



Washington Health Benefit Exchange

Open Enrollment Report

Exchange Board Meeting

February 2, 2018

Michael Marchand, CMO
Beth Walter, Operations Director
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Updates – Open enrollment

Qualified Health Plans	2017	2018	Increase
QHPs selected	225,000	242,800	+8%
New QHPs	68,000	79,000	+16%
Total QHP renewals	155,000	164,000	+5%

Qualified Health Plan (QHP) Enrollment Breakdown		
Total QHP	242,800	100%
Renewal	164,000	68%
New	79,000	32%
Subsidized	152,500	63%
Unsubsidized	90,400	37%



QHP Enrollment By Carrier

Insurance Carrier	Total Enrolled	Percent of Total QHP Enrollment	Total New	Total Renewal
Kaiser Permanente WA	83,000	34%	28,000	55,000
Coordinated Care	62,600	26%	19,600	43,000
Premera	39,300	16%	16,000	23,200
Molina	32,000	13%	7,600	24,500
LifeWise	14,500	6%	4,300	10,200
Kaiser Northwest	10,800	4%	3,100	7,600
Bridgespan	700	.2%	200	500
Total	242,800	100%	78,800	164,000

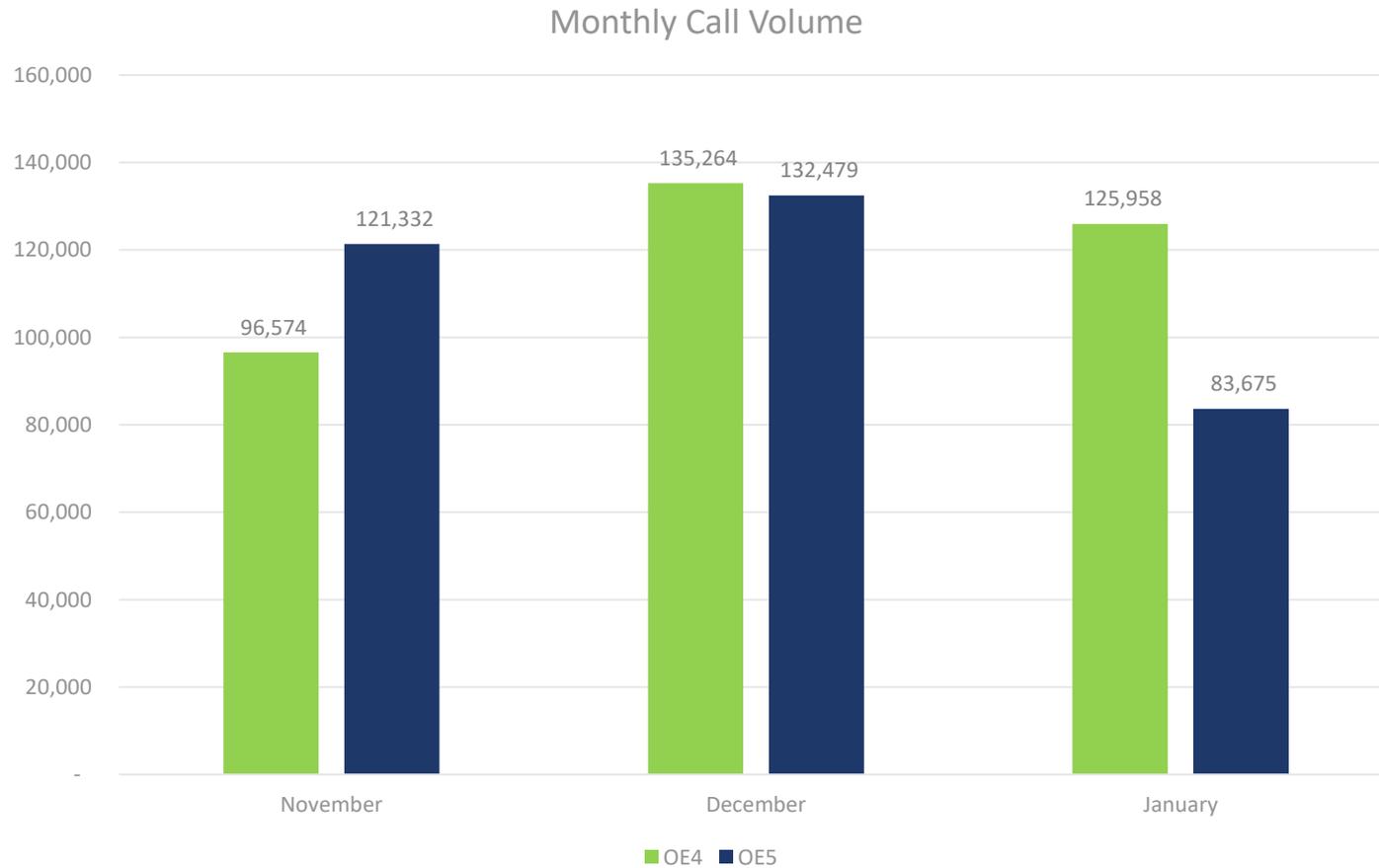


Key Takeaways

- ✓ **Advertising/Marketing Strategy was successful**
 - Digital work – Facebook, Twitter
 - Community-centric efforts
- ✓ **Positive Navigator, Broker efforts to reach customers**
 - Rural outreach
 - ESL outreach
 - Storefronts
- ✓ **Strong Partnerships**
 - Univision
 - SIFF



Call Volume as Compared to Last Year

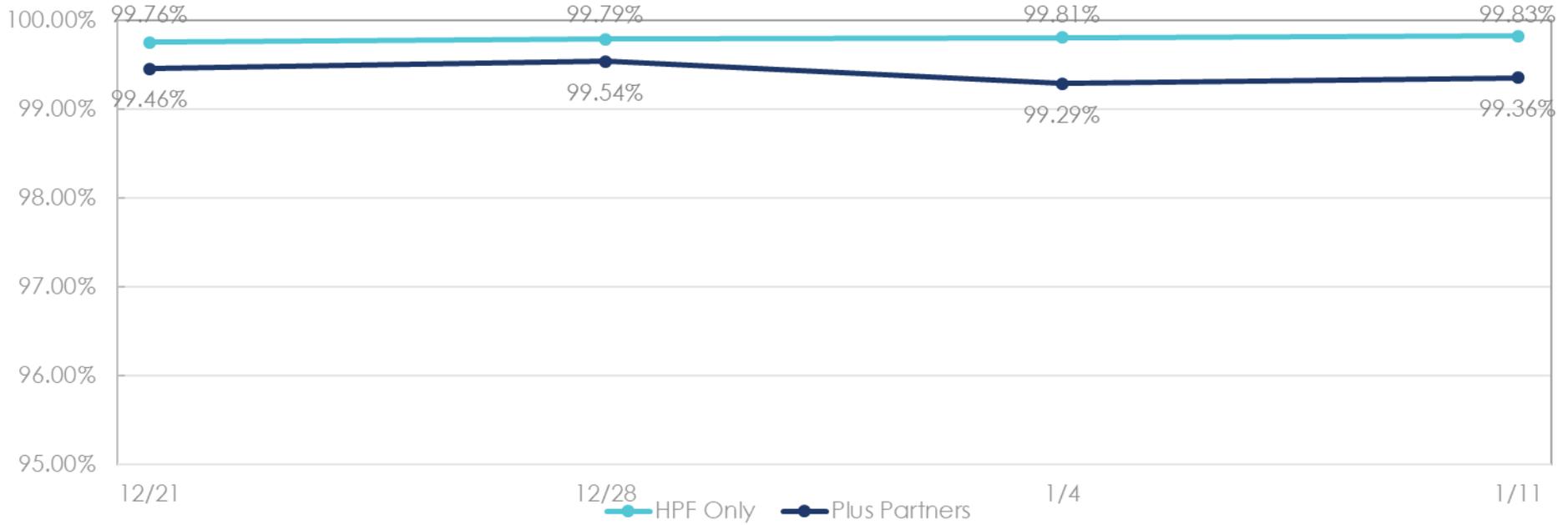


Call Center Volume

- Total call volume for Open Enrollment was 317,239
 - Forecast volume was 280,808
- December 14th and 15th were the highest volume days
 - 12/14: +11,000 calls
 - 12/15: + 15,000 calls
- Volume dropped after December 15th deadline; increased again in January but didn't exceed forecasted volume as much as in November and December



OE System Uptime



Metric	12/21	12/28	1/4	1/11
System Availability – HPF only	99.76%	99.79%	99.81%	99.83%
System Availability – Plus Partners	99.46%	99.54%	99.29%	99.36%
Number of Total Visitors (traffic)	1,888,832	1,969,509	2,226,773	2,431,223
Average Length of Time of Visit (min:sec)	16:21	16:03	15:36	15:21
Number of QHP Eligibility Determinations	180,238	188,632	195,841	208,180
Number of Mobile App Downloads	27,575	29,667	32,397	34,909
Number Customers who Received a CDST Recommendation	262,399 (users)	273,032 (users)	287,856 (users)	304,260 (users)

OE4 vs OE5 Visitors

	Count for OE4 (11/01/2016 through 01/31/2017)	Count for OE5 (11/01/2017 through 01/15/2018)
Total number of unique visitors	1,306,559	934,051
Total number of page views	33,711,729	28,926,452

	Between 11/01/2017 and 12/15/2017	Between 12/16/2017 and 01/15/2018	% up to 12/15/2017
Count of unique visitors during OE5	652,303	281,748	69.8%
Count of Enrollments during OE5	217,081	19,826	91.6%

*Note that OE 4 lasted 16 more days compared to OE5



OE New Tools

- Mobile
 - Exceeded goal of 50,000 downloads
 - Next focus will be on usage
- Customer Decision Support Tool
 - Over 300,000 sessions
 - 33% of new enrollees used CDST
 - About 80% of navigators surveyed found CDST helpful
- WAH
 - 90% of navigators reported the new expedited WAH renewal flow increased productivity
 - Renewed over 300,000 WAH enrollees during OE
- Pay Now
 - QHP: 68,633 enrollments (40%)
 - QDP: 968 enrollments (5%)





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