



Connecticut's Official Health Insurance Marketplace

Consumer Advisory Council
Meeting
September 16, 2014

Open Enrollment 2013 to 2014: Results

3.59 million: The current CT state population

286,000: Previous number of uninsured residents (from Kaiser)

7.9%: the uninsured rate when open enrollment began

256,666: Current number of people enrolled through Access Health CT

53%: Overall number of enrollee's who were previously uninsured

138,834: Number of previously uninsured residents who now have coverage

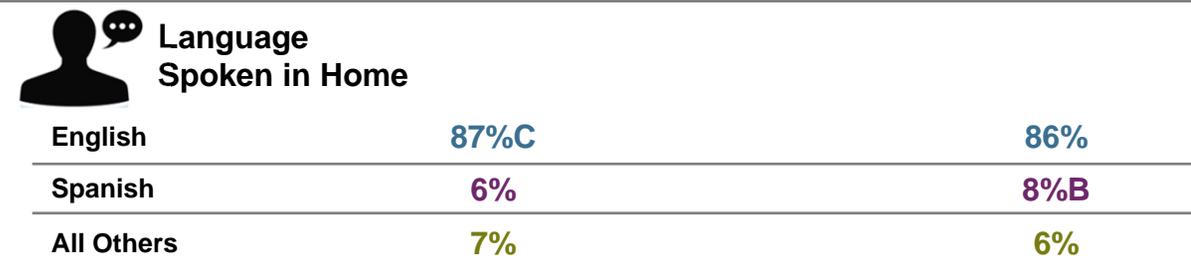
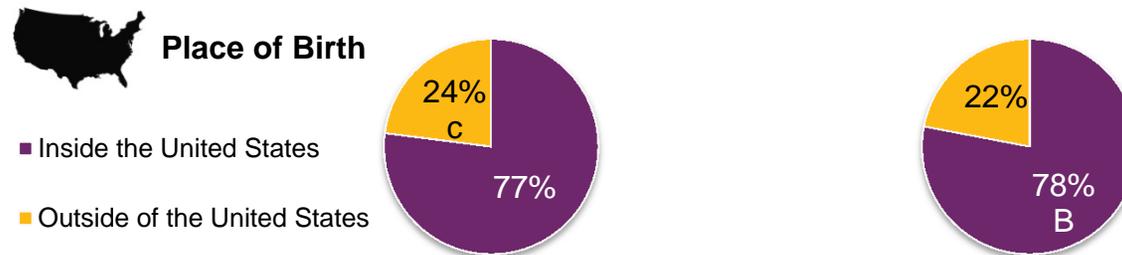
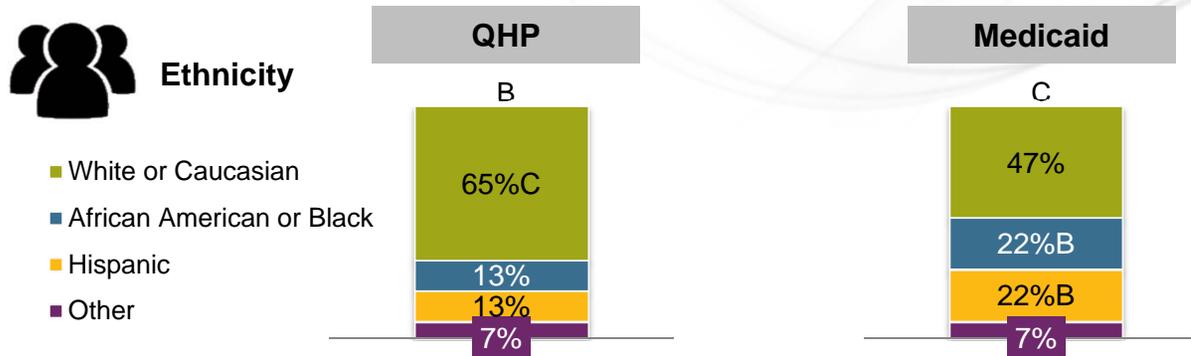
4.0%: the new uninsured rate in CT

147,166: the number of state residents remaining without coverage

Enrollee Demographic Overview

Access Health CT has an ethnically diverse customer base. Medicaid enrollees in particular skew African American or Hispanic, and as such are more likely to speak Spanish in their home.

QHP enrollees are more likely to have been born outside of the United States.



Base: QHP (3,015); Medicaid (3,000)
 Bb/Cc = Statistically significant at the 95%/90% Confidence Interval
 Q8R2. Race/Ethnicity
 Q9. Where were you born?
 Q10. What is the primary language spoken in your home?



Focus of Enrollment efforts

- Media, Outreach, Brokers, Certified Application Counselors, Assisters

	Town	County	Population	Pre-Enrollment Uninsured (Thomson Reuters)	Total Enrollments	Difference	% of TR uninsured still uninsured	% of overall remaining uninsured	Cumulative % of remaining uninsured
1	New Haven	New Haven	130,741	32398	5,410	26,988	83%	15.4%	15.4%
2	Hartford	Hartford	124,893	34052	7,372	26,680	78%	15.2%	30.5%
3	Bridgeport	Fairfield	146,425	25302	7,598	17,704	70%	10.1%	40.6%
4	Waterbury	New Haven	109,915	21846	6,341	15,505	71%	8.8%	49.5%
5	New Britain	Hartford	73,153	12971	4,668	8,303	64%	4.7%	54.2%
6	Meriden	New Haven	60,638	8923	3,232	5,691	64%	3.2%	57.4%
7	Stamford	Fairfield	125,109	10608	5,993	4,615	44%	2.6%	60.0%
8	West Haven	New Haven	55,404	7497	3,118	4,380	58%	2.5%	62.5%
9	Windham	Windham	25,091	5194	995	4,199	81%	2.4%	64.9%
10	East Hartford	Hartford	51,272	7102	3,070	4,032	57%	2.3%	67.2%

Enrollment Channel

QHP enrollees were more likely to enroll by themselves online or via a broker, whereas the call center, enrollment centers, health centers/hospitals were more popular channels among Medicaid enrollees.

Of the enrollees who used the call center, Medicaid enrollees were significantly more satisfied with their experience (80% Medicaid vs. 67% QHP).

