

Open Enrollment Week 9: January 10, 2015 – January 16, 2015

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Since Open Enrollment began on November 15, more than 7.1 million consumers selected a plan or were automatically re-enrolled through the HealthCare.gov platform, which includes the Federally Facilitated Marketplace (FFM), State Partnership Marketplaces and supported State-Based Marketplaces.

“With just four weeks before the February 15 deadline and the end of Open Enrollment, more than 7.1 million consumers are counting on the Marketplace for affordable health coverage,” HHS Secretary Sylvia Burwell said. “Last week, just before the deadline for February 1 coverage, approximately 400,000 people across the country selected a plan that worked for their family. Time is running out. If you don’t have health coverage, visit HealthCare.gov or contact the Marketplace call center to learn about your options and the financial help that is available.”

HHS produces more detailed reports that look at plan selection across the Federally Facilitated Marketplace and State-Based Marketplaces on a monthly basis. The first Open Enrollment monthly report was released on December 30. Weekly snapshots do not include the consumers who visited, called, shopped or selected a plan through a State-Based Marketplace.

The Open Enrollment snapshots for the Federally Facilitated Marketplace provide point-in-time estimates for weekly data. These are preliminary numbers and could fluctuate based on consumers changing or canceling plans or having a change in status such as new job or marriage. The snapshots also include totals from the beginning of the 2015 Open Enrollment period, which started November 15, 2014. Note that data revisions may mean that the weekly totals do not sum to the cumulative numbers.

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

Federal Marketplace Snapshot

Federal Marketplace Snapshot	Week 9	Cumulative
	Jan 10 – Jan 16	Nov 15 – Jan 16
Plan Selections	400,253	7,156,691
Applications Submitted	675,940	9,444,388
Call Center Volume	1,327,679	9,455,476
Average Call Center Wait Time	11 minutes and 11 seconds	7 minutes 34 seconds
Calls with Spanish Speaking Representative	128,189	798,442
Average Wait for Spanish Speaking Rep	19 seconds	23 seconds
HealthCare.gov Users	3,748,052	21,007,513
CuidadoDeSalud.gov Users	152,385	774,789
Window Shopping HealthCare.gov Users	786,419	6,849,881
Window Shopping CuidadoDeSalud.gov Users	27,914	155,630

HealthCare.gov State-by-State Snapshot

Consumers across the country continue to reach out to in-person assisters or call center representatives at 1-800-318-2596 and visit HealthCare.gov or CuidadodeSalud.gov to learn about their plan options, to find out what financial help is available, and to select the plan that best meets their financial and health needs. Individual plan selections for the states using the HealthCare.gov platform include:

HealthCare.gov States	Cumulative Plan Selections
	Nov 15 – Jan 16
Alabama	134,205
Alaska	16,724
Arizona	169,178
Arkansas	54,885
Delaware	20,449
Florida	1,270,995
Georgia	425,927
Illinois	286,888
Indiana	185,730
Iowa	36,718
Kansas	80,064
Louisiana	137,142
Maine	61,964
Michigan	299,750
Mississippi	81,251
Missouri	209,336
Montana	47,206
Nebraska	61,474
Nevada	52,498
New Hampshire	46,642
New Jersey	211,788
New Mexico	43,054
North Carolina	458,676
North Dakota	15,606
Ohio	196,073
Oklahoma	101,026
Oregon	90,345
Pennsylvania	422,284
South Carolina	161,941
South Dakota	18,040
Tennessee	184,486
Texas	918,890
Utah	116,423
Virginia	316,584
West Virginia	27,471

Wisconsin	177,157
Wyoming	17,821

Consumers can shop and sign up for affordable health coverage that fits their health and financial needs any time between now and February 15, 2015.

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 now 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.

All 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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