

OUTREACH DASHBOARD

New Mexico Health Insurance Exchange

11/01/15 - 11/30/15

Individual Market Enrollment

Individual QHP Plan Selections as of week 5



Individual Market Enrollments by NM Enrollment Entities		840	Enrollment Entities				
Month	Entity	# of Sessions	# of Repeat Sessions	# Enrolled in QHP	# Enrolled in Medicaid		
Catastrophic		0					
Bronze		86					
Silver		590					
Gold		30					
Platinum		3					
With Financial Assistance		xxx					
Without Financial Assistance		xxx					
November	NMPCA	3485	547	709	1311		
November	NAPPR	1873		131	137		

Outreach

Outreach Campaigns					
Month	Event Type	Attendees	Partner(s)	Referrals to EC	# of Events
November	Outreach & Education	510	Hispano Chamber		7
November	Outreach & Education	195	Equality NM	23	5
November	Outreach & Education	686	Greater ABQ Chamber		8
November	Outreach & Education	2,151	Health Action NM	32	17
November	Outreach & Education	1,900	Centro Savila	40	23
November	Outreach & Education	1,845	Taos Entrepreneurial		28
November	Outreach & Education	7,063	Waite	161	65

Website & Call Center

Website: Google Analytics					Call Center: Monthly Metrics	
Source	Sessions	Bounce Rate	Percent New	Avg. Duration	Metric	Value
Direct	16,525	2.0%	60.0%	1.2	Calls Received	2619
Organic Search	13,550	6.0%	90.0%	0.8	Percent of Calls Abandoned	0
Paid Search	5,198	4.3%	72.0%	2.0	Average Speed to Answer (Seconds)	22
Referral	12,695	1.0%	80.0%	0.5	Average Minutes per Call	4.43
Social	1,448	1.0%	90.5%	1.2		

Type of Visitors	
New Visitors	64%
Returning Visitors	36%

Top 10 Web Traffic Cities	
1. Albuquerque	21,542
2. Las Cruces	1,896
3. Rio Rancho	681
4. Sante Fe	3,776
5. Roswell	606
6. Clovis	551
7. Silver City	544
8. Taos	486
9. Hobbs	530
10. Alamogordo	443

Call Center: Referral Information		
Referral Entity	Count	Percent
FFM	465	18%
Medicaid	297	11%
Medicare	115	4%
EC	404	15%
Broker	562	21%
NAPPR	16	1%
Carrier	12	0%
beWellnm for Small Bus	107	4%