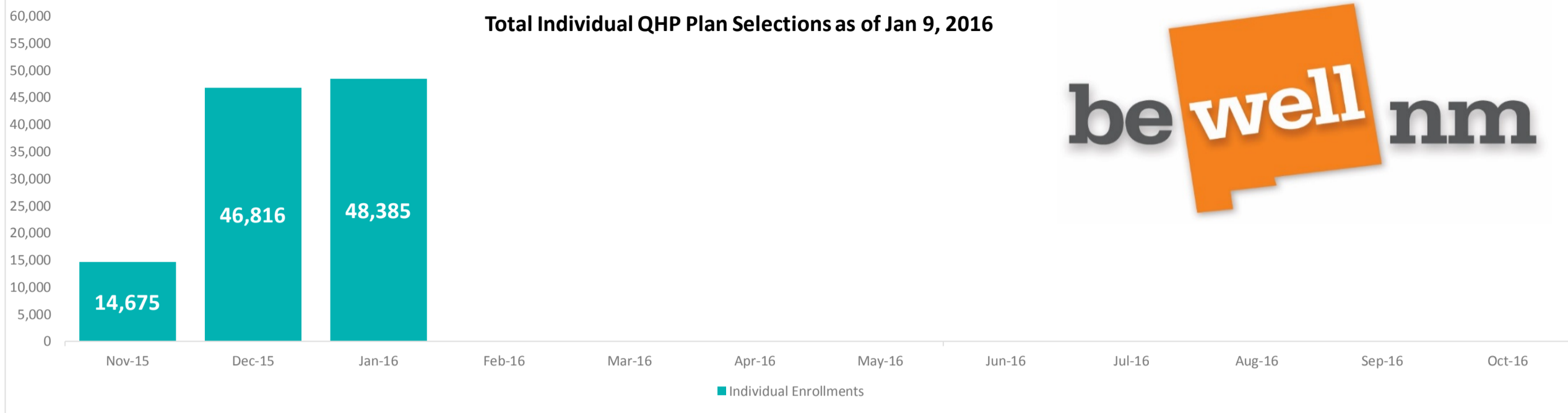


# OUTREACH DASHBOARD

New Mexico Health Insurance Exchange

## Individual Market Enrollment



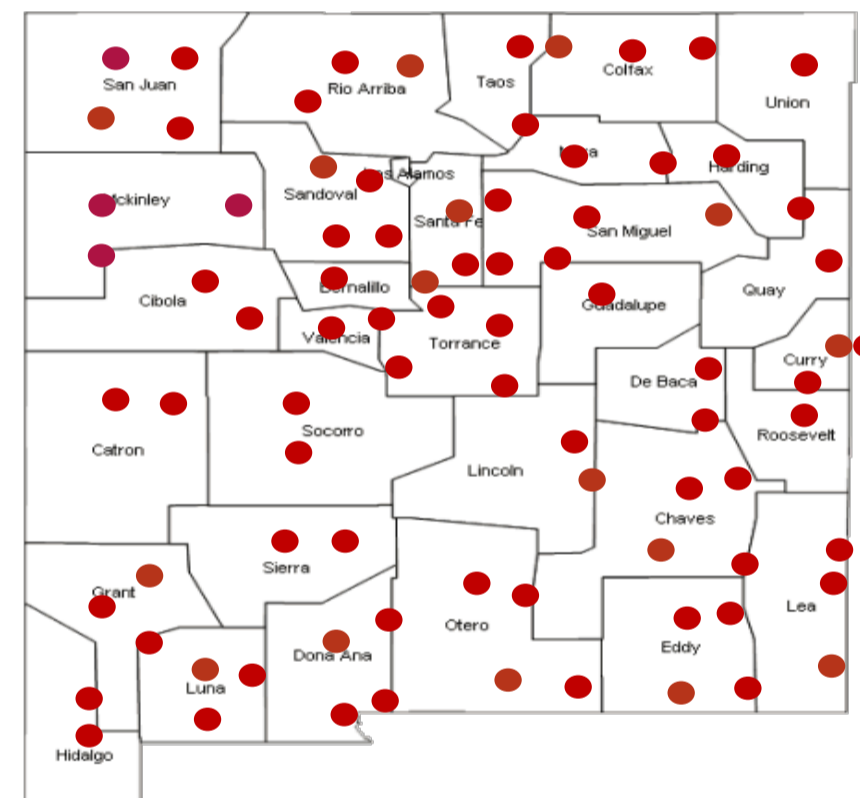
## Enrollment Entities

Month	Entity	# of Sessions	# of Repeat Sessions	# Enrolled in QHP	# Enrolled in Medicaid
November	NMPCA	3485	547	709	1311
November	NAPPR	1873		131	137
December	NMPCA	5294	419	1281	2284
December	NAPPR	1487		254	153

## Outreach

### Outreach Campaigns

Month	Partner	# of Events	Referrals	Attendees
November	Hispano Chamber	7		510
November	Equality NM	5	23	195
November	Greater ABQ Chamber	8		686
November	Health Action NM	17	32	2,151
November	Centro Savila	23	40	1,900
November	Taos Entrepreneurial	28		1,845
November	Waite	65	161	7,063
December	Hispano Chamber	5	139	1,097
December	Equality NM	4	9	55
December	Greater ABQ Chamber	7	50	440
December	Health Action NM	30	172	3,336
December	Centro Savila	19	116	200
December	Taos Entrepreneurial	29	150	3,123
December	Waite	249	258	15,719



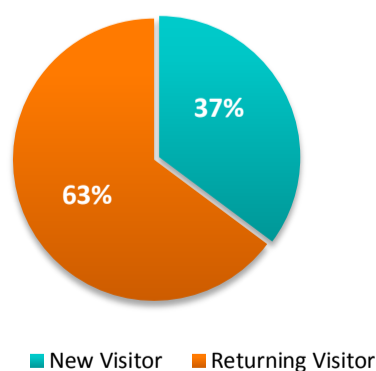
## Website & Call Center

### Website: Google Analytics Nov 1 - Jan 11

Source	Sessions
Apply online - step 1	34,768
Apply online - step 2	23,333
Websire visitor survey	1,660
Download application	318
Chats	439

**Total Visitors OE  
2016  
108,942  
+ 23% Y-o-Y**

### Type of Visitors



### Top Web Traffic Cities

1. Albuquerque	42,990
2. Santa Fe	6,335
3. Las Cruces	3,458
4. Rio Rancho	2,925
5. Hobbs	2,003
6. Farmington	1,552
7. Clovis	1,339
8. Carlsbad	1,281
9. Roswell	1,204
10. Espanola	973

### Call Center: Monthly Metrics December

Calls Received	3276
Percent of Calls Abandoned	0
Average Speed to Answer (Sec)	11
Average Minutes per Call	9

### Call Center: Referral Information

Referral Entity	Count
FFM	871
Medicaid	479
Medicare	102
EC	508
Broker	411
NAPPR	16
Carrier	22
beWellnm for Small Bus	132