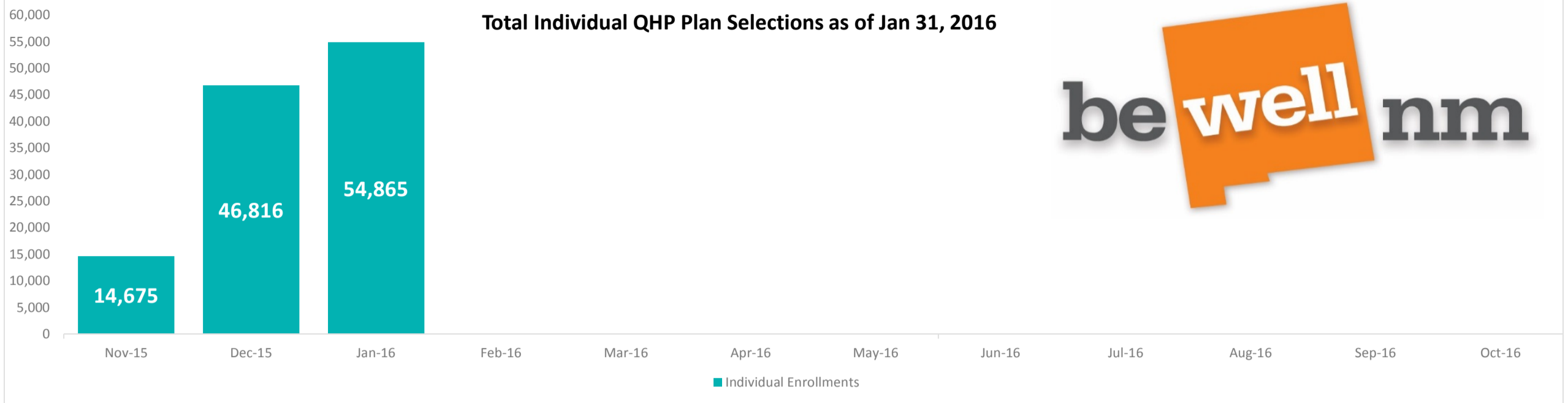


OUTREACH DASHBOARD

New Mexico Health Insurance Exchange

Individual Market Enrollment

Total Individual QHP Plan Selections as of Jan 31, 2016



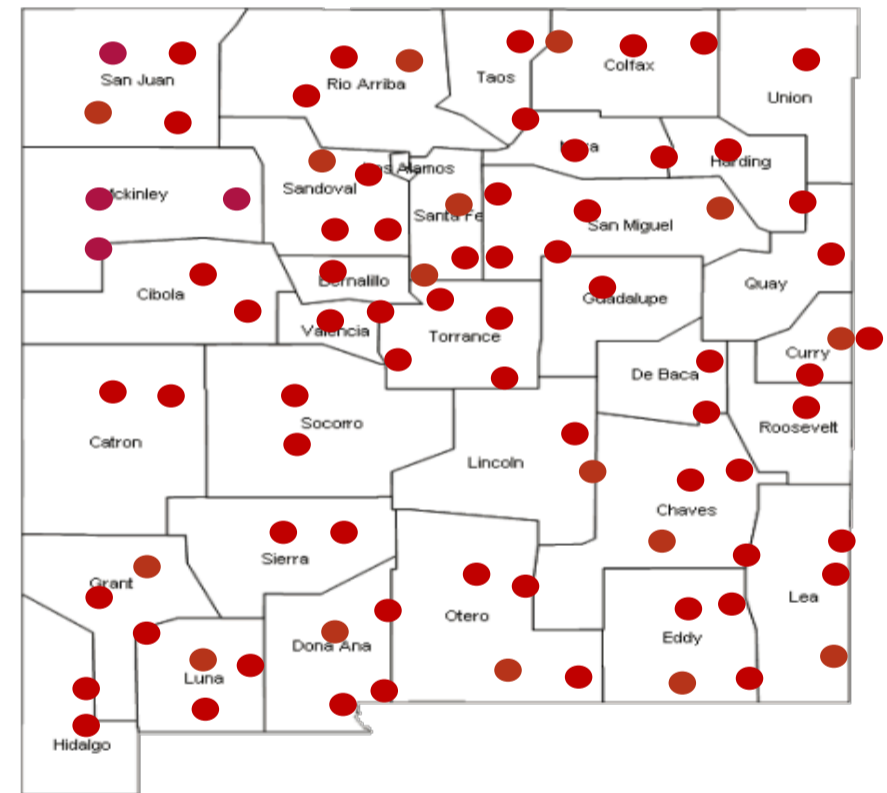
Enrollment Entities

Month	Entity	# of Sessions	# of Repeat Sessions
November	NMPCA	3485	547
November	NAPPR	1873	
December	NMPCA	5294	419
December	NAPPR	1487	
January	NMPCA	3082	347

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
January	Hispano Chamber	10	80	1,971
January	Equality NM	12	45	180
January	Greater ABQ Chamber	9	75	200
January	Health Action NM	82	315	5,814
January	Centro Savila	20	300	1,619
January	Taos Entrepreneurial	16	35	1,735
January	Waite	77	370	1,059

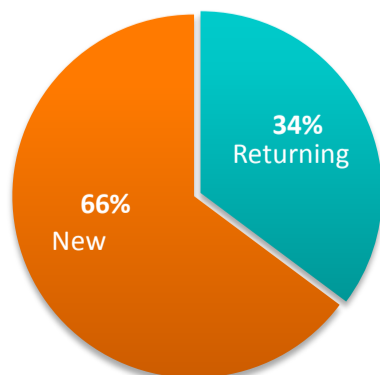


Website & Call Center

Website: Google Analytics Nov 1 - Jan 31

Total Visitors OE
2016
147,822

Type of Visitors



Top Web Traffic Cities

1. Albuquerque	
2. Santa Fe	
3. Las Cruces	
4. Rio Rancho	
5. Hobbs	
6. Farmington	
7. Clovis	
8. Carlsbad	
9. Roswell	
10. Espanola	

Call Center: Monthly Metrics January

Calls Received	3557
Percent of Calls Abandoned	0
Average Speed to Answer (Sec)	5
Average Minutes per Call	4.25

Call Center: Referral Information

Referral Entity	Count
FFM	32.53%
Medicaid	17.64%
Medicare	3.72%
EC	12.08%
Broker	5.28%
beWellnm for Small Bus	2.90%