Visitors



MEDIA COVERAGE



Dr. Howard Haft on panel led by Baltimore Sun editorial page editor Andrew Green with city health commissioner Dr. Leana Wen and HCAM navigator Joshua Morris on Oct. 30 at the Sun. “Facebook Live” streamed to 50 people beyond live audience.

Obamacare signups rise on first day of enrollment period in Maryland

CNN Money

Your Money, Your America
These states are doing Obamacare oper enrollment their own way

Panel shares advice on navigating Maryland's health exchange enrollment

BY TALIA RICHMAN
The Baltimore Sun

Two days before enrollment begins, the health insurance through either the ex- changes created by the Affordable Care Act.

WEDNESDAY, NOVEMBER 9, 2017 • THE WASHINGTON POST

Numbers up for early ACA enrollment

More signing up for coverage compared with first days of 2016

BY JULIE ELLERIN AND COLBY IYKOWITZ

The number of consumers signing up for plans under the Affordable Care Act has surged during the first few days of open enrollment compared with past years, according to federal and state officials.

More than 200,000 Americans chose a plan on Nov. 1, the day open enrollment began, according to one Trump administration official. That's more than double the number of consumers who signed up on the first day of enrollment last year. More than 1 million people visited HealthCare.gov, the official federal website, the official said, amounting to roughly a 33 percent increase in traffic compared with 2016. These figures capture only part



People fill out paperwork in the offices of the Montgomery County health department in Silver Spring on Nov. 1, the first day of open enrollment for health insurance through the Affordable Care Act.

sort of assistance," said center "navigator" Joshua Morris, helps people sign up for health coverage.

In 2016, the percentage of residents without health coverage dropped to an all-time low, according to the U.S. Census Bureau. When the online health exchange initially launched in 2013, it had created a host of problems

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MEDIA COVERAGE

The Washington Post (11/7): “In Montgomery County, one navigator group even had to stay open two hours late last Sunday because of demand.”

CNN Money (11/7): “The Maryland Health Connection website, which usually closes at 11 p.m., had to stay open an hour later on Wednesday because 300 people were still online.”

The Washington Times (11/6): “States that run their own Obamacare markets say they are seeing a surge of interest ... Maryland signed up 6,900 people in the first three days, nearly double the rate from last year.”

Bloomberg News (11/9): Maryland saw enrollments double to 10,000 in the first six days ... Traffic to the website and mobile app are also up significantly.”



- Successful “**Beat The Rush**” enrollment events held at 20 locations around the state Nov. 3-5.
 - Events resulted in 500 enrollments, 56% QHP, 44% Medicaid
 - Maryland Insurance Administration (MIA) helped staff the events
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- Additional outreach: Webinar for Lyft drivers on Nov. 1 ... “Meet Me Monday” networking event with Micheline Bowman in Prince George’s County ... Latino media outreach including El Zol, Radio America, Univision and various print media ... Urban League Radio interview
 - Twitter impressions (Week 1): 82,000 in 2017 vs. 39,000 in 2016.
 - Instagram users click to MHC.gov (Week 1): 313 in 2017 vs. 0 in 2016

CONNECTOR ENTITIES

Nov. 1-12

| ACTIVITY | LOWER EASTERN | UPPER EASTERN | MID WEST | FAR WEST | CENTRAL | MONT CO | PRINCE GEORGE'S | SOUTHERN | TOTALS |
|--------------------------|---------------|---------------|----------|----------|---------|---------|-----------------|----------|---------------|
| IN-PERSON CONTACT | 480 | 1455 | 992 | 704 | 1174 | 3785 | 1531 | 807 | 10,928 |
| QHP ENROLLMENT COMPLETED | 103 | 267 | 540 | 236 | 712 | 1367 | 488 | 151 | 3,864 |
| MA ENROLLMENT COMPLETED | 65 | 113 | 111 | 59 | 833 | 1163 | 951 | 74 | 3,369 |

CALL CENTER VOLUME

CSC Call Volume Forecasted vs. Actual 11/1-11/7/2017

| Date | Forecasted Call Volume | Actuals | Delta | % Delta |
|--------------|------------------------|---------------|---------------|---------------|
| 11/1/2017 | 7,457 | 12,082 | 4,625 | 62.02% |
| 11/2/2017 | 6,560 | 8,990 | 2,430 | 37.04% |
| 11/3/2017 | 5,478 | 7,859 | 2,381 | 43.46% |
| 11/4/2017 | 809 | 1,009 | 200 | 24.72% |
| 11/6/2017 | 10,715 | 11,773 | 1,058 | 9.87% |
| 11/7/2017 | 9,611 | 10,090 | 479 | 4.98% |
| Total | 40,630 | 51,803 | 11,173 | 27.49% |

CALL CENTER PERFORMANCE

Performance Statistics 11/1-11/11/2017

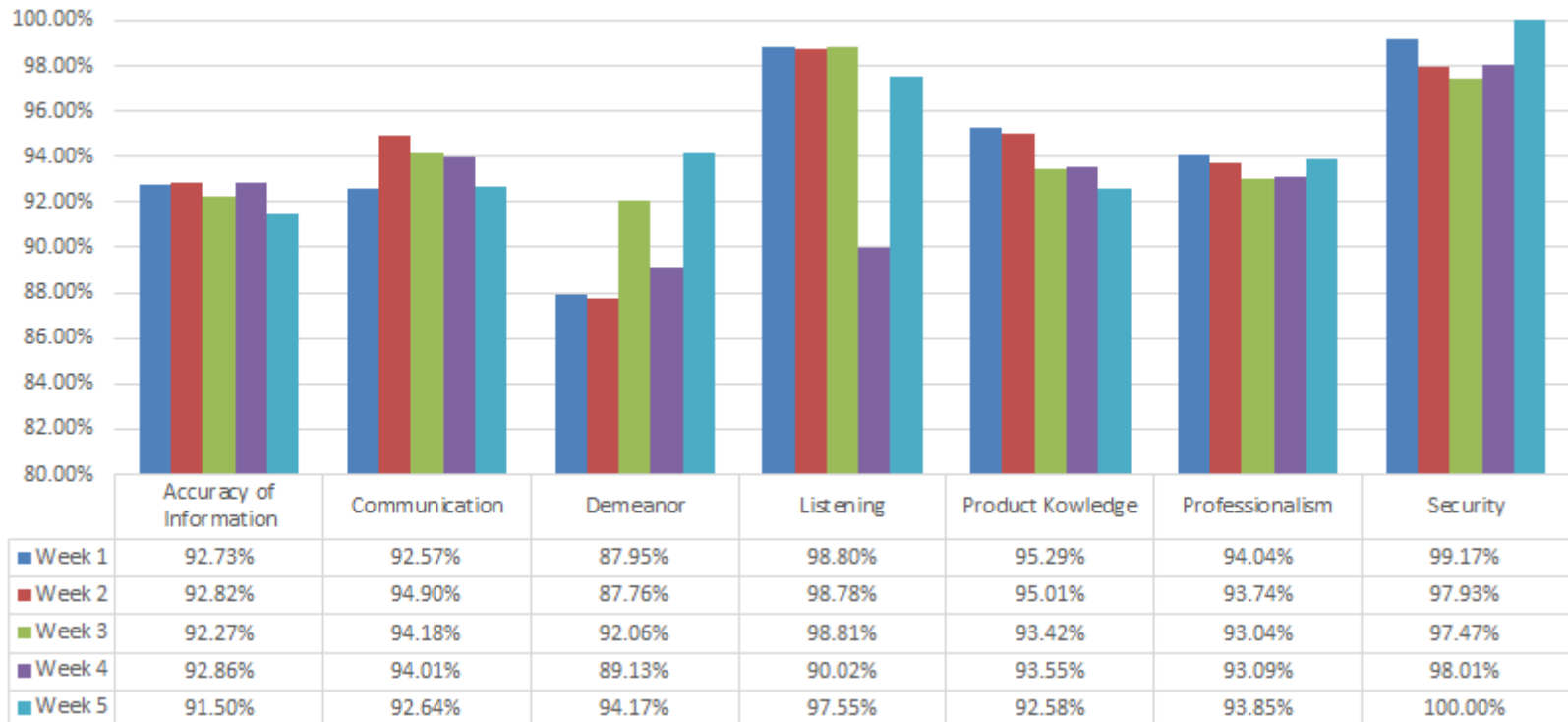
| Metric | Number |
|--|--------|
| Calls Received | 74,818 |
| Calls Handled | 53,859 |
| Average Handle Time (mins) | 13.08 |
| Average Speed to Answer (mins) | 8.33 |
| Broker Assisted Transfers | 796 |
| Number of Social Media inquiries handled | 157 |

MD HIX Managers received a total of 80 Kudos calls from Maryland Health Connection consumers impressed by exceptional customer service offered by CSC agents (LB/Glendale) during the week ending 11/11/2017

CALL CENTER QUALITY ASSURANCE METRICS

QA Trending Report

Skillset Trending and Analysis

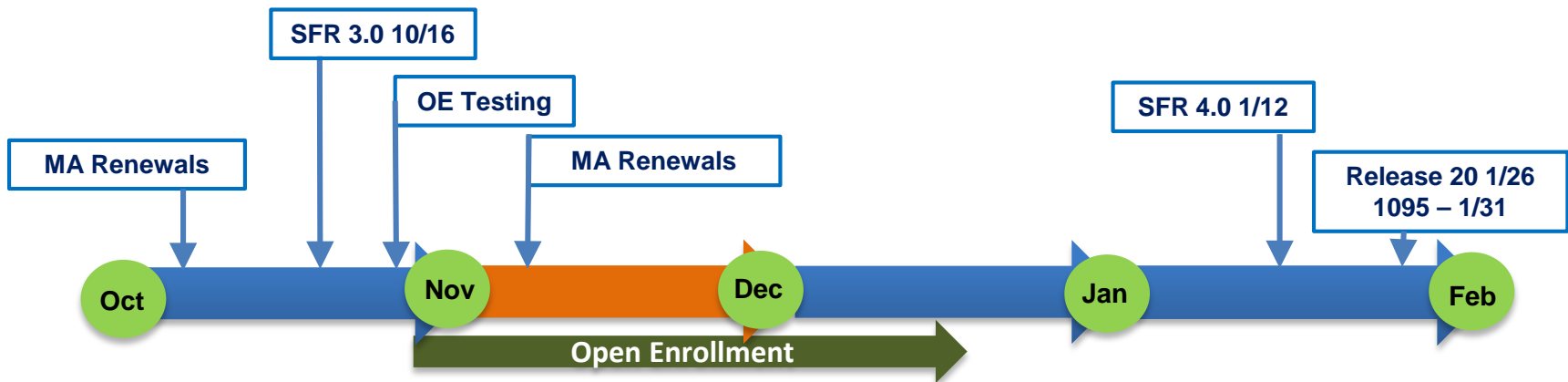


Highlights

- ❖ Command center setup for continuous monitoring
- ❖ Technology Platform robust enough to handle high volume of traffic
- ❖ Dynamic system capabilities to extend open hours beyond 11 PM as needed
- ❖ Akamai Waiting room feature configured to engage users based on system load

Daily Activities

- ❖ System assessments
- ❖ User Log reviews
- ❖ Reporting
- ❖ Identifying and Fixing issues



Command Center Opening Day!



QUESTIONS?