

From: [Cindy Hermes](#)
To: [Iraida Orr](#)
Cc: [Kris Kellim](#); [Linda Sheppard](#); [Zac Anshutz](#); [Bob Hanson](#); [Lacey Kennett](#)
Subject: RE: HCBS and KanCare Oversight Committee Request
Date: Friday, October 25, 2013 4:22:25 PM

Iraida:

The latest date from CMS on releasing any data about the number of enrollments in ACA is November. I do not have any enrollment, tax credits, or anything that would indicate any kind of numbers from Kansas. The numbers being reported in the press are being released from STATE-BASED exchanges of which we are not. Kansas is a federally-facilitated exchange. I do not have any numbers of any kind for the state of Kansas. The private insurance companies participating on the exchange, to my knowledge, have not released any numbers.

I will be happy to forward to you and Senator Pilcher-Cook any numbers for Kansas as soon as they are available from CMS.

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From: [Linda Sheppard](#)
To: [Iraida Orr](#)
Cc: [Kris Kellim](#); [Cindy Hermes](#)
Subject: Response to request for information
Date: Thursday, November 14, 2013 11:32:29 AM
Attachments: [Insureks October 2013 Statistics.pdf](#)
[Insureks Sept 2013 Statistics.pdf](#)

http://aspe.hhs.gov/health/reports/2013/MarketPlaceEnrollment/rpt_enrollment.pdf

Iraida, you may have already provided this document, that was just released yesterday, to Chair Pilcher-Cook but wanted to make sure you had this link. Our understanding is that HHS will now be releasing this type of report on a monthly basis, so we won't see updated data until around the middle of December.

I have also attached the statistics for our InsureKS.org website for the past two months as you requested.

InsureKS.org Stats September

Estimated page views: 107,128

(compare to 29,171 first 10 days and approximately 299,484 page views for the month for ksinsurance.org website)

Most popular pages:

- Cost Calculator: 46,635
- Home page: 19,606
- Individuals & Families page: 11,284
- About the Marketplace pdf: 10,700
- Marketplace page: 8,810
- 2013 Health Book pdf: 8,384
- FAQ page: 4,773
- Basics of Health Insurance pdf: 3,157
- FAQ Glossary popups: 2,844
- Resources page: 2,735

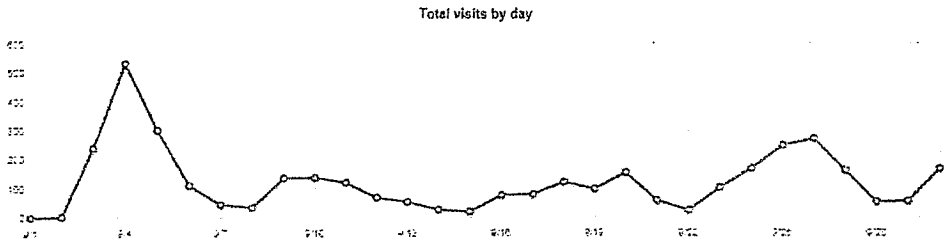
Video views:

Intro video:	1,125
Medicare video:	781
Buying video:	70

Since ALEX is external, it is not included in the above information, but has its own reporting.

ALEX Stats

TRAFFIC OVERVIEW



VISITS BREAKDOWN

Total Visits	# Visits	% Visits	Unique Visits	# Visits	% Visits	Frequency	Visits / Unique
Total	3,654	100.00%	Total	2,738	100.00%	Total	1.33
Desktop	3,048	83.42%	Desktop	2,308	84.30%	Desktop	1.32
Mobile	606	16.58%	Mobile	430	15.70%	Mobile	1.41

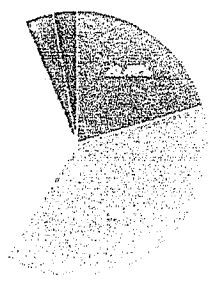
MODULE STARTS

Module	# of Starts	% of Visits
HCR	3,356	91.84%

HEALTH CARE REFORM SURVEY RESULTS

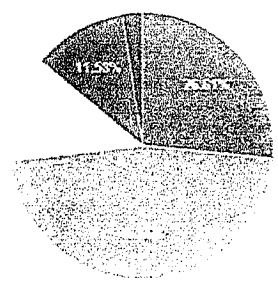
"How helpful has this experience been?"

Responses	# Answered	% Answered
Total	849	100.00%
Extremely helpful	172	20.48%
Very helpful	323	38.45%
Somewhat helpful	291	34.64%
Not very helpful	30	3.57%
Not at all helpful	24	2.86%



"Do you feel like you have a better understanding of the new health care laws and how they affect you?"

Responses	# Answered	% Answered
Total	838	100.00%
Yes, definitely	223	26.61%
Yes, a little	391	46.66%
Maybe	107	12.77%
No, not really	97	11.58%
No, definitely not	20	2.39%



InsureKS.org Stats October 2013

Estimated page views: 136,974 (107,128 in September)

Unique host requests: 14,564 (13,651 in September)

Most popular pages (hits):

- Cost Calculator: 43,163
- Home page: 23,179
- Rates & Plans: 18,383
- Marketplace page: 9,994
- FAQ page: 9,365
- Individuals & Families page: 9,049
- About the Marketplace pdf: 7,899
- 2013 Health Book pdf: 7,306
- FAQ Glossary popups: 4,516
- In-Person Assistance: 3,942

(Note: the In-Person Assistance page was added October 17 and the Rates & Plans page October 18 and were only available for use part of the month)

Video views:

Intro video: 546

Buying video: 535

Medicare video: 378

Since ALEX is external, it is not included in the above information, but has its own reporting. Alex stats on the following page are since website launch the first of September.

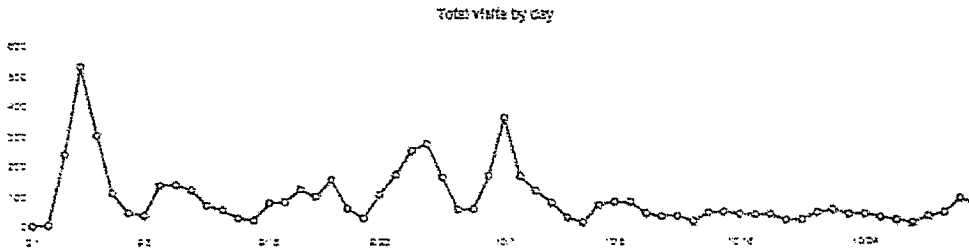
ALEX Stats



Kansas Insurance Department
Analytics Dashboard

Sep 1, 2013 - Oct 31, 2013

TRAFFIC OVERVIEW



VISITS BREAKDOWN

Total Visits	# Visits	% Visits	Unique Visits	# Visits	% Visits	Frequency	Visits / Unique
Total	4,458	100.00%	Total	4,163	100.00%	Total	1.32
Desktop	4,449	91.94%	Desktop	3,425	82.03%	Desktop	1.30
Mobile	99	19.15%	Mobile	680	16.47%	Mobile	1.45

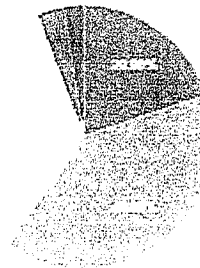
MODULE STARTS

Module	# of Starts	% of Visits
HR	5,066	53.23%

HEALTH CARE REFORM SURVEY RESULTS

"How helpful has this experience been?"

Response	# Answered	% Answered
Total	1,308	100.00%
Extremely helpful	261	20.00%
Very helpful	523	40.08%
Somewhat helpful	444	34.02%
Not very helpful	48	3.65%
Not at all helpful	32	2.45%



"Do you feel like you have a better understanding of the new health care laws and how they affect you?"

Response	# Answered	% Answered
Total	1,301	100.00%
Yes, definitely	354	27.98%
Yes, a little	615	47.27%
Maybe	145	11.15%
No, not really	150	11.53%
No, definitely not	27	2.08%

