

Medicaid to Marketplace Bridge Update

April 8, 2024



Medicaid to Marketplace Bridge Outreach

Month	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Account Transfers from HCPF (Individuals) (excluding those repeated on future lists)	6,938	11,939	8,131	13,206	14,538	22,843	22,818	21,769	19,257	27,034	19,899
Account Transfers from HCPF (Households) (excluding those repeated on future lists)	4,662	8,302	6,185	9,996	10,781	15,400	16,917	16,816	14,930	21,280	15,844
Joint HCPF/C4 Mailer Sent	4,962	5,390	4,023	7,099	5,390	9,009	8,596	10,266	9,025	11,732	8,583
Total Emails Sent	3,476	6,063	4,836	7,246	7,864	11,162	11,455	10,732	9,783	12,794	9,434
Open Rate	53%	51%	49%	30%	14%	49%	50%	49%	44%	48%	55%
Click Rate	7%	6%	4%	4%	3%	5%	5%	4%	4%	4%	6%
Total Calls Made	1,787	2,724	771	2,940	3,422	5,027	5,233	5,108	4,136	5,984	4,188
Talked to Someone	209	221	91	273	411	650	558	547	566	847	534
Left Voice Mail	1,149	1,830	458	1,907	2,167	2,590	2,643	2,783	2,054	2,944	2,124
Unable to Leave Voice Mails	429	673	222	754	843	1,786	2,032	1,778	1,516	2,193	1,530

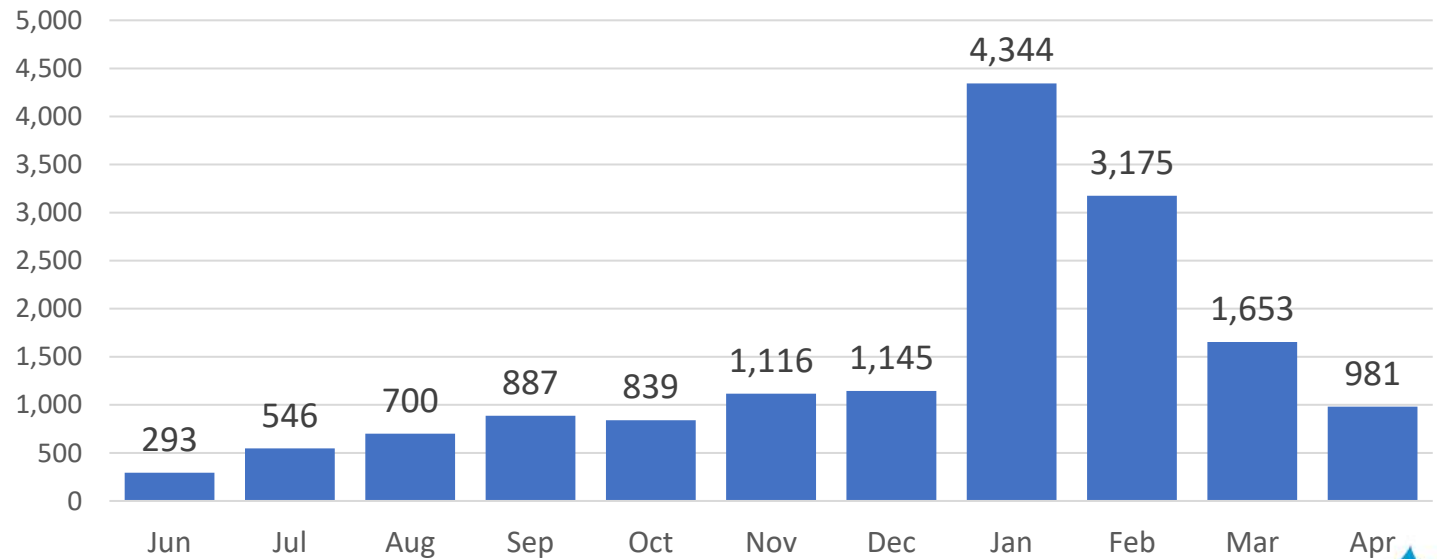
Medicaid to Marketplace Enrollments

Total Enrollments: 15,684 unique individuals

Of account transfers from HCPF:

- Percent that have since been redetermined Medicaid eligible: **24.37%**
- Percent of non-Medicaid eligible that have enrolled in a QHP (conversion rate): **11.01%**

Unique C4HCO Enrollments by Coverage Start Date



As of January 24, 2024

Conversion Rate Over Time

Conversion Rate by Month of Medicaid Termination

