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**Health Insurance Marketplace Open Enrollment Snapshot  
Week 10: January 3, 2016 – January 9, 2016**

Since Open Enrollment began on November 1, nearly 8.7 million consumers signed-up for health coverage through the HealthCare.gov platform or had their coverage automatically renewed. This week’s snapshot includes weekly and cumulative data for enrollment through HealthCare.gov, a breakdown of cumulative data for 38 states using the HealthCare.gov platform, and for the first time this Open Enrollment, cumulative data for certain local areas.

“Consumers have only two days left before the January 15 deadline to sign up for coverage starting February 1,” HHS Secretary Sylvia Burwell said. “We saw unprecedented demand for January 1<sup>st</sup> coverage and continue to make steady progress signing up new customers as open enrollment proceeds. We are focused on educating customers about the affordable options at HealthCare.gov and providing them the help they need to make the best coverage choices.”

Similar to last year, each week, the Centers for Medicare and Medicaid Services (CMS) will release weekly Open Enrollment snapshots for the HealthCare.gov platform, which is used by the Federally-facilitated Marketplaces and State Partnership Marketplaces, as well as some State-based Marketplaces. These snapshots provide point-in-time estimates of weekly plan selections, call center activity and visits to [HealthCare.gov](#) or [CuidadoDeSalud.gov](#). The final number of plan selections associated with enrollment activity to date could fluctuate as plan changes or cancellations occur, such as in response to life changes like starting a new job or getting married. In addition, the weekly snapshot only looks at plan selections and does not include the number of consumers who paid their premiums to effectuate their enrollment.

HHS will continue to produce more detailed reports that look at plan selections across the Federally-facilitated Marketplace and State-based Marketplaces later in the Open Enrollment period.

Definitions and details on the data are included in the glossary.

## Federal Marketplace Snapshot

Federal Marketplace Snapshot	Week 10 Jan 3 – Jan 9	Cumulative Nov 1 – Jan 9
Plan Selections (net)	74,239	8,682,471
Applications Submitted (Number of Consumers)	253,565	11,066,884
Call Center Volume	830,465	10,397,132
Average Call Center Wait Time	1 minute 21 seconds	10 minutes 33 seconds
Calls with Spanish Speaking Representative	63,777	619,274
Average Wait for Spanish Speaking Rep	9 seconds	20 seconds
HealthCare.gov Users	1,970,588	21,283,462
CuidadoDeSalud.gov Users	148,444	1,079,026
Window Shopping HealthCare.gov Users	503,652	7,491,314
Window Shopping CuidadoDeSalud.gov Users	10,110	147,314

## HealthCare.gov State-by-State Snapshot

Consumers across the country continued to explore their health insurance options by reaching out to a call center representative at 1-800-318-2596, attending enrollment events in their local communities, or visiting [HealthCare.gov](https://www.healthcare.gov) or [CuidadoDeSalud.gov](https://www.cuidadodesalud.gov). Individual plan selections for the states using the HealthCare.gov platform include:

Week 10	Cumulative Plan Selections Nov 1 – Jan 9
Alabama	179,115
Alaska	21,671
Arizona	176,089
Arkansas	66,635
Delaware	26,698
Florida	1,583,088
Georgia	522,895
Hawaii	11,949
Illinois	348,932
Indiana	183,185
Iowa	50,083
Kansas	89,229
Louisiana	193,249
Maine	78,891
Michigan	325,200
Mississippi	96,984
Missouri	260,798
Montana	55,474

Nebraska	80,128
Nevada	77,411
New Hampshire	51,048
New Jersey	262,400
New Mexico	48,385
North Carolina	563,830
North Dakota	20,046
Ohio	226,156
Oklahoma	130,700
Oregon	134,629
Pennsylvania	411,675
South Carolina	203,634
South Dakota	23,320
Tennessee	238,945
Texas	1,120,440
Utah	153,222
Virginia	390,029
West Virginia	34,827
Wisconsin	220,260
Wyoming	21,221

### HealthCare.gov Local Market Snapshot

The Week 10 snapshot includes, for the first time this Open Enrollment, a look at plan section by Designated Market Areas (DMAs) which are local media markets. This data provides another level of detail to better understand total plan selections within local communities. Some DMAs include one or more counties in a state that is not using the HealthCare.gov platform in 2016. Plan selections for those DMAs only include data for the portions of these areas that are using the HealthCare.gov platform, so the cumulative totals in the snapshot do not represent plan selections for the entire DMA. In addition, some DMAs cross into multiple states that use the HealthCare.gov platform and those totals are cumulative for all HealthCare.gov states in that DMA. Because some communities do not fall into a DMA, cumulative plan selections for local markets will not total the national cumulative plan selection number.

Local Markets in HealthCare.gov States	State	Cumulative Plan Selections Nov 1 – Jan 9
Abilene-Sweetwater	Texas	9,364
Albany	Georgia	14,939
Albuquerque-Santa Fe	New Mexico	41,433
Alexandria	Louisiana	8,770
Alpena	Michigan	1,941
Amarillo	Texas	13,279
Anchorage	Alaska	13,942
Atlanta	Georgia	394,458
Augusta	Georgia	29,967
Austin	Texas	112,628

Bangor	Maine	22,144
Baton Rouge	Louisiana	41,186
Beaumont-Port Arthur	Texas	13,541
Bend	Oregon	9,967
Billings	Montana	15,640
Biloxi-Gulfport	Mississippi	8,802
Birmingham (Ann and Tusc)	Alabama	70,898
Bluefield-Beckley-Oak Hill	West Virginia	7,391
Boise	Idaho	875
Boston (Manchester)	Massachusetts	40,712
Buffalo	New York	1,217
Burlington-Plattsburgh	Vermont	4,818
Butte-Bozeman	Montana	9,264
Casper-Riverton	Wyoming	4,604
Cedar Rapids-Wtrlo-Iwc & Dub	Iowa	15,251
Champaign & Sprngfld-Decatur	Illinois	22,852
Charleston	South Carolina	41,274
Charleston-Huntington	West Virginia	16,116
Charlotte	North Carolina	189,940
Charlottesville	Virginia	15,145
Chattanooga	Tennessee	36,393
Cheyenne-Scottsbluf	Wyoming	6,038
Chicago	Illinois	278,687
Cincinnati	Ohio	44,946
Clarksburg-Weston	West Virginia	5,737
Cleveland-Akron (Canton)	Ohio	81,207
Columbia	South Carolina	39,227
Columbia-Jefferson City	Missouri	20,853
Columbus	Georgia	18,677
Columbus	Ohio	44,189
Columbus-Tupelo-West Point	Mississippi	12,678
Corpus Christi	Texas	17,604
Dallas-Ft. Worth	Texas	333,105
Davenport-R. Island-Moline	Iowa/Illinois	16,188
Dayton	Ohio	21,450
Denver	Colorado	6,705
Des Moines-Ames	Iowa	18,680
Detroit	Michigan	168,624
Dothan	Alabama	8,962
Duluth-Superior	Minnesota	6,535
El Paso (Las Cruces)	Texas	56,719
Elmira (Corning)	New York	1,149
Erie	New York	8,425
Eugene	Oregon	18,871
Evansville	Indiana	14,057

Fairbanks	Alaska	2,660
Fargo-Valley City	North Dakota	10,393
Flint-Saginaw-Bay City	Michigan	29,645
Ft. Myers-Naples	Florida	84,257
Ft. Smith-Fay-Sprngdl-Rgrs	Arkansas	21,599
Ft. Wayne	Indiana	21,401
Gainesville	Florida	18,136
Glendive	Montana	530
Grand Rapids-Kalmzoo-B.Crk	Michigan	65,950
Great Falls	Montana	7,695
Green Bay-Appleton	Wisconsin	49,004
Greensboro-H.Point-W.Salem	North Carolina	101,278
Greenville-N.Bern-Washngtn	North Carolina	40,539
Greenvll-Spart-Ashevll-And	North Carolina	110,013
Greenwood-Greenville	Mississippi	6,780
Harlingen-Wslco-Brnsvl-Mca	Texas	48,639
Harrisburg-Lncstr-Leb-York	Pennsylvania	59,028
Harrisonburg	Virginia	11,652
Hattiesburg-Laurel	Mississippi	10,713
Helena	Montana	2,581
Honolulu	Hawaii	11,949
Houston	Texas	298,346
Huntsville-Decatur	Alabama	35,878
Idaho Falls-Pocatello	Idaho	2,711
Indianapolis	Indiana	83,652
Jackson	Mississippi	38,558
Jackson	Tennessee	10,827
Jacksonville	Florida	94,591
Johnstown-Altoona	Pennsylvania	18,691
Jonesboro	Arkansas	5,419
Joplin-Pittsburg	Missouri	14,679
Juneau	Alaska	3,010
Kansas City	Kansas/Missouri	98,082
Knoxville	Tennessee	47,986
La Crosse-Eau Claire	Wisconsin	23,137
Lafayette	Indiana	3,102
Lafayette	Louisiana	24,003
Lake Charles	Louisiana	6,591
Lansing	Michigan	14,667
Laredo	Texas	12,225
Las Vegas	Nevada	54,593
Lima	Ohio	1,571
Lincoln & Hastings-Krny	Nebraska	35,750
Little Rock-Pine Bluff	Arkansas	32,178
Louisville	Kentucky	8,392

Lubbock	Texas	12,182
Macon	Georgia	21,213
Madison	Wisconsin	32,594
Marquette	Michigan	9,300
Medford-Klamath Falls	Oregon	13,730
Memphis	Tennessee	56,059
Meridian	Mississippi	3,875
Miami-Ft. Lauderdale	Florida	588,183
Milwaukee	Wisconsin	79,557
Minneapolis-St. Paul	Minnesota	10,795
Minot-Bismarck-Dickinson	North Dakota	11,302
Missoula	Montana	19,701
Mobile-Pensacola (Ft Walt)	Alabama	61,110
Monroe-El Dorado	Louisiana/Arkansas	19,782
Montgomery-Selma	Alabama	18,961
Myrtle Beach-Florence	Florida	38,001
Nashville	Tennessee	95,498
New Orleans	Louisiana	79,984
New York	New York	207,404
Norfolk-Portsmouth-Newport News	Virginia	75,197
North Platte	Nebraska	1,602
Odessa-Midland	Texas	11,345
Oklahoma City	Oklahoma	66,171
Omaha	Nebraska	35,793
Orlando-Daytona Beach-Melbourne	Florida	294,236
Ottumwa-Kirkville	Missouri	3,547
Paducah-Cape Girardeau-Harrisburg	Illinois/Kentucky/Missouri	20,183
Panama City	Florida	20,405
Parkersburg	West Virginia	2,965
Peoria-Bloomington	Illinois	12,530
Philadelphia	Pennsylvania	275,638
Phoenix (Prescott)	Arizona	125,265
Pittsburgh	Pennsylvania	76,399
Portland	Oregon	87,649
Portland-Auburn	Maine	57,848
Presque Isle	Maine	4,035
Quincy-Hannibal-Keokuk	Illinois/Missouri/Iowa	7,059
Raleigh-Durham (Fayetteville)	North Carolina	150,939
Rapid City	South Dakota	7,162
Reno	Nevada	21,251
Richmond-Petersburg	Virginia	72,720
Roanoke-Lynchburg	Virginia	49,112
Rochester-Mason City-Austin	Minnesota/Iowa	1,317
Rockford	Illinois	12,270
Salisbury	Maryland	6,897

Salt Lake City	Utah	153,763
San Angelo	Texas	4,307
San Antonio	Texas	101,863
Savannah	Georgia	43,716
Sherman-Ada	Texas	8,850
Shreveport	Louisiana	33,634
Sioux City	Iowa	9,748
Sioux Falls(Mitchell)	South Dakota	17,460
South Bend-Elkhart	Indiana	23,907
Spokane	Washington	1,283
Springfield	Missouri	51,653
St. Joseph	Missouri	3,685
St. Louis	Missouri	120,460
Tallahassee-Thomasville	Florida	25,185
Tampa-St. Pete (Sarasota)	Florida	260,266
Terre Haute	Indiana	9,440
Toledo	Ohio	17,735
Topeka	Kansas	11,443
Traverse City-Cadillac	Michigan	24,968
Tri-Cities	Tennessee	24,187
Tucson (Sierra Vista)	Arizona	29,979
Tulsa	Oklahoma	45,241
Tyler-Longview(Lfkn&Ncgd)	Texas	22,045
Victoria	Texas	2,030
Waco-Temple-Bryan	Texas	24,708
Washington, DC (Hagerstown)		167,238
Wausau-Rhineland	Wisconsin	20,275
West Palm Beach-Ft. Pierce	Florida	176,371
Wheeling-Steubenville	Ohio	6,687
Wichita Falls & Lawton	Texas	9,680
Wichita-Hutchinson Plus	Kansas	34,056
Wilkes Barre-Scranton	Pennsylvania	44,090
Wilmington	Delaware	31,485
Yakima-Pasco-RchInd-Knnwck	Oregon	1,710
Youngstown	Ohio	13,804
Yuma-El Centro	Arizona	3,313
Zanesville	Ohio	1,196

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### *Glossary*

**Plan Selections:** The weekly and cumulative metrics provide a preliminary total of those who have submitted an application and selected a plan. Each week's plan selections reflect the total number of plan

selections for the week and cumulatively from the beginning of Open Enrollment to the end of the reporting period, net of any cancellations from a consumer or cancellations from an insurer during that time.

Because of further automation in communication with issuers, the number of net plan selections reported this year account for issuer-initiated plan cancellations that occur before the end of Open Enrollment for reasons such as non-payment of premiums. This change will result in a larger number of cancellations being accounted for during Open Enrollment than last year. Last year, these cancellations were reflected only in reports on effectuated enrollment after the end of Open Enrollment. As a result, there may also be a smaller difference this year between plan selections at the end of Open Enrollment and subsequent effectuated enrollment, although some difference will remain because plan cancellations related to non-payment of premium will frequently occur after the end of Open Enrollment.

Plan selections include those consumers who are automatically re-enrolled into their current plan or another plan with similar benefits, which occurs at the end of December.

To have their coverage effectuated, consumers generally need to pay their first month's health plan premium. This release does not include totals for effectuated enrollments.

**Marketplace:** Generally, references to the Health Insurance Marketplace in this report refer to 38 states that use the HealthCare.gov platform. The states using the HealthCare.gov platform are Alabama, Alaska, Arizona, Arkansas, Delaware, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Michigan, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, Nevada, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, West Virginia, Wisconsin, and Wyoming.

**HealthCare.gov States:** The 38 states that use the HealthCare.gov platform for the 2016 benefit year, including the Federally-facilitated Marketplace, State Partnership Marketplaces and State-based Marketplaces.

**Local Markets:** Cumulative plan selections for local markets are based on Designated Market Areas (DMAs) which are media markets. Some DMAs include one or more counties in a state that is not using the HealthCare.gov platform in 2016. Plan selections for those DMAs only include data for the portions of these areas that are using the HealthCare.gov platform, so the cumulative totals in the snapshot do not represent plan selections for the entire DMA.

**Applications Submitted:** This includes a consumer who is on a completed and submitted application or who, through the automatic re-enrollment process, which occurs at the end of December, had an application submitted to a Marketplace using the HealthCare.gov platform. If determined eligible for Marketplace coverage, a new consumer still needs to pick a health plan (i.e., plan selection) and pay their premium to get covered (i.e., effectuated enrollment). Because families can submit a single application, this figure tallies the total number of people on a submitted application (rather than the total number of submitted applications).

**Call Center Volume:** The total number of calls received by the Federally-facilitated Marketplace call center over the course of the week covered by the snapshot or from the start of Open Enrollment. Calls with Spanish speaking representatives are not included.

**Calls with Spanish Speaking Representative:** The total number of calls received by the Federally-facilitated Marketplace call center where consumers chose to speak with a Spanish-speaking representative.

These calls are not included within the Call Center Volume metric.

**Average Call Center Wait Time:** The average amount of time a consumer waited before reaching a customer service representative. The cumulative total averages wait time over the course of the extended time period.

**[HealthCare.gov](#) or [CuidadodeSalud.gov](#) Users:** These user metrics total how many unique users viewed or interacted with [HealthCare.gov](#) or [CuidadodeSalud.gov](#) , respectively, over the course of a specific date range. For cumulative totals, a separate report is run for the entire Open Enrollment period to minimize users being counted more than once during that longer range of time and to provide a more accurate estimate of unique users. Depending on an individual's browser settings and browsing habits, a visitor may be counted as a unique user more than once.

**Window Shopping [HealthCare.gov](#) Users or [CuidadoDeSalud.gov](#) Users:** These user metrics total how many unique users interacted with the window-shopping tool at [HealthCare.gov](#) or [CuidadoDeSalud.gov](#), respectively, over the course of a specific date range. For cumulative totals, a separate report is run for the entire Open Enrollment period to minimize users being counted more than once during that longer range of time and to provide a more accurate estimate of unique users. Depending on an individual's browser settings and browsing habits, a visitor may be counted as a unique user more than once. Users who window-shopped are also included in the total [HealthCare.gov](#) or [CuidadoDeSalud.gov](#) user total.



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