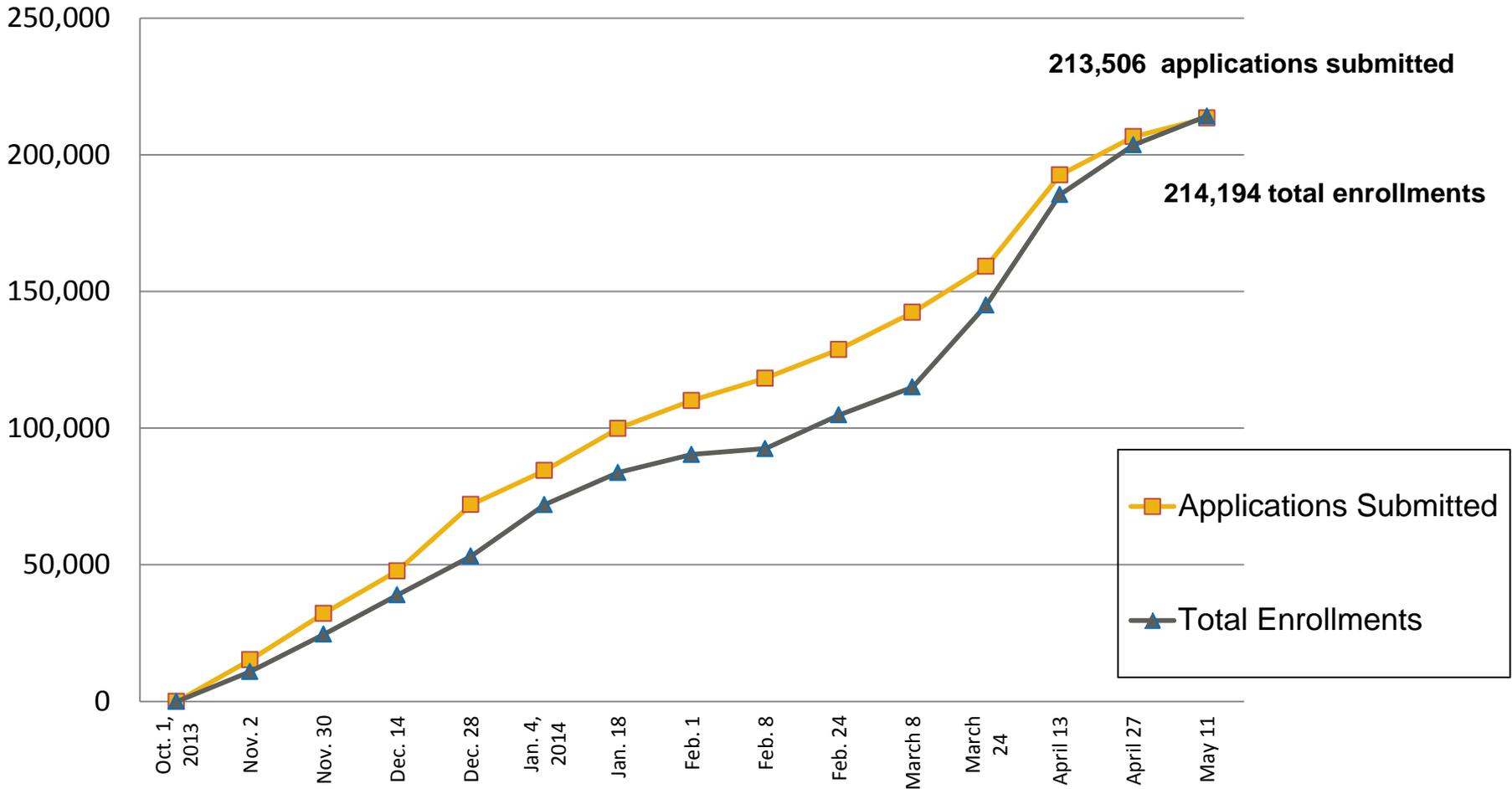# MNsure Metrics Dashboard

**Prepared for Board of Directors Meeting**

**May 14, 2014**

# Applications and Enrollment through MNsure
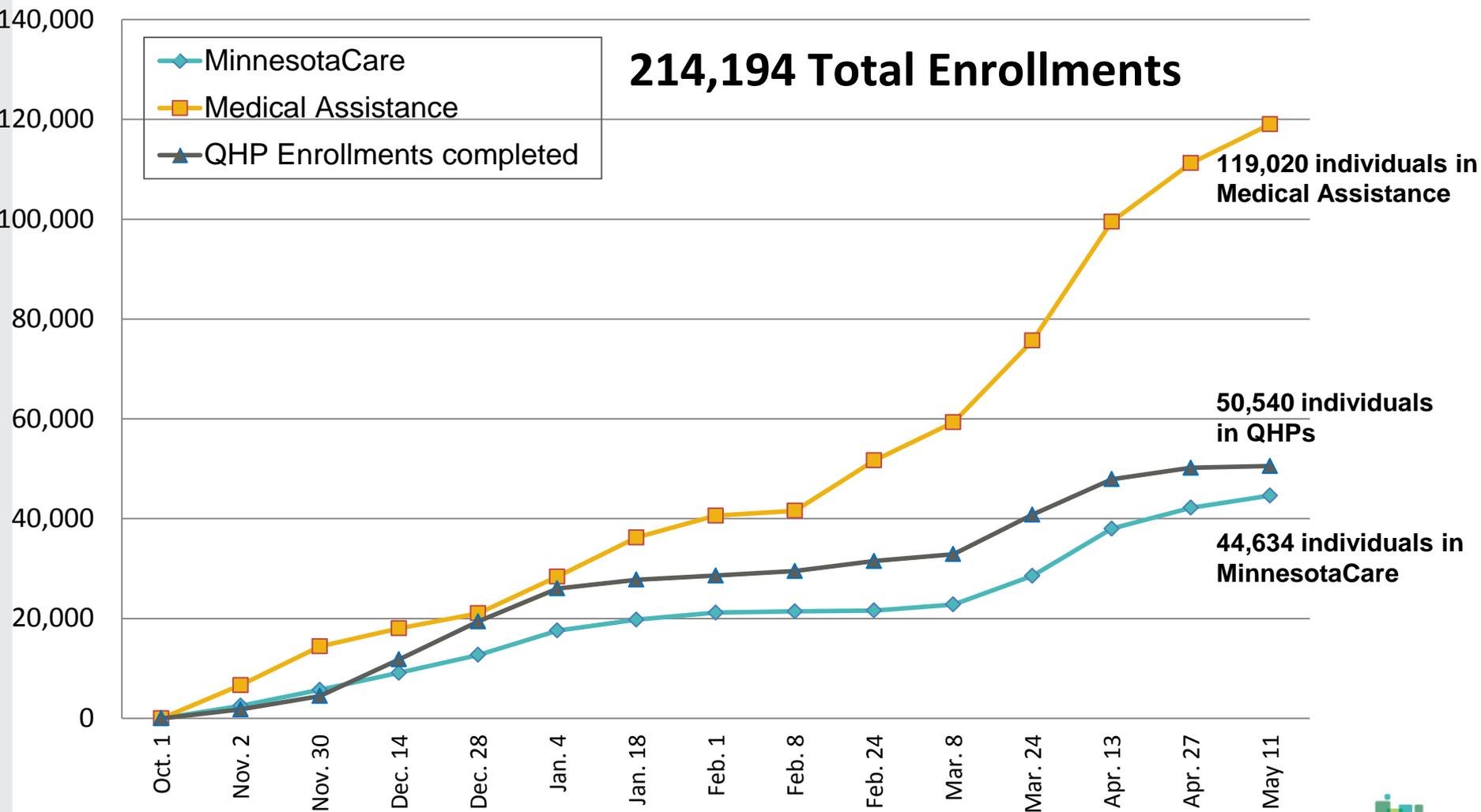


**213,506 applications submitted**

**214,194 total enrollments**

Legend:
- ■ Applications Submitted
- ▲ Total Enrollments

X-axis labels: Oct. 1, 2013 · Nov. 2 · Nov. 30 · Dec. 14 · Dec. 28 · Jan. 4, 2014 · Jan. 18 · Feb. 1 · Feb. 8 · Feb. 24 · March 8 · March 24 · April 13 · April 27 · May 11

Y-axis: 0 · 50,000 · 100,000 · 150,000 · 200,000 · 250,000

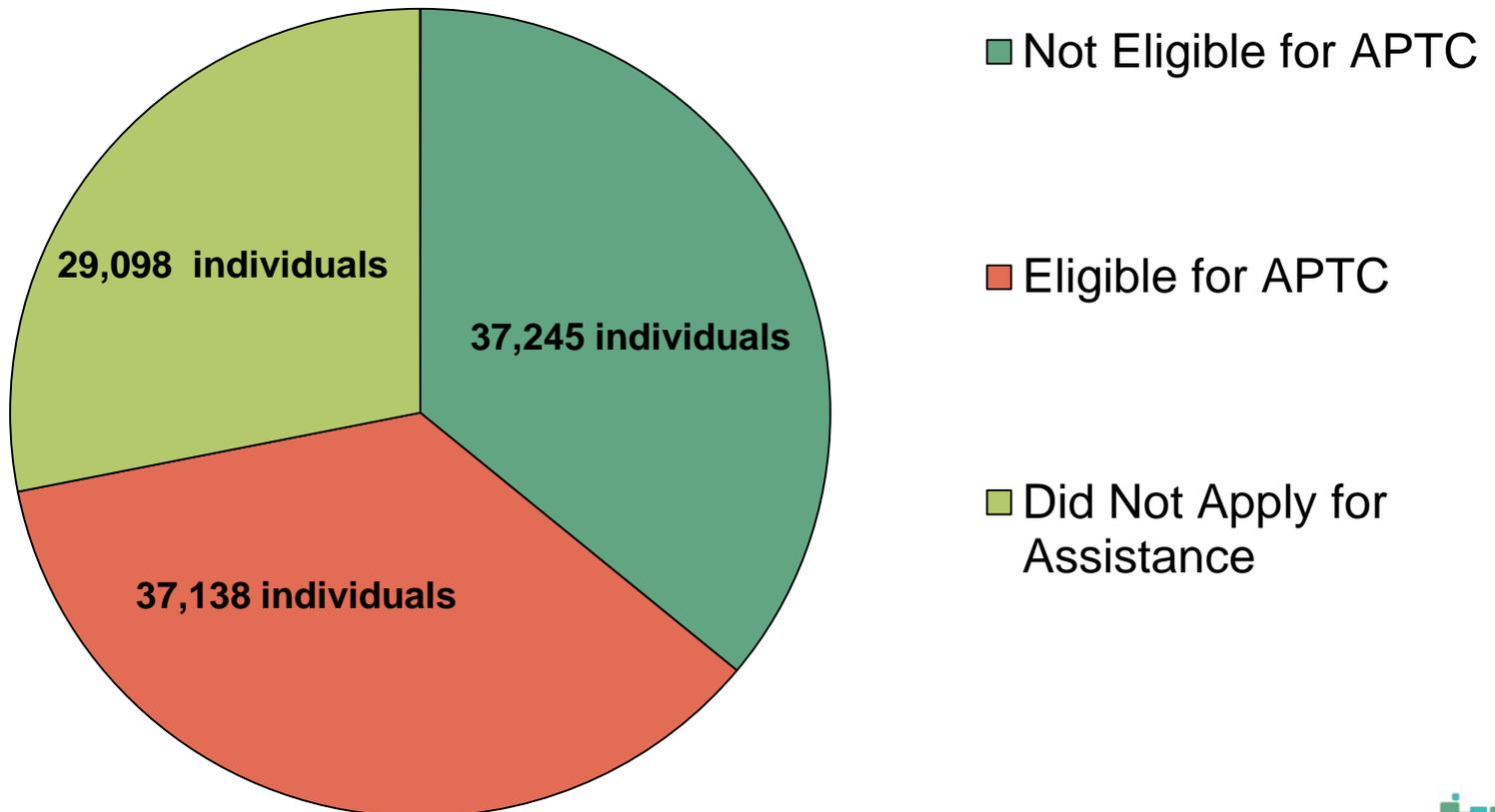*Applications are for a household level, and our enrollment count is at an individual level.*

Note: Manual QHP enrollments have been included since March 23

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# Eligibility of QHP Applicants
# May 11, 2014

**Number of Applicants Applying for Coverage**



- Not Eligible for APTC: 37,245 individuals
- Eligible for APTC: 37,138 individuals
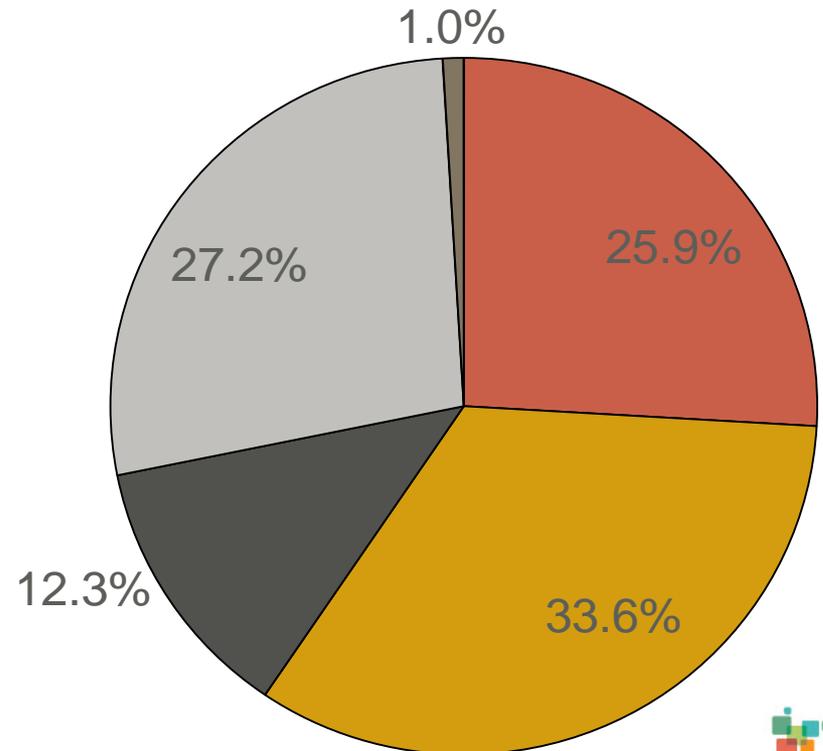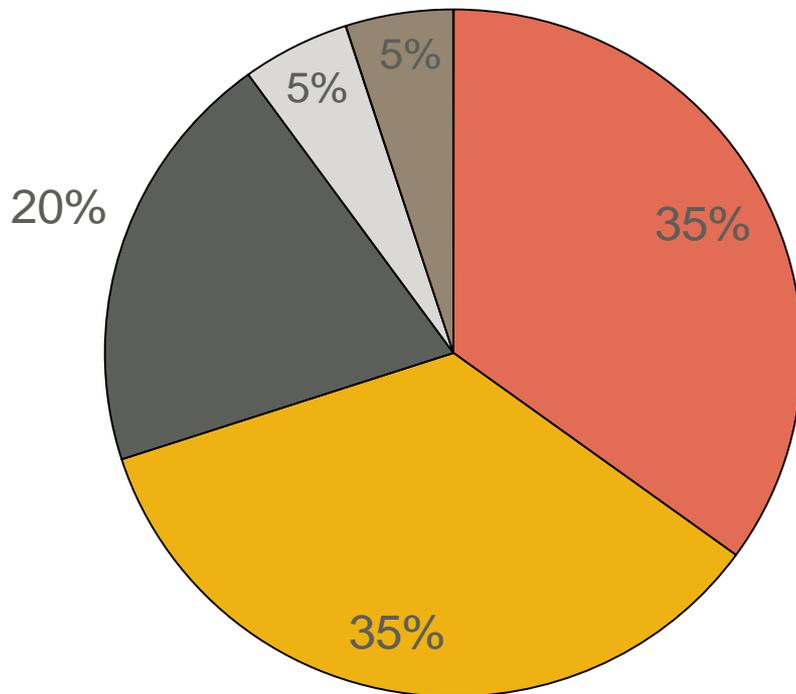- Did Not Apply for Assistance: 29,098 individuals

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# Individual Market: Metal Levels
# May 11, 2014

## Projected Metal Level Selection

## Actual Metal Level Selection

■ Bronze ■ Silver ■ Gold □ Platinum ■ Catastrophic

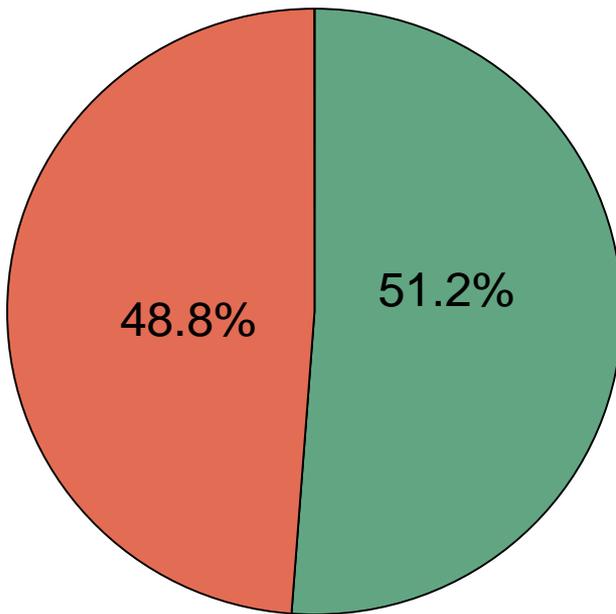**Projected Metal Level Selection**

- 35% (Bronze)
- 35% (Silver)
- 20% (Gold)
- 5% (Platinum)
- 5% (Catastrophic)

**Actual Metal Level Selection**

- 25.9% (Bronze)
- 33.6% (Silver)
- 12.3% (Gold)
- 27.2% (Platinum)
- 1.0% (Catastrophic)

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# Individual Market: QHP Enrollee Demographics May 11, 2014

## Gender in QHPs

■ Female  ■ Male

51.2%
48.8%

## Age of Enrollees

■ 0-18  ■ 19-25  ■ 26-34
■ 35-44  ■ 45-54  ■ 55-64

0.2%
10.0%
5.9%
18.4%
15.0%
19.3%
31.1%
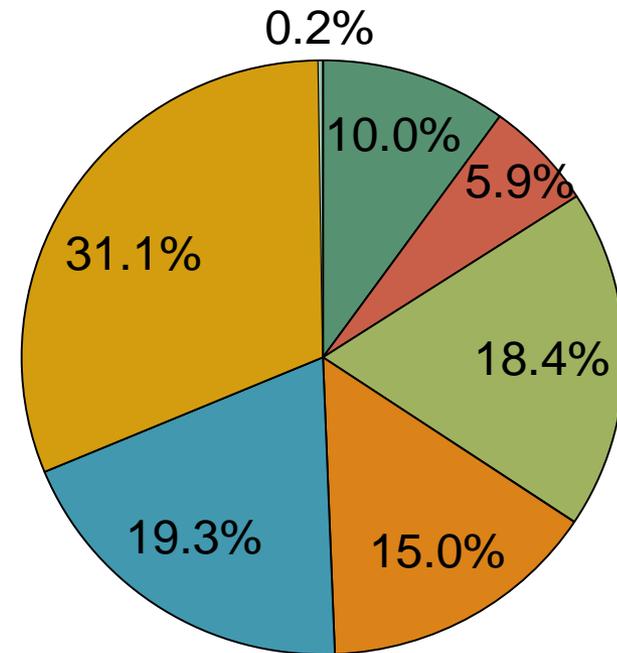
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# Individual Market: Enrollees by Carrier May 11, 2014

**Percent of Enrollees by Carrier**



UCare 1%

Blue Cross Blue Shield 23%

HealthPartners 12%

Medica 5%

PreferredOne 59%
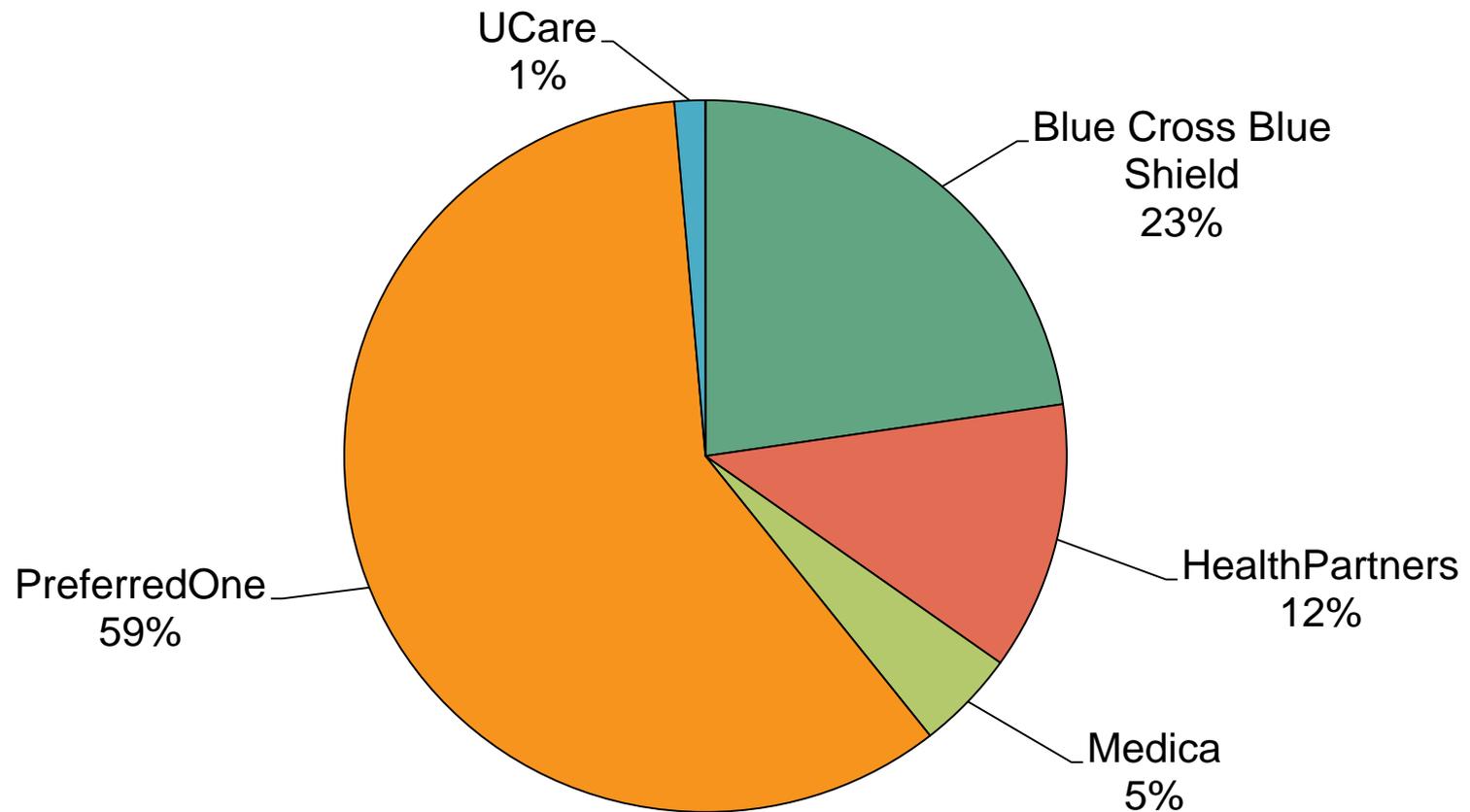
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# MNsure Paper Applications
## October 1, 2013 – May 9, 2014

**MNsure Paper Applications Received: 10/1/13 - 5/9/14**



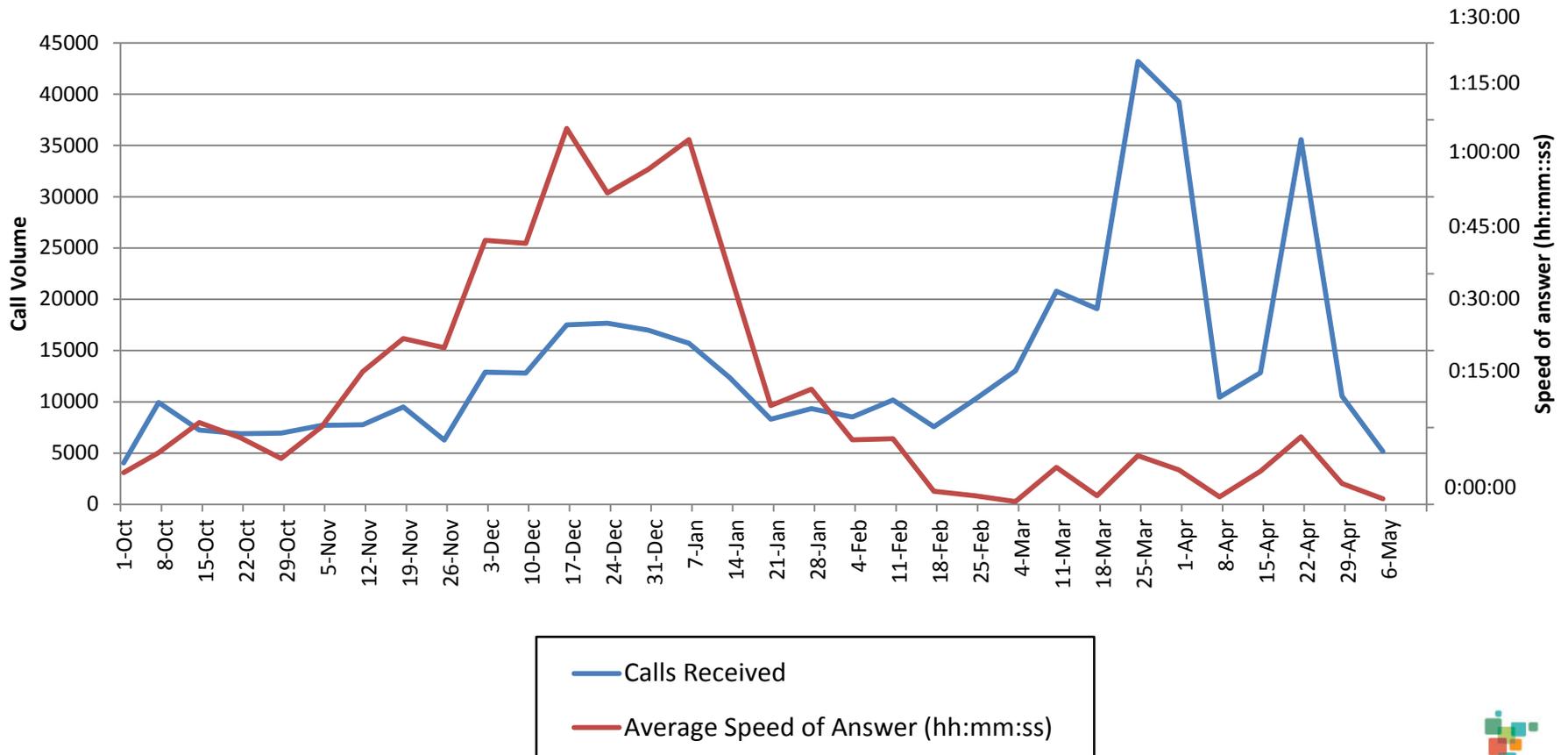**43,112 total paper applications**
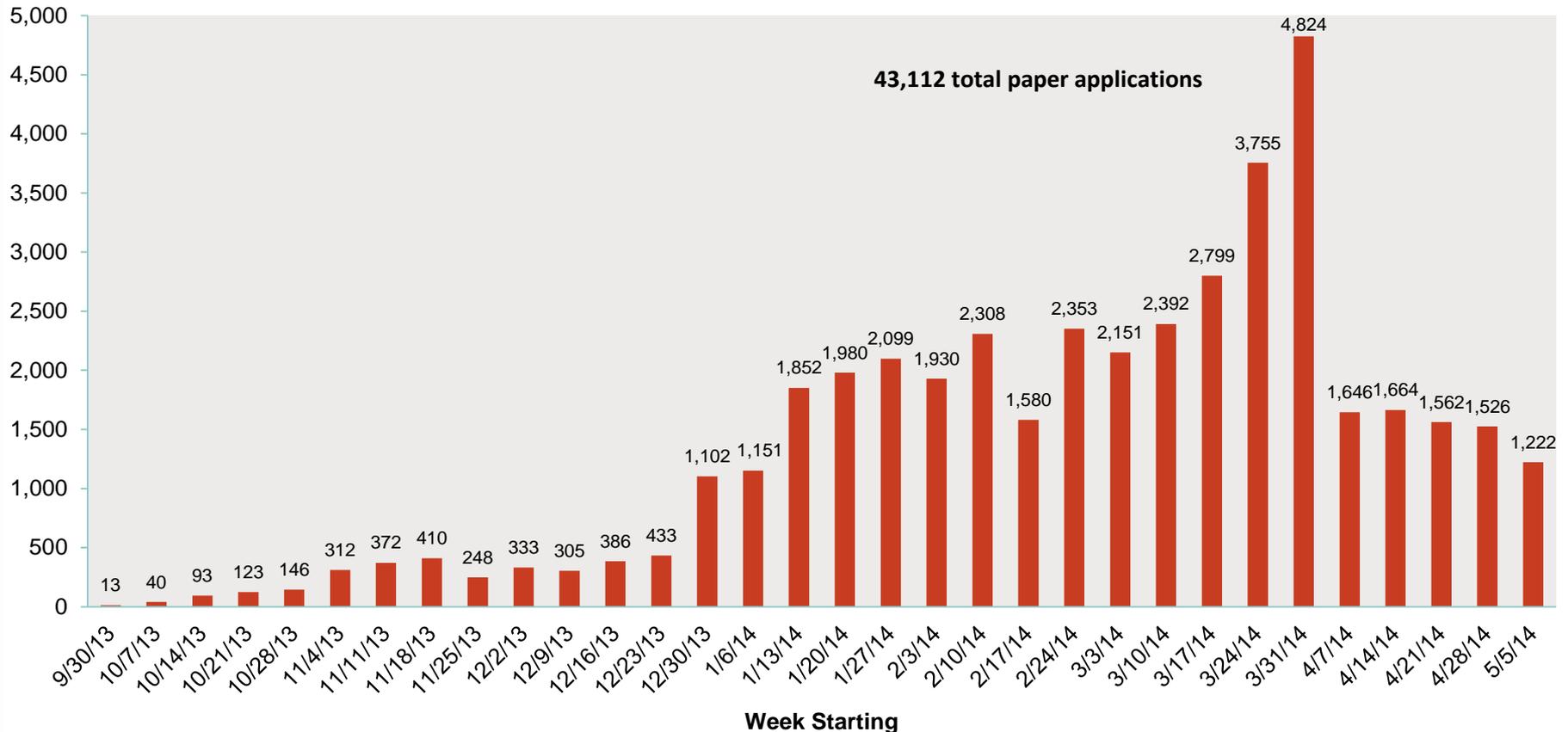
- Volume of assisted MNsure paper applications received
- On 3/31/14, over 3,400 assisted MNsure paper applications received

# Call Center – Average Wait Time/ASA



**MNsure Contact Center Call Volume/ASA Oct 1, 2013 - May 8th, 2014**

Legend:
- Calls Received
- Average Speed of Answer (hh:mm:ss)

# Call Center – Resolution and Talk Time

**Call Center Resolution and Talk Time Oct 1, 2013 - May 8, 2014**
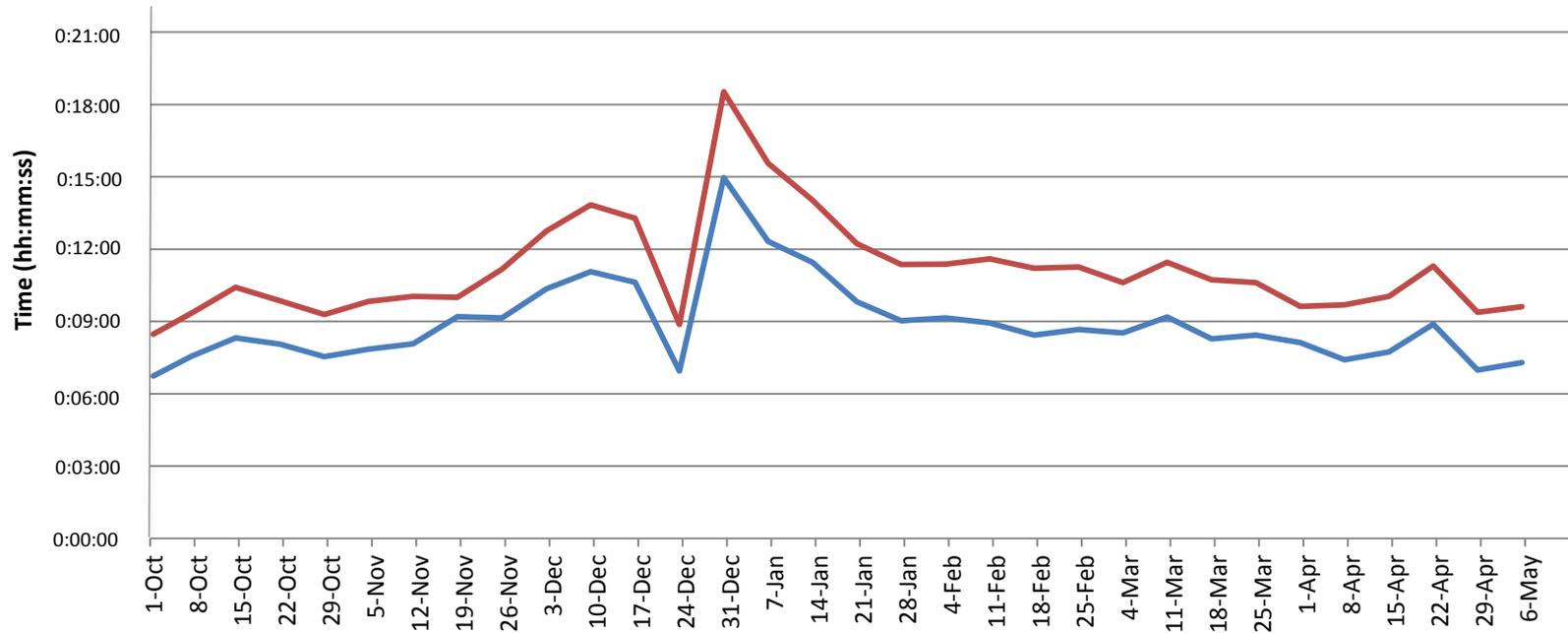


Legend:
- **Talk Time (Avg)** Time spent on phone with caller
- **Call Handle Time (Avg)** Includes time spent with caller, and time researching issue and creating case in CRM for tracking

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# Call Center SLA –Abandon Rate/SLA



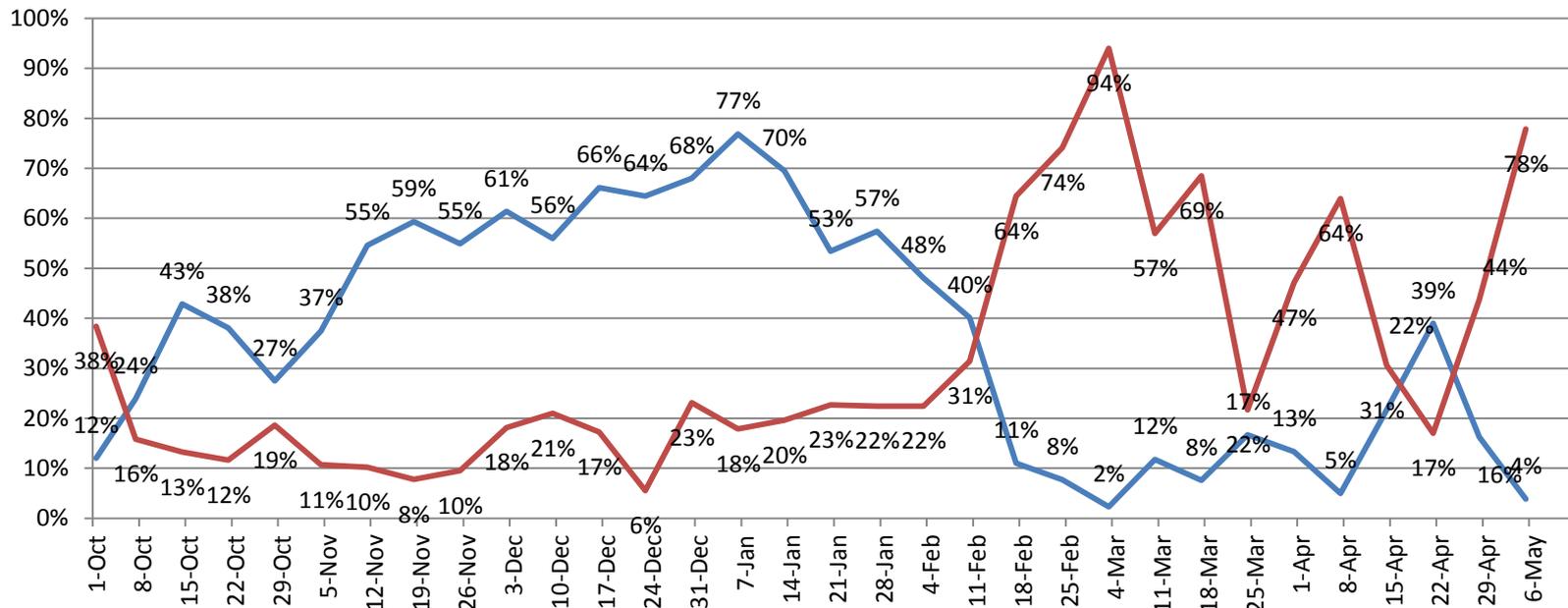**SLA - Abandon Rate/Service Level Oct 1, 2013 - May 8, 2014**

Legend:
- Abandon % (Goal is no more than 5% of calls abandon)
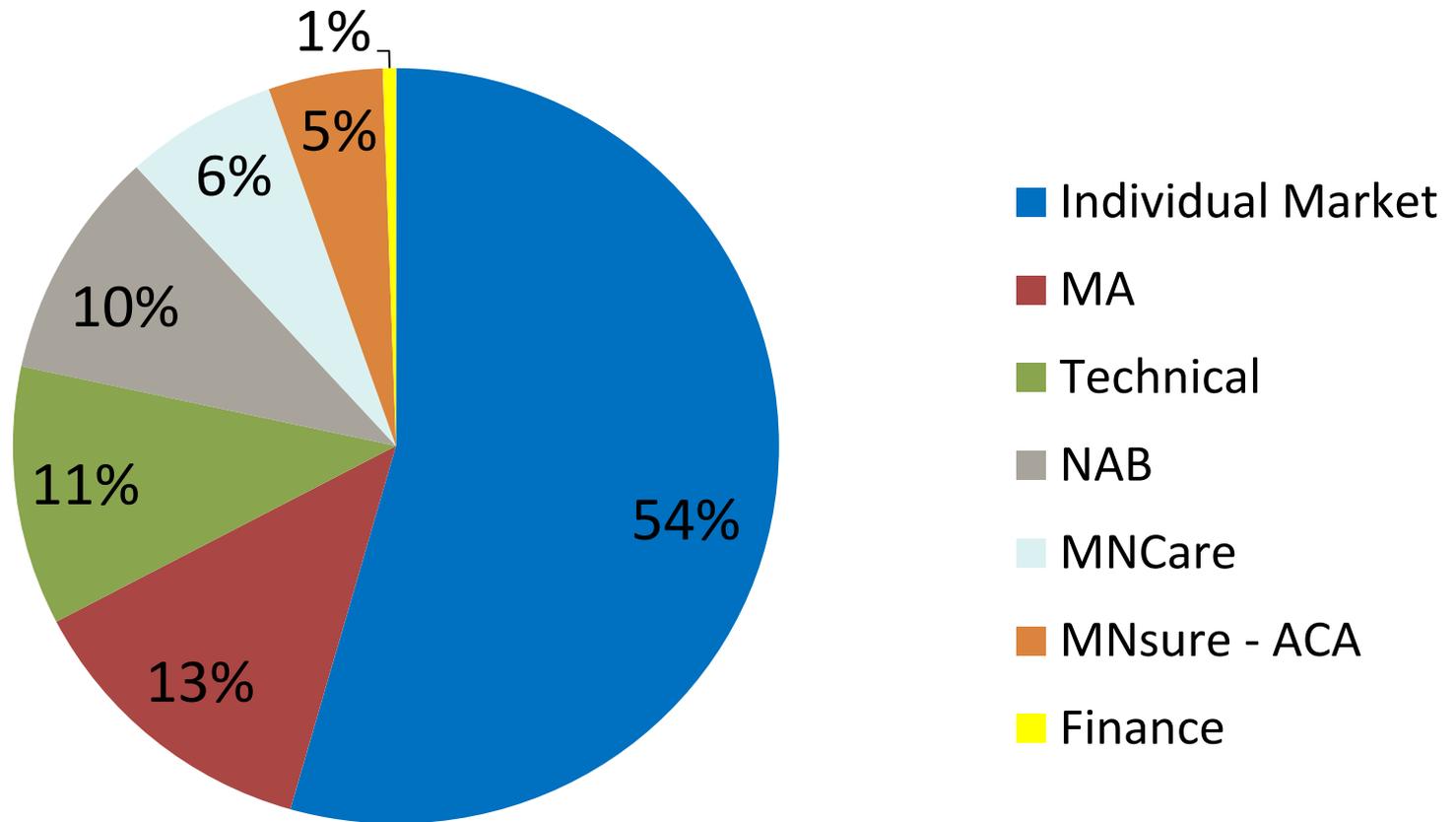- Service Level % (Goal is 85% of calls should be answered in 2 minutes or less)

# Call Center – First Call Resolution October 2013 – May 2014

| First Call Resolution | To Date | Oct-13 | Nov-13 | Dec-13 | Jan-14 | Feb-14 | Mar-14 | Apr-14 | May-14 |
|---|---|---|---|---|---|---|---|---|---|
| Total Cases | 203,202 | 18,199 | 13,896 | 16,906 | 17,139 | 27,993 | 65,790 | 36,837 | 6,442 |
| # cases resolved within 4 hours | 164,931 | 15,571 | 11,276 | 12,128 | 13,929 | 22,012 | 54,469 | 30,304 | 5,242 |
| % cases resolved within 4 hours | 80.13% | 86.55% | 80.62% | 71.74% | 73.01% | 78.63% | 82.79% | 82.27% | 81.56% |
| Average # calendar days | 3.13 | 3.03 | 4.85 | 2.59 | 3.01 | 4.50 | 2.49 | 1.76 | 2.40 |

- There are 545 Open Cases as of May 8, 2014
- The average age is 44 days
- Definitions:
  - Resolved – we do not owe the consumer a return call
  - Average # calendar days – if a case is not resolved within 4 hours, the average time it take to research the answer and get a response to the consumer

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# Call Center – Top Categories of Calls Received May 2014



- Individual Market — 54%
- MA — 13%
- Technical — 11%
- NAB — 10%
- MNCare — 6%
- MNsure - ACA — 5%
- Finance — 1%

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# Call Center – Type of Calls Received (All callers) May 2014

**Top Five Inquiries**

1. Application status/what is my status - 12%

2. General Online Application process - 8%

3. MA/MinnesotaCare enrollment/status - 7%

4. Reporting Life Event - 7%

5. Account help/Password reset - 6%

# Call Center – Type of Calls Received from Navigators and Assisters, May 2014

**Top Five Inquiries**

1. Obtaining/completing an Agent of Record Form - 50%

2. Case status - 32%

3. Application status (is there an active application) - 7%

4. Life Event change - 6%

5. General NAB account questions - 1%

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# April 1 through April 30, 2014 MNsure Uptime



Chart legend:
- **Percent uptime** (green)
- **unplanned outage** (red)
- **actual uptime** (blue)

Data labels: *1 = 0%, *2 = 0%, *3 = 113%, 4–30 = 100%
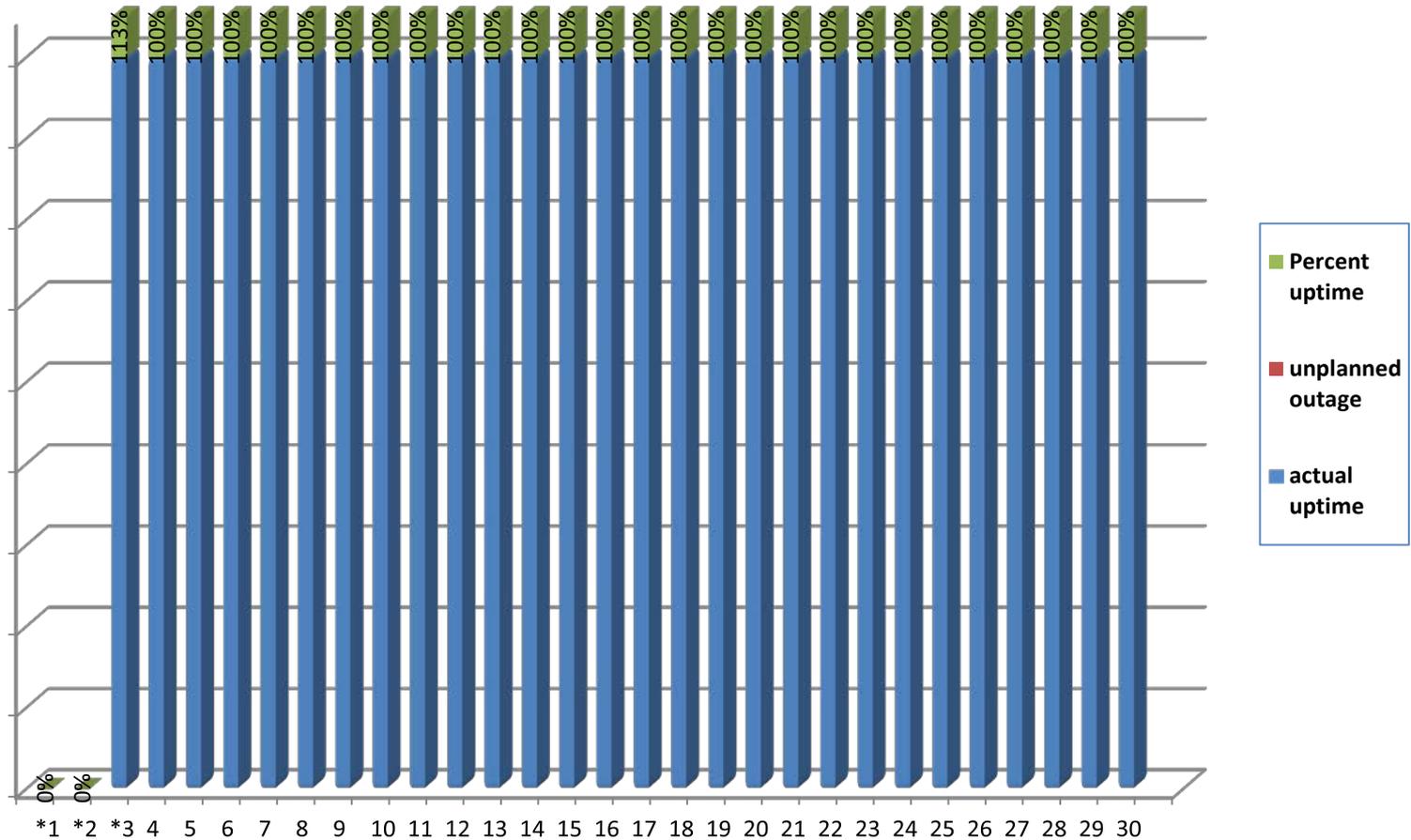
# May 1 through May 8, 2014 MNsure Uptime
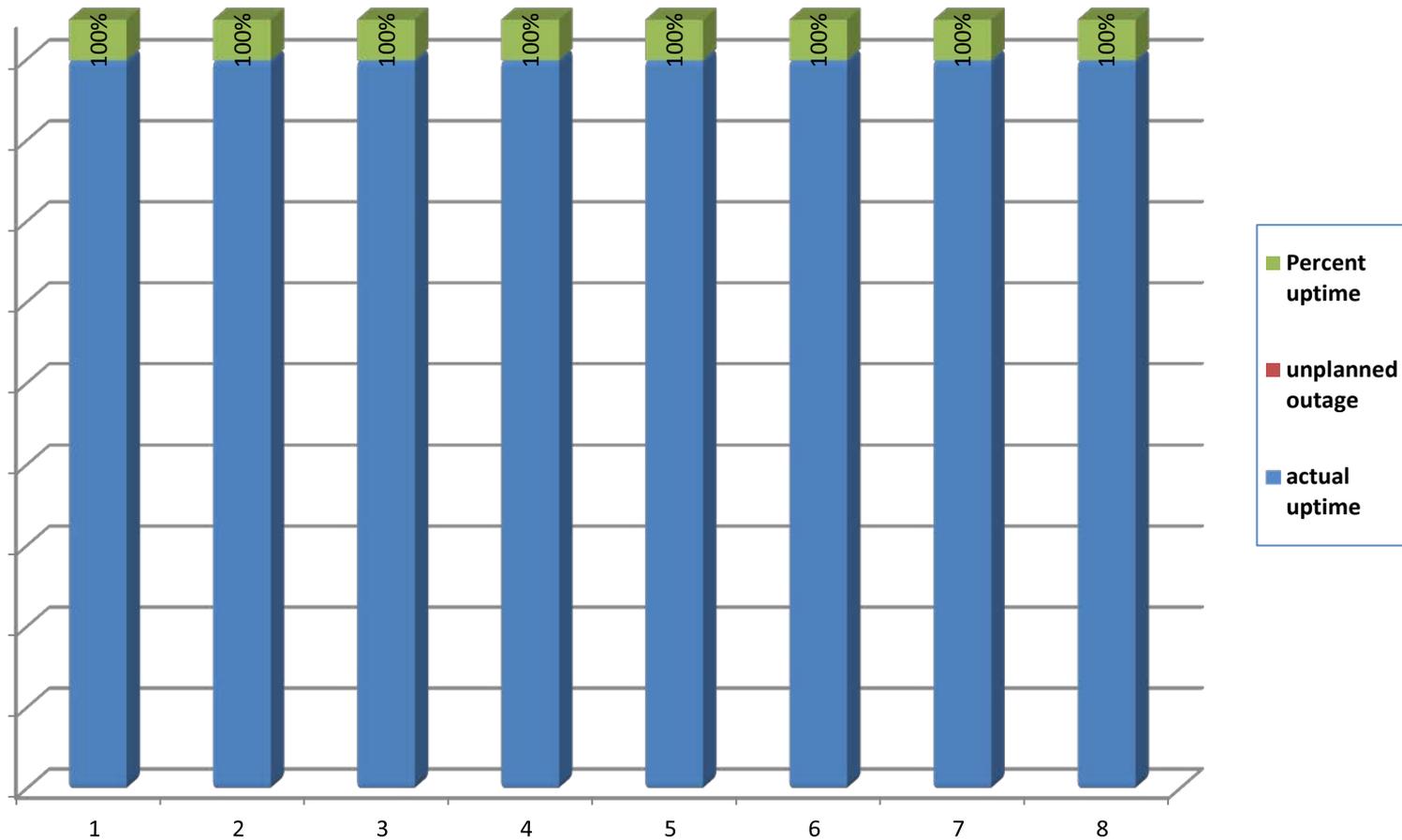
# Pended Cases in Eligibility Determination through May 3, 2014

# Public Website Metrics

**Page views, visits and visitors by month**

| | January | February | March | April |
|---|---|---|---|---|
| Pageviews | 806,866 | 1,187,592 | 2,535,655 | 1,005,054 |
| Visits (Sessions) | 258,695 | 398,153 | 790,739 | 364,496 |
| Total unique visitors (Users) | 129,346 | 190,923 | 358,503 | 165,093 |

■ Pageviews    ■ Visits (Sessions)    ■ Total unique visitors (Users)

*The public website does not include anonymous shopping or marketplace system pages*

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# Public Website Metrics: Unique Visitors



**New vs returning visitors by month**

| Month | New unique visitors (Users) | Returning visitors (Users) |
|---|---|---|
| January | 123,208 | 135,487 |
| February | 166,496 | 231,657 |
| March | 319,800 | 470,939 |
| April | 120,578 | 243,918 |

■ New unique visitors (Users)  ■ Returning visitors (Users)
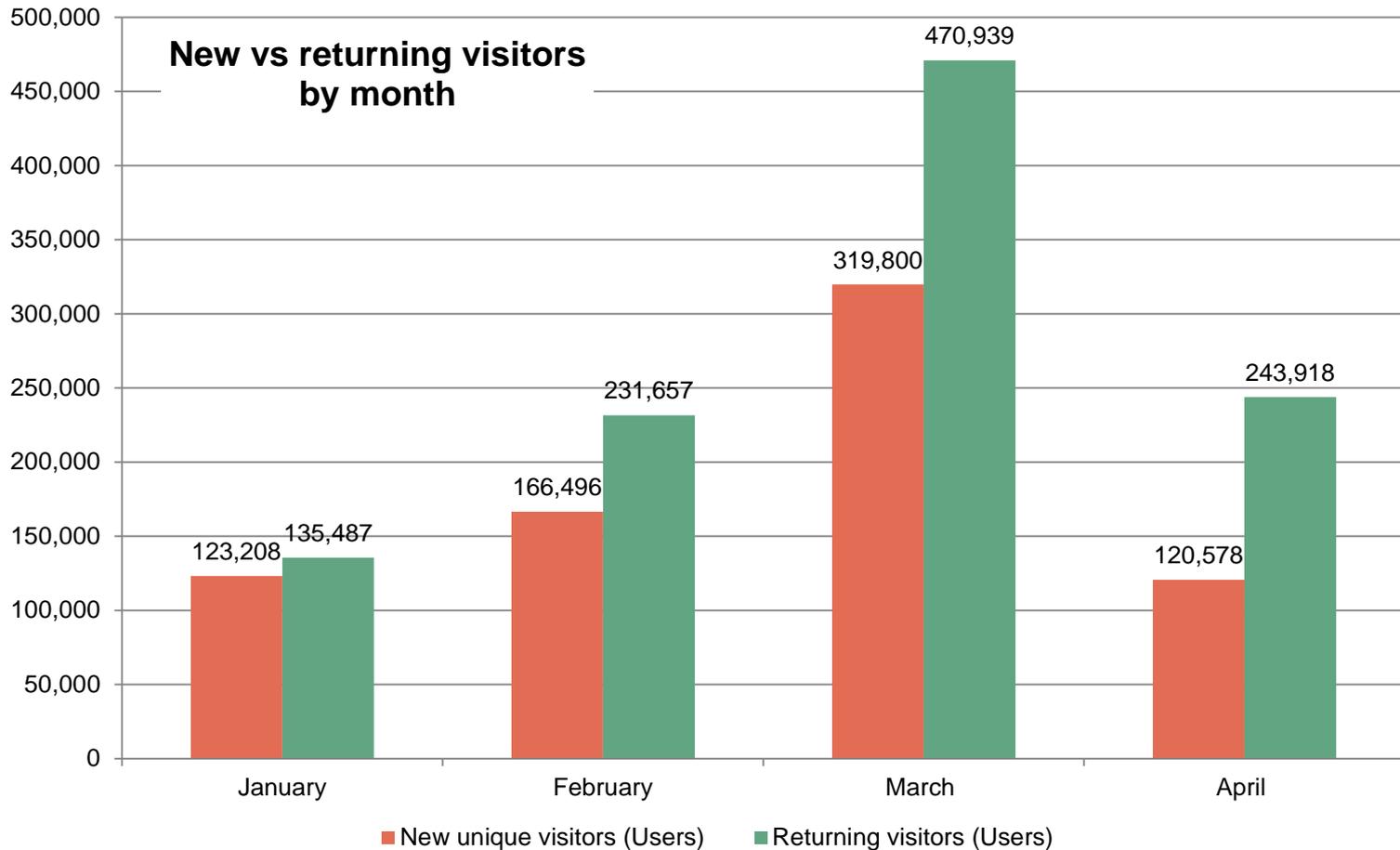
*The public website does not include anonymous shopping or marketplace system pages*

# Public Website Metrics: Top Pages

**Top pages\* by page views: Quarter 1, 2014**



Bar chart values:
- MNsure Home Page: 1,700,260
- Families or Individuals: 694,784
- Help: 198,069
- News and tips: 99,680
- Cost Overview: 91,243
- MA & MnCare: 87,851
- Find an Assister: 64,162
- March to Enroll: 59,043
- Learn More: 52,760
- Search Results: 48,152
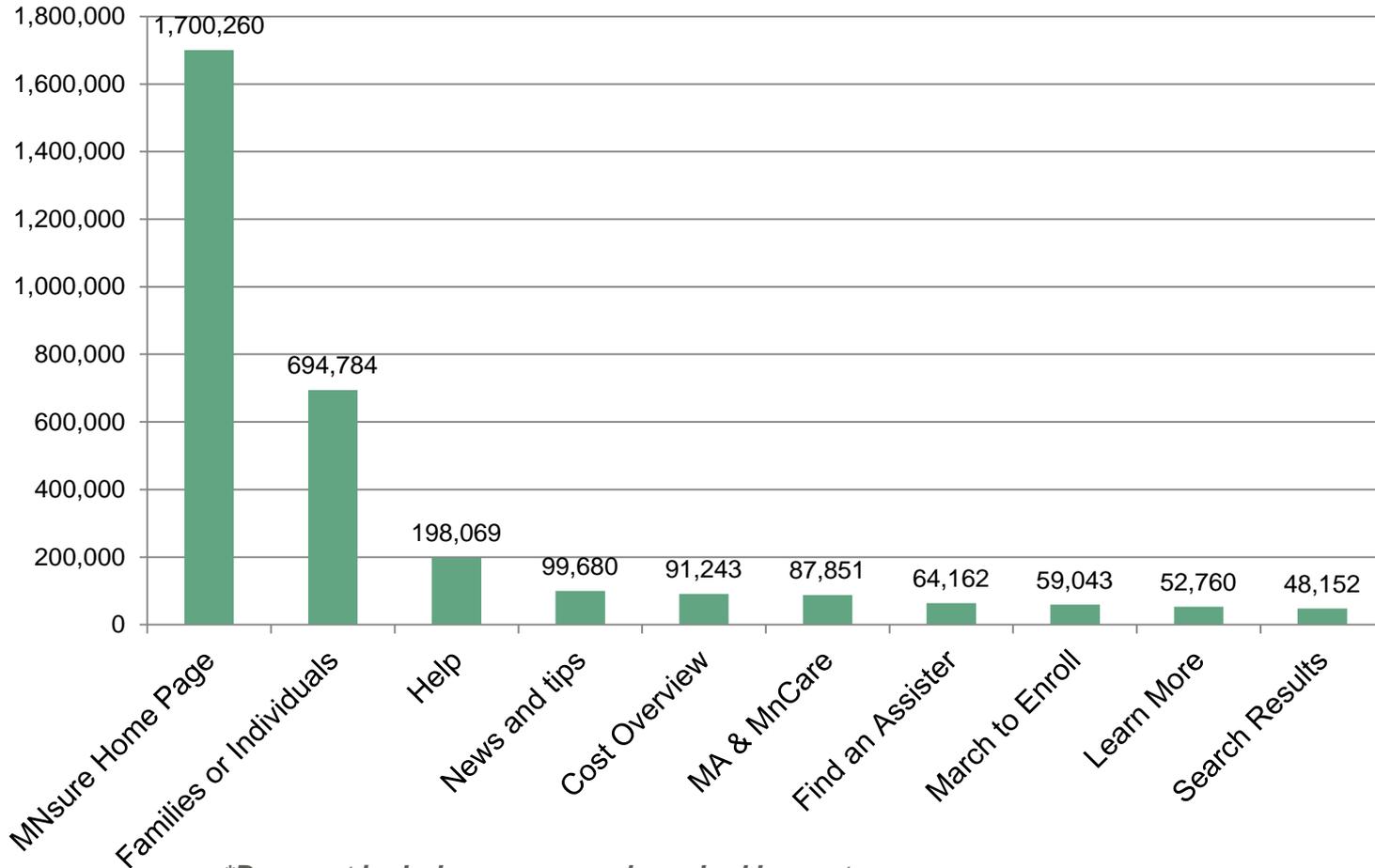
*Does not include error pages launched by system pages.*
*The public website does not include anonymous shopping or marketplace system pages*

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# Public Website Metrics: Top Cities

**Top Cities by Visits**
**Quarter 1, 2014**



Legend: ■ Visits  ■ City population

Chart data:

| City | Visits | City population |
|------|--------|-----------------|
| Saint Paul | 252071 | 290,770 |
| Minneapolis | 212588 | 392,880 |
| Saint Cloud | 32250 | 65,986 |
| Duluth | 30918 | 86,211 |
| Rochester | 28801 | 108,992 |
| Bloomington | 26406 | 86,033 |
| Apple Valley | 23959 | 49,978 |
| Roseville | 23007 | 34,666 |
| Golden Valley | 21832 | 20,776 |
| Blaine | 21576 | 59,412 |

*The public website does not include anonymous shopping or marketplace system pages*

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# Public Website Metrics: 5 Greater Minnesota Cities
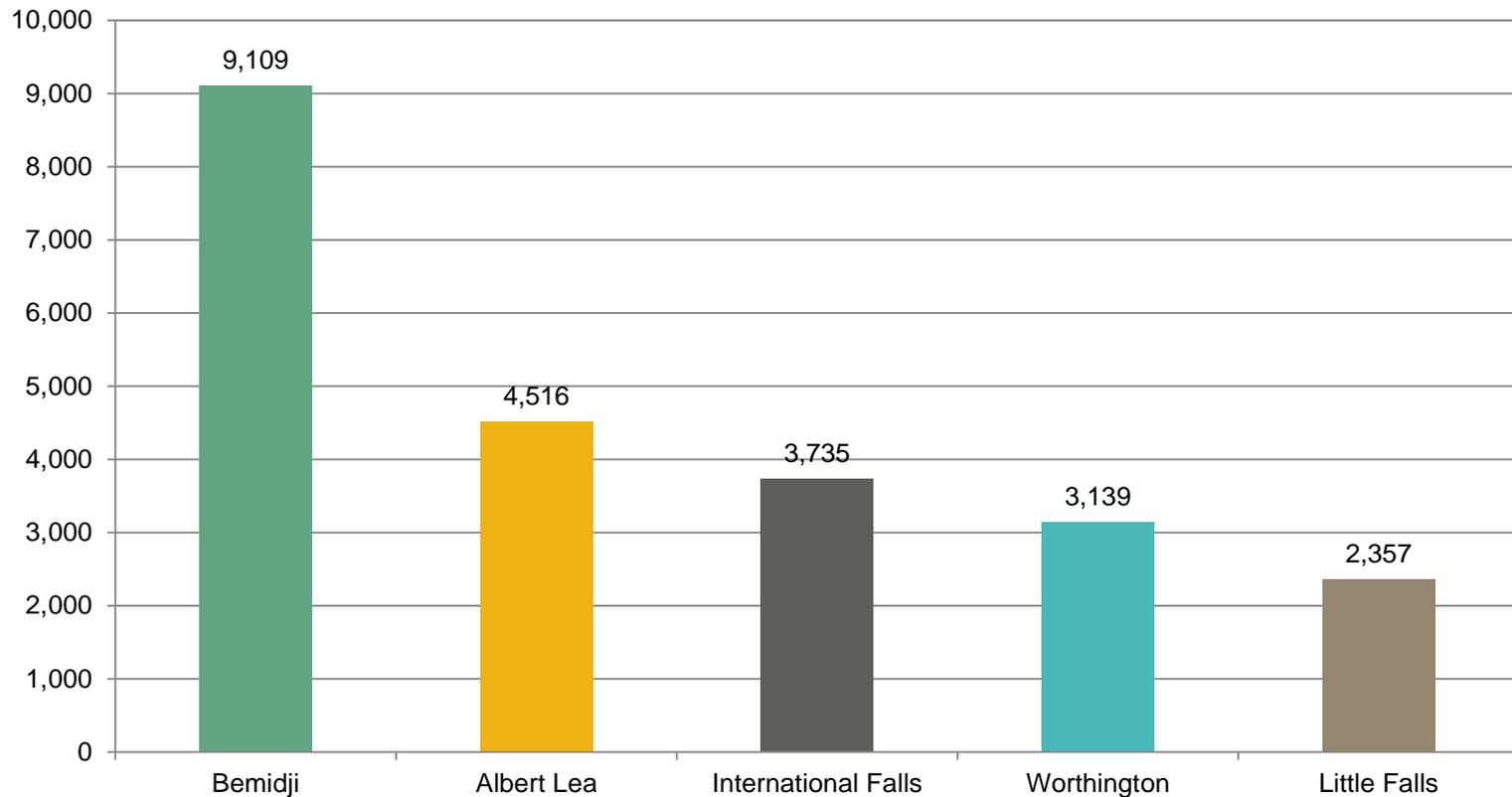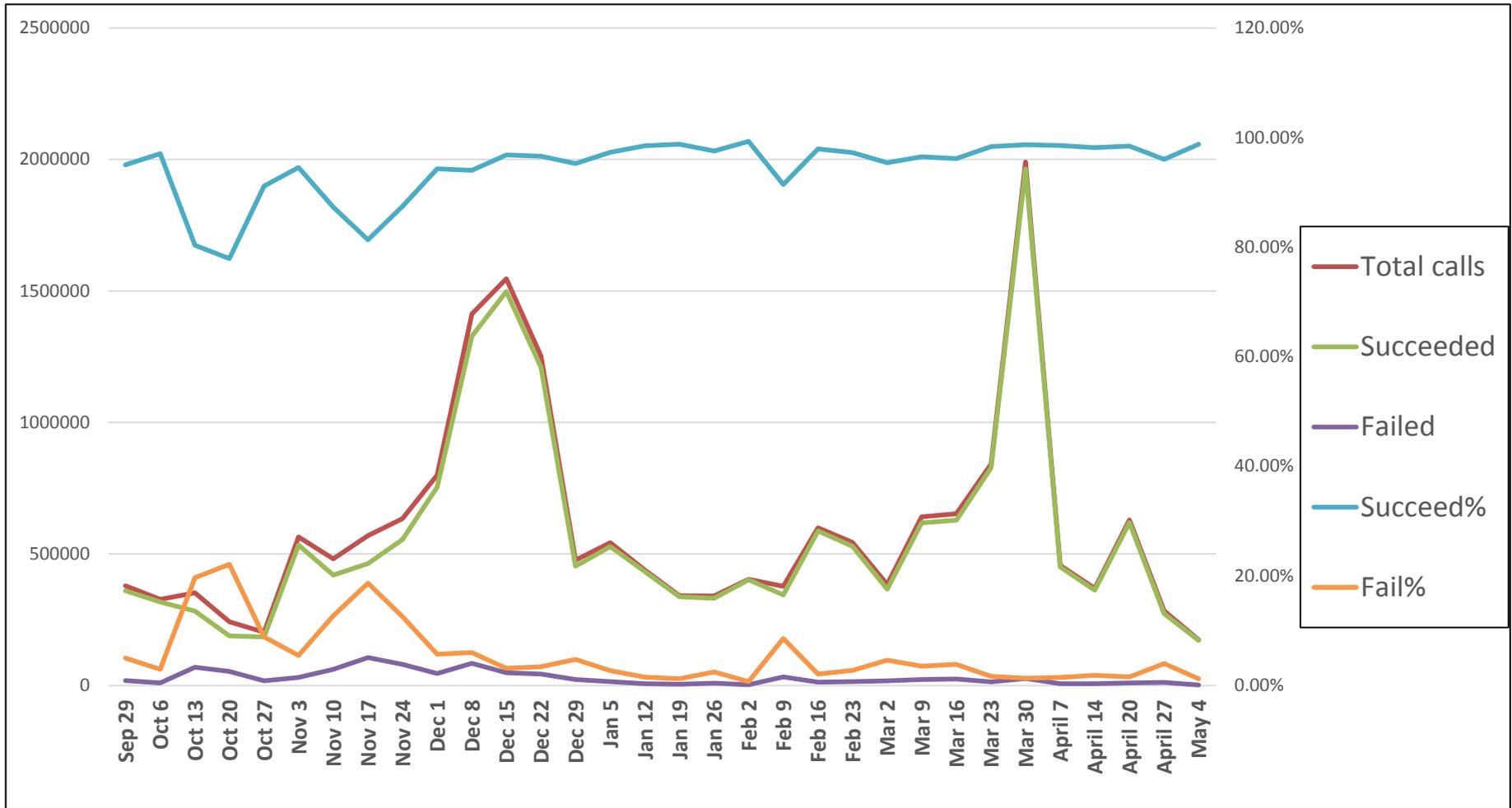
**Visits for Minnesota Cities, Quarter 1, 2014**



*The public website does not include anonymous shopping or marketplace system pages*

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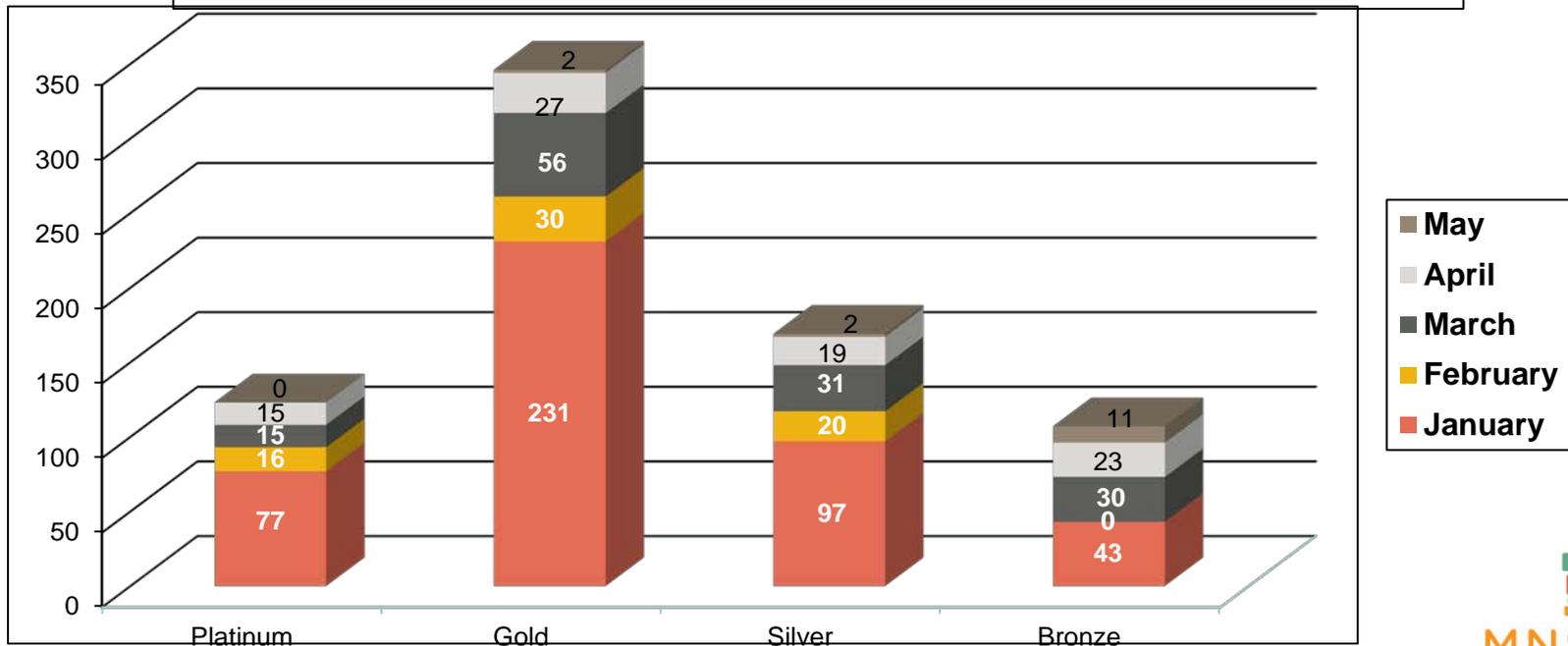
# Error Rates for MNsure Marketplace

# SHOP

| 2014 Enrollment | | | | | | | |
|---|---|---|---|---|---|---|---|
| | January | February | March | April | May | Total | Projection |
| Employers Enrolled | 86 | 19 | 22 | 17 | 5 | 149 | 1313 |
| Employees on roster | 644 | 98 | 219 | 121 | 37 | 1119 | N/A |
| Employees enrolled | 448 | 67 | 138 | 78 | 22 | 761 | 13,125 |

| Contribution Levels by Employers | | | | | | |
|---|---|---|---|---|---|---|
| Contribution Level | January | February | March | April | May | Total |
| 0-24% | 8 | 0 | 1 | 0 | 0 | 9 |
| 25% - 49% | 1 | 0 | 0 | 0 | 0 | 1 |
| 50% - 74% | 35 | 8 | 17 | 8 | 2 | 68 |
| 75% - 100% | 67 | 11 | 10 | 10 | 3 | 98 |

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# SHOP

| Employer Enrollment by Group Size | | | | | | |
|---|---|---|---|---|---|---|
| Employer Size | January | February | March | April | May | Total |
| 1-5 | 59 | 16 | 14 | 13 | 4 | 102 |
| 6-10 | 18 | 3 | 4 | 2 | 1 | 28 |
| 11-24 | 7 | 0 | 4 | 2 | 0 | 12 |
| 25-50 | 2 | 0 | 0 | 0 | 0 | 2 |

**Employees Enrolled by Metal Level**

# Manual ID Verification by Week



Legend: - - - Account Requests Received     —— Accounts Created
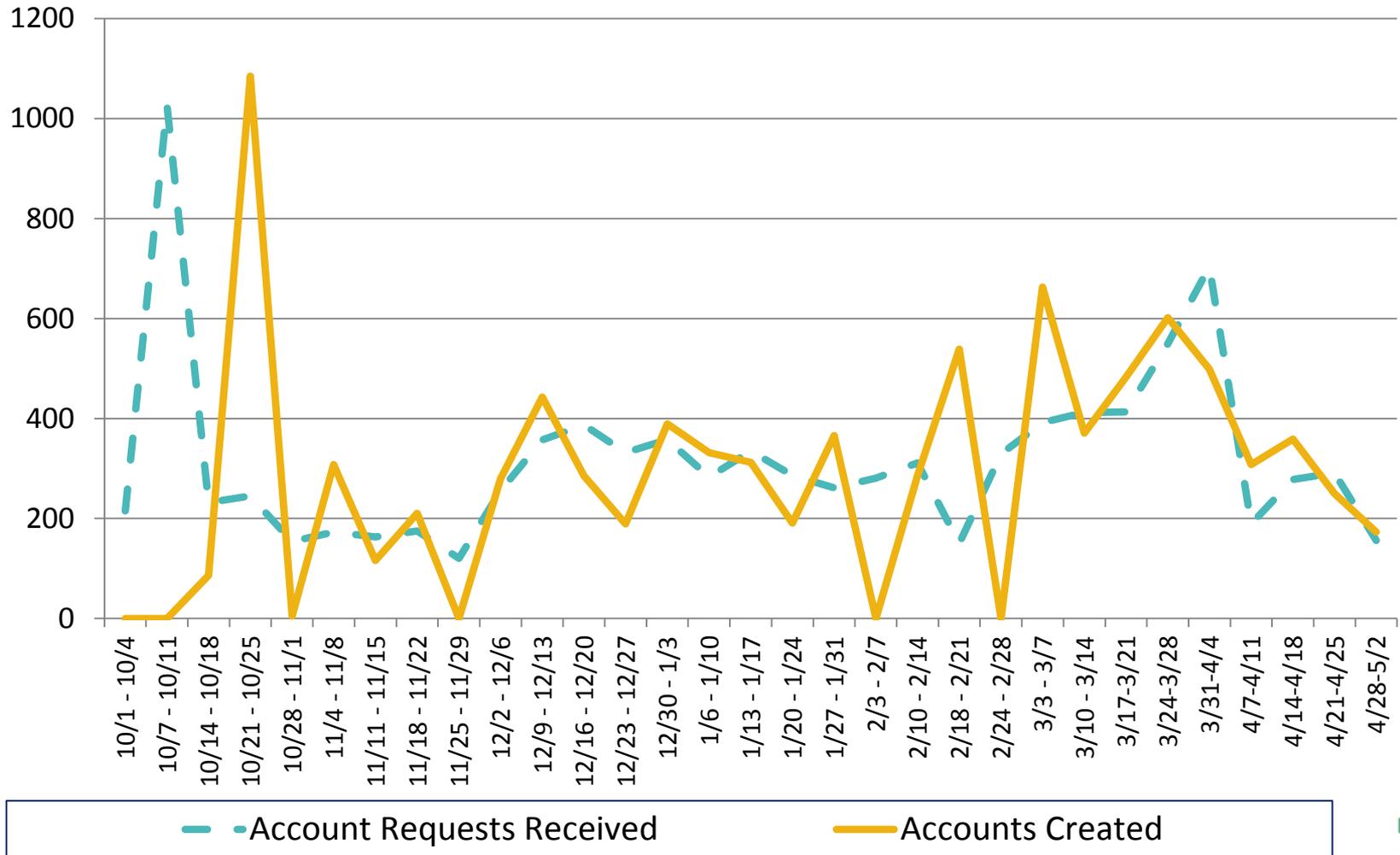
# Weekly Manual ID Verification: Days to Complete



Average Days Between Receipt and Completed Processing (in calendar days)
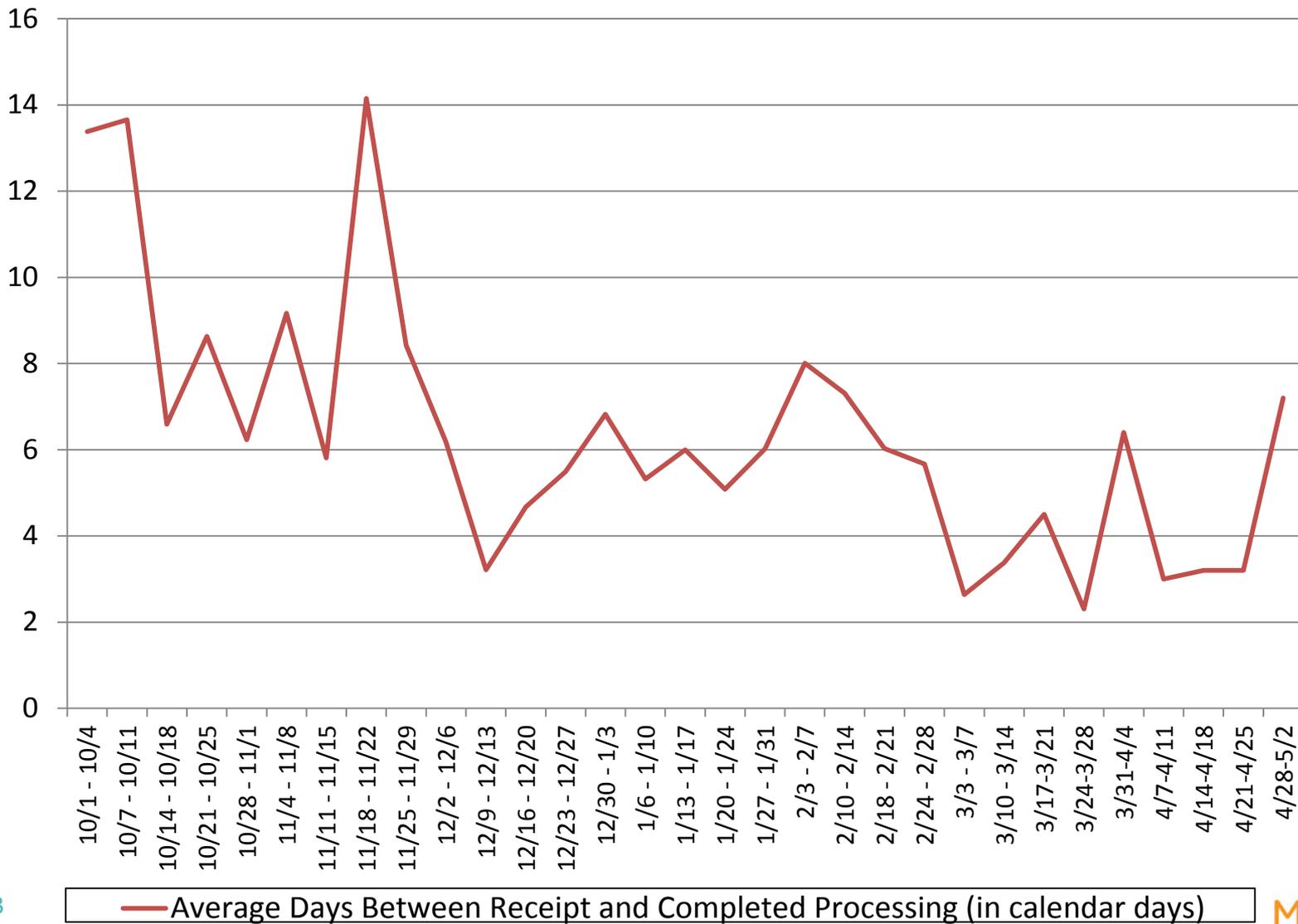
# Data Requests Size: Cumulative In Process and Produced (in hours)

Hours of staff time

Legend:
- Cumulative Data Currently In Process
- Cumulative Data Produced
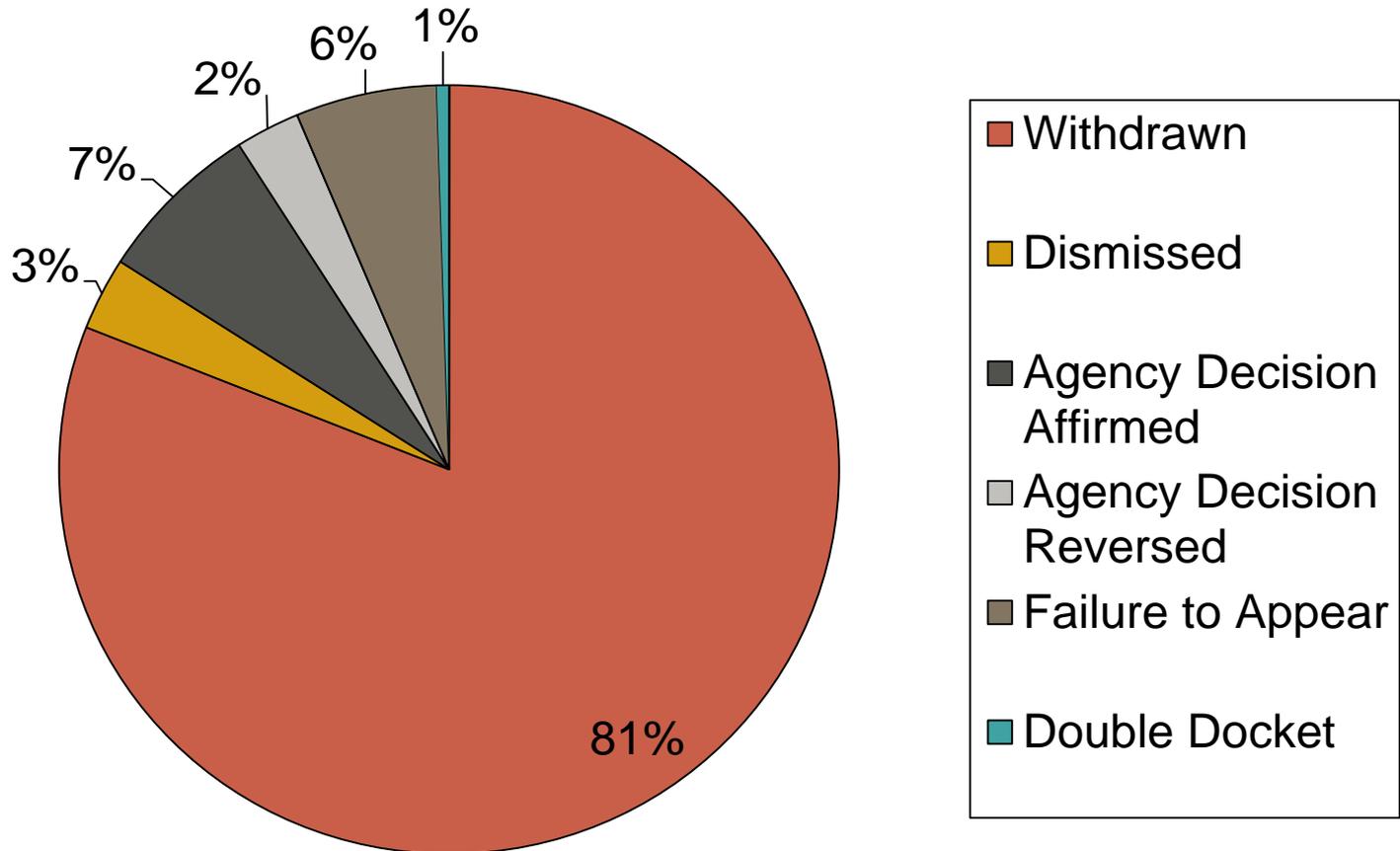
X-axis: 0, 2000, 4000, 6000, 8000
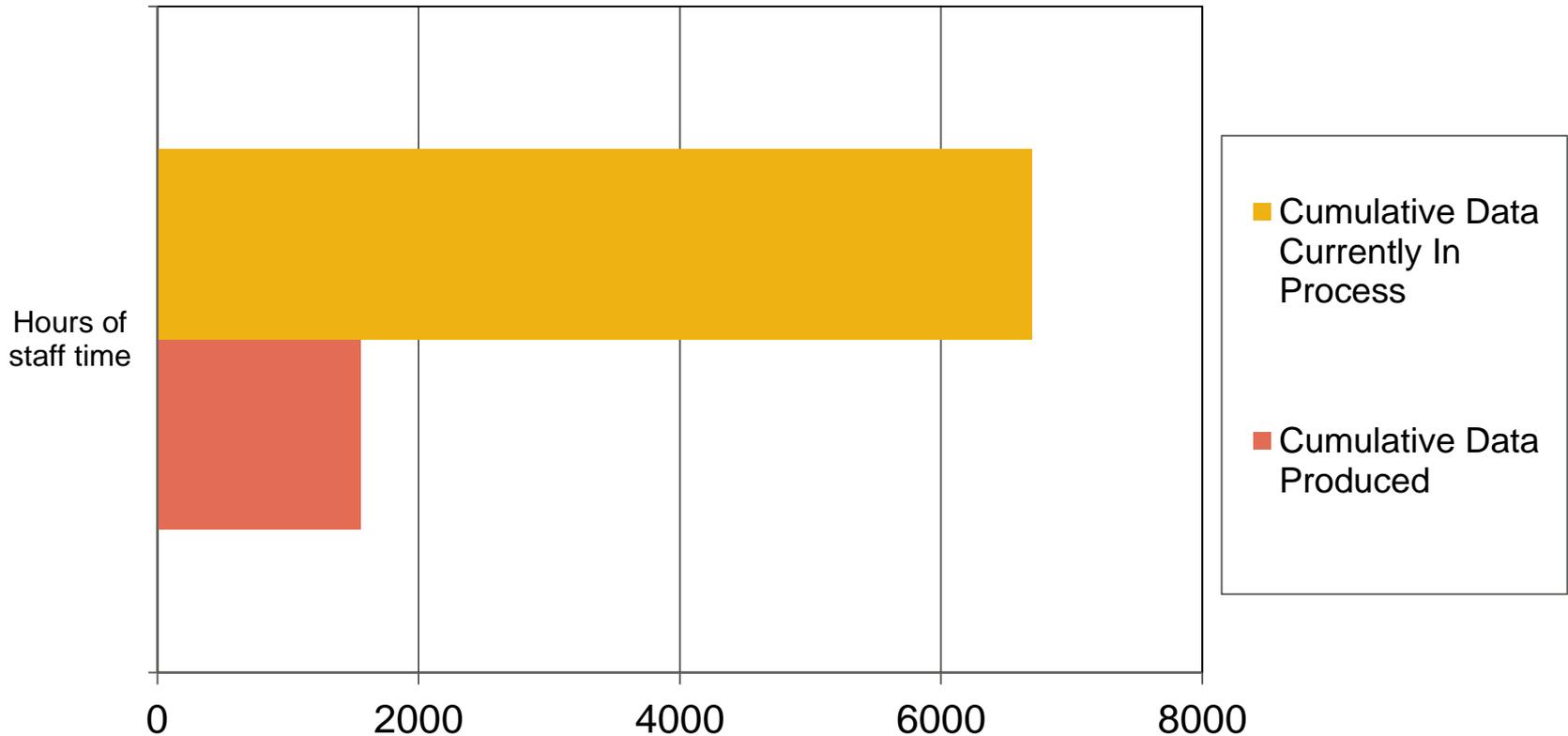
Note: 1 GB of data is equivalent to 10,000 documents and 200 hours of staff time to review and produce.

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# Data Request Sources
# October 2013 – April 2014



Research 4%

Data Subjects 2%

Government Entities 11%

Legislators & Legislative Staff 11%

Nonprofit Orgs & Private Companies 16%

Media 56%

Legend:
- Media
- Nonprofit Orgs & Private Companies
- Legislators & Legislative Staff
- Government Entites
- Research
- Data Subjects

# Type of Closed Appeals



Legend:
- Withdrawn
- Dismissed
- Agency Decision Affirmed
- Agency Decision Reversed
- Failure to Appear
- Double Docket

Pie chart values: 81%, 3%, 7%, 2%, 6%, 1%

Note: A double docket occurs when 2 files and docket numbers are assigned to the same appeal

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