

Open Enrollment Week 14: February 16, 2015 – February 22, 2015

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Each week during Open Enrollment 2015, weekly snapshots were released to provide a more detailed look at the millions of consumers who visited HealthCare.gov, shopped for coverage, selected plans or were automatically re-enrolled through the HealthCare.gov platform; which includes the Federally Facilitated Marketplaces, State Partnership Marketplaces and supported State-Based Marketplaces.

The Open Enrollment snapshots for the Federally Facilitated Marketplace provided point-in-time estimates for weekly data. These were preliminary numbers and fluctuated based on consumers changing or canceling plans or having a change in status such as new job or marriage. Open Enrollment ended on February 15 but consumers who waited in line at the call center or who experienced technical issues were able to sign-up for coverage until February 22 through a special enrollment period. This is the final Open Enrollment 2015 snapshot and includes data through February 22 to capture those consumers who signed up for affordable coverage during the special enrollment period.

“The millions of consumers who signed up for Marketplace coverage through HealthCare.gov demonstrate that the Affordable Care Act is working,” HHS Secretary Sylvia Burwell said. “The law provides access to affordable, quality coverage and strengthens the financial security of working Americans.”

We have now completed processing the information submitted by most of those with citizenship and immigration data matching issues described in last week’s snapshot. As a result, approximately 90,000 consumers who had 2014 coverage were not able to continue their Marketplace coverage in 2015 because they did not provide the necessary documentation of their citizenship or immigration status (the previous estimate was 200,000). Their coverage has been terminated and these individuals are no longer included in the cumulative total. As such, the change in the weekly and cumulative total reflects both the increased number of sign-ups due to the special enrollment period and the reduced number of re-enrollees due to this action.

HHS will produce a more detailed report that looks at plan selections across the Federally Facilitated Marketplace and State-Based Marketplaces in March. In addition, the weekly snapshot only looks at plan selections and automatic re-enrollment. It does not detail the number of consumers who paid their premiums to effectuate their enrollment.

Definitions and details on the data are included in the glossary.

Federal Marketplace Snapshot

Federal Marketplace Snapshot	Week 14 Feb 16 – Feb 22	Cumulative Nov 15 – Feb 22
Plan Selections	40,714	8,838,291
Applications Submitted	231,890	12,410,323
Call Center Volume	918,423	15,324,491

Average Call Center Wait Time	8 minutes 31 seconds	8 minutes 17 seconds
Calls with Spanish Speaking Representative	90,871	1,471,607
Average Wait for Spanish Speaking Rep	19 seconds	1 minute 17 seconds
HealthCare.gov Users	2,002,353	33,845,038
CuidadoDeSalud.gov Users	49,174	1,330,493
Window Shopping HealthCare.gov Users	172,435	9,342,630
Window Shopping CuidadoDeSalud.gov Users	6,661	280,790

Glossary

Plan Selections: The weekly and cumulative metrics provide a preliminary total of those who have submitted an application and selected the plan that best fits their needs. In addition, totals include those consumers who were automatically re-enrolled into their current plan or a plan with similar benefits. As noted previously, these numbers fluctuate based on consumers changing or canceling plans or having a change in status such as a new job or marriage; changes for the entire open enrollment period are reflected in the most recent weekly and cumulative metrics.

To have their coverage effectuated, consumers need to pay their first month's health plan premium. This release does not include effectuated enrollment.

Generally, references to the Marketplace in this report refer to 35 states that are states that used the HealthCare.gov platform in both 2014 and 2015 and Oregon and Nevada, which are new to the FFM platform in 2015. Those states include: Alabama, Alaska, Arizona, Arkansas, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Michigan, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, Nevada, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, West Virginia, Wisconsin, and Wyoming.

Applications Submitted: A consumer who has completed an application and submitted it or who through the automatic enrollment process had an application submitted to the Federally Facilitated Marketplace. If determined eligible for Marketplace coverage, the consumer still needs to pick a health plan that best fits their financial and health needs and pay their premium to get covered. Because families can submit a single application, this figure tallies each person covered by an application. The weekly and cumulative metrics total the number of people who have submitted an application.

Call Center Volume: The total number of calls received by the Federally-Facilitated Marketplace call center over the course of a week or from the start of Open Enrollment.

Calls with Spanish Speaking Representative: The total number of calls received by the call center where consumers chose to speak with a Spanish-speaking representative. These calls are not included within the call center volume.

Average Call Center Wait Time: The average amount of time a consumer waited before reaching a customer service representative. The cumulative total averages wait time over the course of the extended time period.

HealthCare.gov or CuidadodeSalud.gov Users: The user metric totals how many unique users viewed or interacted with either **HealthCare.gov** or **CuidadodeSalud.gov** over the course of a specific date range. For cumulative totals, a separate report is run for the entire Open Enrollment period to minimize users being counted more than once during that longer range of time and to provide a more accurate estimate of unique users. Depending on an individual’s browser settings and browsing habits, a visitor may be counted as a unique user more than once. Note: in reporting from the last open enrollment period “users” was reported as “unique visitors”.

Window Shopping HealthCare.gov Users or CuidadoDeSalud.gov Users: The user metric totals how many unique users interacted with the window-shopping tool over the course of a specific date range. For cumulative totals, a separate report is run for the entire Open Enrollment period to minimize users being counted more than once during that longer range of time and to provide a more accurate estimate of unique users. Depending on an individual’s browser settings and browsing habits, a visitor may be counted as a unique user more than once. Users who window-shopped are also included in the total **HealthCare.gov** or **CuidadodeSalud.gov** user total. Note: in reporting from the last open enrollment period “users” was reported as “unique visitors”.

HealthCare.gov States: The 37 states that use the HealthCare.gov platform, including the Federally-facilitated Marketplace, State Partnership Marketplaces or supported State-based Marketplaces.

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