

Open Enrollment Week 10: January 17, 2015 – January 23, 2015

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Since Open Enrollment began on November 15, almost 7.3 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.

“Only 18 days remain before the February 15 deadline and the end of this year’s Open Enrollment,” HHS Secretary Sylvia Burwell said. “Don’t wait until deadline day to learn about your options and the financial help that is available. Join the millions who have gotten coverage visiting HealthCare.gov or contacting the Marketplace Call Center to find a plan that fits your family’s needs.”

HHS produces more detailed reports that look at plan selection across the Federally Facilitated Marketplace and State-Based Marketplaces on a monthly basis. The second Open Enrollment monthly report was released on January 27. 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

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.

Federal Marketplace Snapshot	Week 10	Cumulative
	Jan 17 – Jan 23	Nov 15 – Jan 23
Plan Selections	137,298	7,293,989
Applications Submitted	306,781	9,751,169
Call Center Volume	686,302	10,141,778
Average Call Center Wait Time	20 seconds	6 minutes 56 seconds
Calls with Spanish Speaking Representative	78,875	877,317

Average Wait for Spanish Speaking Rep	6 seconds	22 seconds
HealthCare.gov Users	2,587,588	22,918,430
CuidadoDeSalud.gov Users	125,501	888,379
Window Shopping HealthCare.gov Users	517,524	7,261,689
Window Shopping CuidadoDeSalud.gov Users	18,052	170,656

HealthCare.gov State-by-State Snapshot

Individual plan selections for the states using the HealthCare.gov platform include:

HealthCare.gov States	Cumulative Plan Selections Nov 15 – Jan 23
Alabama	137,941
Alaska	17,051
Arizona	171,723
Arkansas	55,853
Delaware	20,776
Florida	1,301,745
Georgia	435,523
Illinois	290,791
Indiana	189,220
Iowa	37,338

Kansas	81,205
Louisiana	142,192
Maine	62,983
Michigan	301,646
Mississippi	84,101
Missouri	213,514
Montana	47,701
Nebraska	62,458
Nevada	54,101
New Hampshire	47,042
New Jersey	213,573
New Mexico	43,651
North Carolina	467,560
North Dakota	15,756
Ohio	198,608
Oklahoma	103,001
Oregon	92,059
Pennsylvania	425,854
South Carolina	166,159
South Dakota	18,248

Tennessee	188,276
Texas	940,707
Utah	118,064
Virginia	321,982
West Virginia	27,849
Wisconsin	179,626
Wyoming	18,112

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.