

Open Enrollment Week 8: January 3, 2015 – January 9, 2015

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Since Open Enrollment began on November 15, nearly 6.8 million consumers selected a plan or were automatically re-enrolled in the Federally Facilitated Marketplace (FFM). This is the first weekly snapshot that provides an estimate of plan selections for each state in the FFM.

“Nearly 6.8 million Americans have access to quality, affordable health coverage for 2015 through the Federally Facilitated Health Insurance Marketplace,” HHS Secretary Sylvia Burwell said. “There are just over four weeks before the February 15 deadline and the end of Open Enrollment. For those who are thinking about getting health coverage, take a look at your options on HealthCare.gov or contact the call center. If you don’t enroll by February 15, then you may have to wait until next year to sign up for affordable coverage. In the first month, 87 percent of consumers got financial assistance to help lower the cost of premiums.”

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 8 Jan 3 – Jan 9	Cumulative Nov 15 – Jan 9
Plan Selections	163,050	6,756,438
Applications Submitted	332,318	8,768,448
Call Center Volume	715,180	8,127,797
Average Call Center Wait Time	6 seconds	7 minutes 2 seconds
Calls with Spanish Speaking Representative	77,044	670,253
Average Wait for Spanish Speaking Rep	3 seconds	24 seconds
HealthCare.gov Users	2,196,160	18,125,684
CuidadoDeSalud.gov Users	82,005	643,172
Window Shopping HealthCare.gov Users	580,345	6,216,367
Window Shopping CuidadoDeSalud.gov Users	12,969	132,005

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.

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 9
Alabama	126,061
Alaska	15,830
Arizona	160,466
Arkansas	52,364
Delaware	19,338
Florida	1,190,922
Georgia	398,781
Illinois	272,623
Indiana	175,447
Iowa	34,586
Kansas	75,836
Louisiana	126,454
Maine	59,126
Michigan	290,439
Mississippi	76,005
Missouri	197,539
Montana	45,278
Nebraska	57,479
Nevada	47,784
New Hampshire	44,976
New Jersey	202,732
New Mexico	40,972
North Carolina	434,503
North Dakota	14,973
Ohio	186,232
Oklahoma	95,165
Oregon	84,360
Pennsylvania	408,934
South Carolina	150,962
South Dakota	17,196
Tennessee	172,530
Texas	859,377
Utah	109,218
Virginia	298,981

West Virginia	26,236
Wisconsin	169,704
Wyoming	17,029

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](https://www.healthcare.gov) or [CuidadodeSalud.gov](https://www.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".

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