

Open Enrollment Week 6: December 20 – December 26, 2014

Posted December 30, 2014

From November 15 to December 26, nearly 6.5 million consumers selected a plan or were automatically re-enrolled in the Federally Facilitated Marketplace (FFM). The Week 6 snapshot includes the Christmas holiday; consumers continued to shop and select the plan that best meets their financial or health needs.

“As we close out 2014, nearly 6.5 million consumers have access to quality, affordable health coverage for 2015 through the federal Health Insurance Marketplace,” HHS Secretary Sylvia Burwell said. “Even with the holiday, consumers still found the time to shop, start applications and learn about their options. With the January 15 deadline for February 1 coverage right around the corner, we encourage consumers to continue to visit HealthCare.gov or reach out to the call center to learn about their options and what financial assistance may be available.”

HHS will produce 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. In addition, we continue to release weekly snapshots of Federally Facilitated Marketplace preliminary data. These snapshots do not include the consumers who visited, called, shopped or selected a plan through a State-Based Marketplace.

The weekly 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.

Now that automatic re-enrollment is complete, snapshots will no longer include a breakdown between new consumers and consumers renewing coverage. Our current analysis indicates that approximately 40 percent of current Federally Facilitated Marketplace consumers came back, updated their applications and actively selected a plan for 2015. We expect to release additional information about automatic and active re-enrollment in upcoming monthly reports.

The metrics include those consumers who were automatically re-enrolled within the weekly and cumulative totals. The automatic re-enrollment process began on December 16 and was completed for the vast majority of consumers on December 18.

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

Federal Marketplace Snapshot	Week 6 Dec 20 – Dec 26	Cumulative Nov 15 – Dec 26
Plan Selections	96,446	6,490,492
Applications Submitted	197,402	8,189,587

Call Center Volume	452,276	6,731,353
Average Call Center Wait Time	2 seconds	8 minutes 49 seconds
Calls with Spanish Speaking Representative	28,131*	525,505
Average Wait for Spanish Speaking Rep	2 seconds	30 seconds
HealthCare.gov Users	1,381,879	15,032,614
CuidadoDeSalud.gov Users	43,835	527,217
Window Shopping HealthCare.gov Users	316,952	5,355,837
Window Shopping CuidadoDeSalud.gov Users	5,606	115,179

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. If consumers who were automatically re-enrolled decide in the coming weeks that a better plan exists for their family, they can make that change at any time before the end of Open Enrollment on February 15.

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".

*The weekly total for calls with a Spanish speaking representative for December 20-26 is 38,131, not 28,131 as it was listed in the Week 6 snapshot. Cumulative totals have been adjusted in the Week 7 snapshot to note the 10,000 additional calls received.