

HHS Enrollment Snapshot
Open Enrollment
Week 1: November 15 – 21

Millions of consumers reached out to in-person assisters, spoke with a call center representative at 1-800-312-2596 or visited HealthCare.gov or CuidadoDeSalud.gov to learn about their plan options, to find out what financial help is available, or to select a plan that best meets their financial and health needs. This does not include the many more who visited, called, shopped or selected a plan through a State-based Marketplace.

“Today, we are releasing the first weekly snapshot of Federal Marketplace Open Enrollment activity; we had a solid start, but we have a lot of work to do every day between now and February 15,” HHS Secretary Sylvia Burwell said. “People are ready to get covered, and visitors to HealthCare.gov are seeing more competition, affordable options and an improved consumer experience.”

Similar to last year, each month, CMS will produce a report that provides a detailed look at plan selection across the Federally Facilitated Marketplace and State-Based Marketplaces. In addition, CMS will release weekly snapshots of preliminary data.

The snapshot for the first week of Open Enrollment for the Federally Facilitated Marketplace (FFM) provides a point-in-time estimate. These preliminary numbers are subject to revision and can fluctuate week-to-week based on consumers changing or canceling plans or having a change in status such as new job or marriage. And last year, sign-ups surged around deadlines.

Federal Marketplace Snapshot	November 15 – November 21
Plan Selections	462,125
<i>New consumers</i>	48 percent
<i>Consumers renewing coverage</i>	52 percent
Applications Submitted	1,032,129
Call Center Volume	1,069,378
Average Call Center Wait Time	3:05
Calls with Spanish Speaking Representative	101,864
Average Wait for Spanish Speaking Rep	0:10
HealthCare.gov Users	3,741,725
CuidadoDeSalud.gov Users	95,730
Window Shopping HealthCare.gov Users	1,578,649
Window Shopping CuidadoDeSalud.gov Users	31,620

Glossary

Plan Selections: This metric totals the number of people who have submitted an application and selected the plan that best fits their needs.

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.

New Consumers: New consumers are those consumers who are selecting a plan for the first time or whose plan selection in 2014 was terminated, because, for example, they failed to pay their premium or gained coverage through employer-sponsored insurance. In addition, because Oregon and Nevada consumers now use the Federally Facilitated Marketplace platform, they are considered new enrollments.

Consumers Renewing Coverage: Consumers with 2014 effectuated enrollment who have actively submitted a 2015 application and selected a plan or, after December 15, have been auto-renewed.

Applications Submitted: A consumer who has completed an application and submitted it. 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.

Call Center Volume: The total number of calls received by the Federally-Facilitated Marketplace call center.

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.

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 week. Depending on an individual's browser settings and browsing habits, a visitor may be counted as a unique user more than once. Note: In April, Google Analytics changed their metric from "unique visitors" to "users".

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 week. 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 April Google Analytics changed their metric from "unique visitors" to "users".

Source: Department of Health and Human Services. November 2014