



Washington Health Benefit Exchange

Open Enrollment Update

All Committee Meeting
January 9, 2019

Michael Marchand, Chief Marketing Officer

OE6 Highlights

- *More than 222,000 people signed up for coverage* - This represents nearly 97% of last year's total by Dec. 15 and 93% of last year's overall sign up total.
- *Over 39,000 new customer signed up* - 20,000 signed up in the last week.
- *Big shift in renewing customers vs new* - Last year 64% of sign-ups were renewals and 33% were new. This year the breakout was 82% renewing and 18% new.
- *Subsidized and non-subsidized did not change* - 63% receive tax credits and 37% do not.
- *Media helped raise awareness* - More than 125 stories (43 radio/tv and 84 print). Reach was over 75 million and worth about \$700,000.



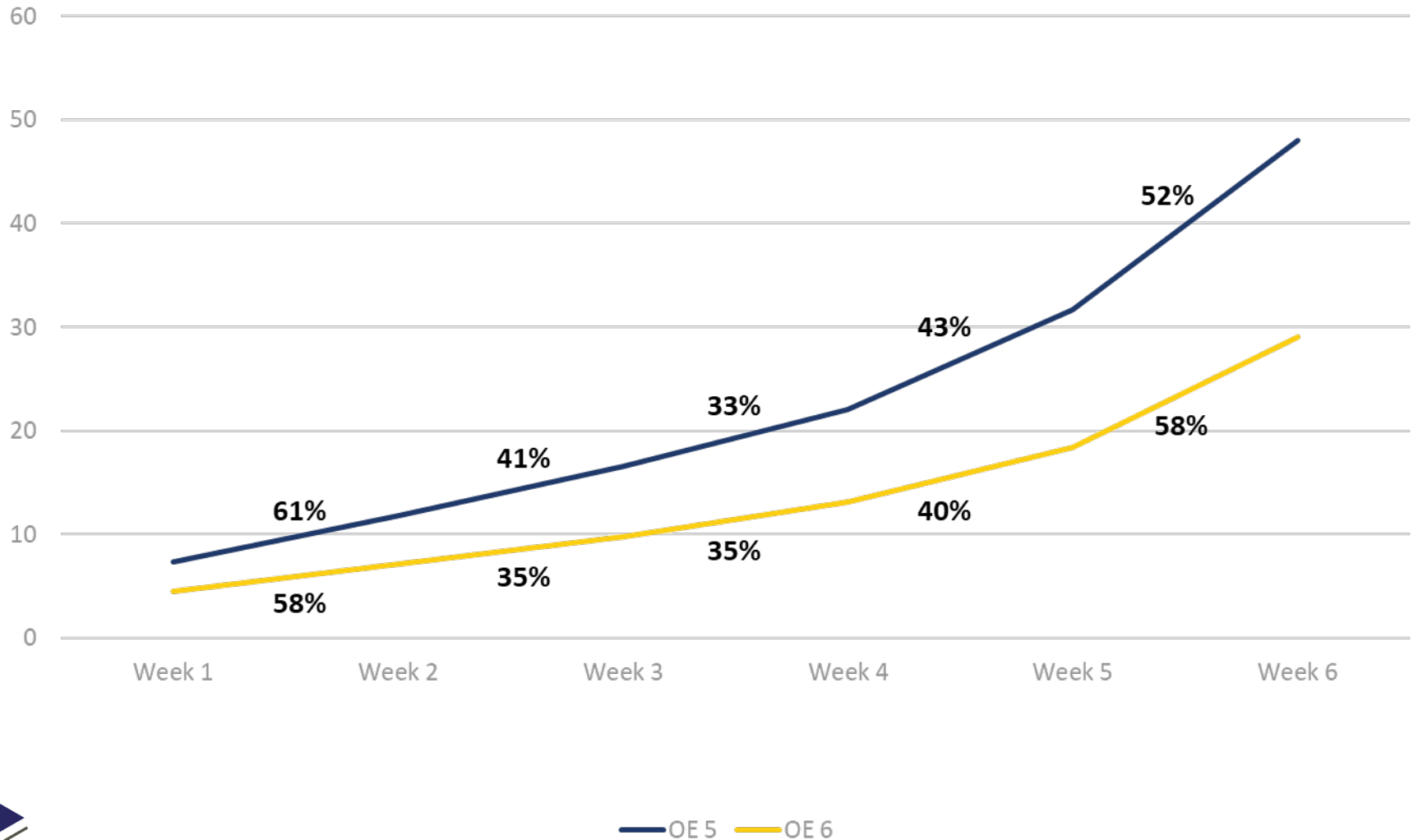
Enrollment Snapshot*

Description	OE5	OE6
Selected	230,523	222,183
New	68,488	39,393
Retain	162,035	182,790
Avg. Premium	\$524	\$551
Avg. Net Premium	\$297	\$288

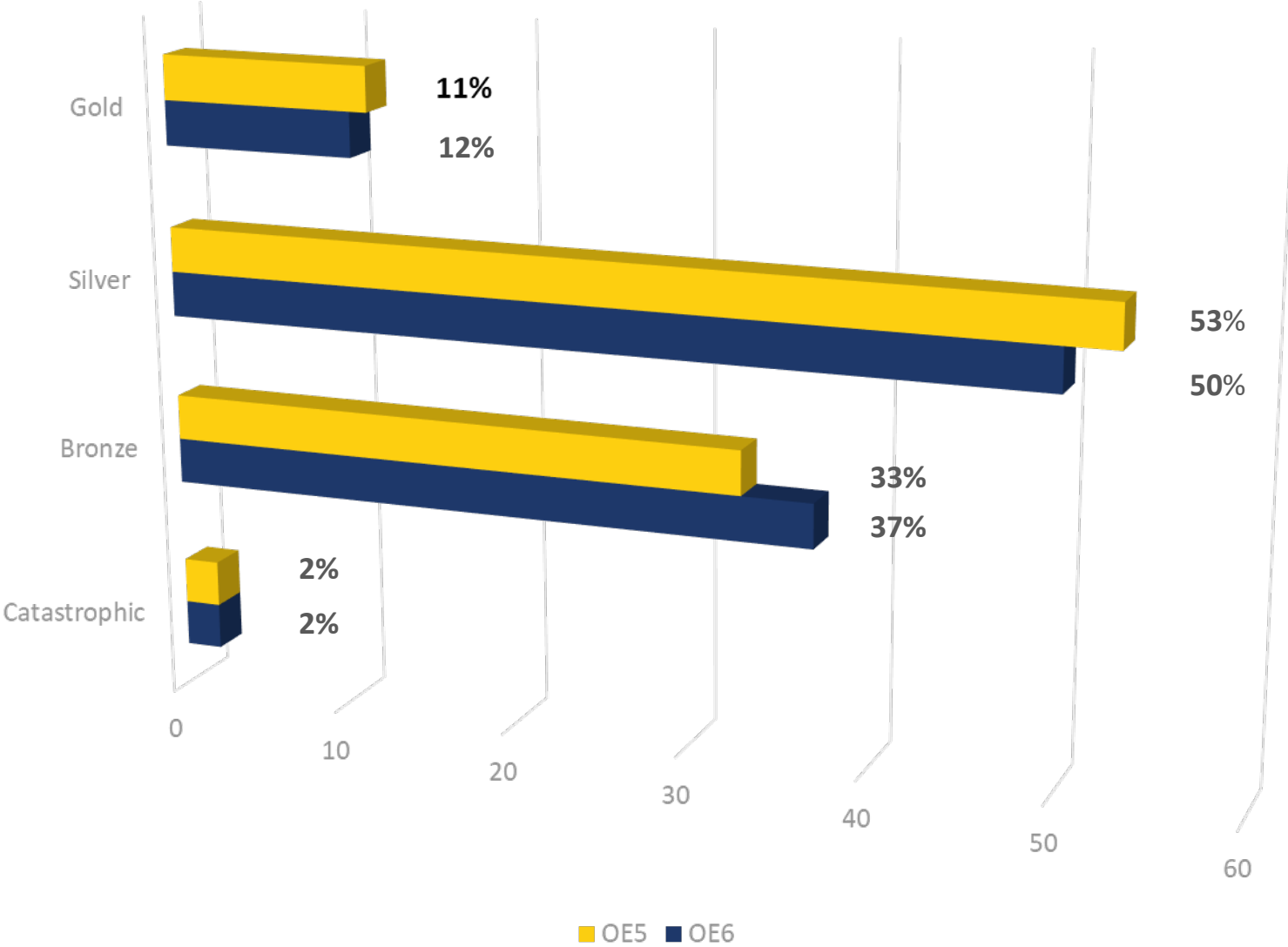
* Thru Dec. 18



New Sign Ups – OE5 vs OE6



Percentage of QHP Selected by Metal Level



Moving Forward

- Direct email creating awareness of invoices
- Encourage timely payments
- Again, encourage timely payments
- Prepare final enrollment announcement
- Ready communications around 1095 forms





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