

Strategic Plan Success Measures Status - Continued

Goal: Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace, and apply for available financial assistance.		
Success Measures		Status
Increase new customer enrollment by 10% annually beginning with OE 2018 (Plan Year 2019)	↓	New customers enrollments increased by 6.5% between PY 2019 and PY 2020 (enrollments through June of each plan year). New enrollments generated during the open enrollment period decreased by 10.7% between PY 2019 and PY 2020
Retain 75% of customers annually beginning with OE 2018.	↑	Retained 77% in 2020 OE
Maintain or increase the number of enrollees who are subsidy eligible.	↓	2,600 decrease in subsidized enrollments between PY 2019 and PY 2020 (enrollments through June of each plan year) representing a decrease from 83% to 80% of total enrollment submissions. 8,300 decrease in subsidized enrollments generated during the open enrollment period (76% to 74%).
Customer Satisfaction measure as defined by year over year improvement in net promoter score.	↑	2017: -14, 2018 +4, 2019: +1, 2020: +14
Satisfaction measures for partners and stakeholders.		Brokers report high satisfaction overall with support services, with the most highly used services. Range (lowest, highest scores):: 78% found the Online Store useful 82% Found the MSU support option useful
		Assisters report high overall satisfaction with support services. Range (lowest, highest scores):