



# Washington Health Benefit Exchange

## Open Enrollment Update

Operations Committee Meeting  
February 22, 2018

Michael Marchand, CMO

# Washington Healthplanfinder (HPF) Enrollment

QHP enrollment numbers have grown year-over-year; 1 in 4 Washington residents enroll for coverage through HPF

Year	QHP	WAH	Total
<b>2015</b>	152,517	1,447,294	1,599,811
<b>2016</b>	166,098	1,531,402	1,697,500
<b>2017</b>	177,166	1,520,845	1,698,011

Source: Exchange September Enrollment Reports (2015, 2016, 2017), available at: [www.wahbexchange.org/about-the-exchange/reports-data/](http://www.wahbexchange.org/about-the-exchange/reports-data/)



# Updates – Open Enrollment Ended Jan. 15

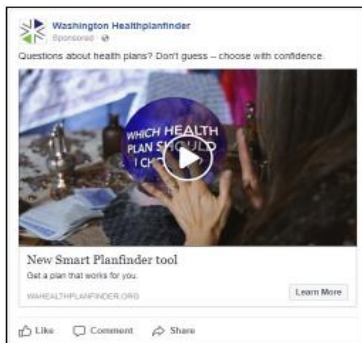
Qualified Health Plans	2017	2018	Increase
QHPs selected	225,000	242,800	+8%
New QHPs	68,000	79,000	+16%
Total QHP renewals	155,000	164,000	+5%

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%



# Message Positioning

- “A Source You Can Trust”
  - Washington Healthplanfinder seen as independent
- Creative campaign leaned into the message
  - Highlighted Smart Planfinder tool
  - Radio on 42 stations
  - Nine week digital buy – focus on 12/15 and 1/15 deadlines
- Digital ads and Paid Search performed well
  - Click through rate was five times the industry benchmarks
  - Video ads had a 66% completion rate – double the industry benchmark



# Earned Media

**775**  
**Total Media Hits**

Print/Online: 307

TV/Radio: 468

**274.9 million**  
**Total Reach**

Print/Online: 271.5 million

TV: 3.4 million

**\$2.76 million**  
**Total Ad Value Equivalency**

Print/Online: \$2.52 million

TV: \$236,700



The Seattle Times



Kitsap Sun



KNDU 25 KNDO 23

KUOW.ORG

THE BELLINGHAM HERALD

Tri-City Herald



THE SPOKESMAN-REVIEW



# On The Horizon

- 2017-18 Open Enrollment Report
- Annual Customer Assistance Assessment
  - Navigator Program
  - Producer Program
- Understanding Landscape for 2018-19 Open Enrollment





washington  
**healthplanfinder**

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