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PRESIDENT AND  
CHIEF EXECUTIVE OFFICER

DATE: Feb. 2, 2015

TO: Chief Executive Officers  
Chief Financial Officers  
Chief Operating Officers  
In-House Counsel  
Government Relations Officers  
Managed Care Executives  
Long Term Care Administrators

FROM: Elizabeth A. Ryan, Esq.  
President and CEO

**SUBJECT: Insurance Enrollment Through Healthcare.gov**

The Department of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation released a report that includes New Jersey-specific data on the Federally-Facilitated Marketplace (FFM). The report provides data from Nov. 15, 2014, through Jan. 16, 2015. Findings include:

- As of Jan. 16, a total of 211,788 New Jersey residents selected a health plan for 2015 coverage.
- Of the 211,788 residents that selected a plan, 38 percent were new enrollees. It is important to note is that HHS defines “new enrollee” as an individual who did not have Marketplace coverage in Nov. 2014, and who selects a Marketplace plan during 2015 open enrollment. Therefore, it is unknown whether these individuals previously were uninsured.
- Sixty-two percent of these individuals were re-enrolling in a Marketplace plan, either through actively selecting a plan or passive enrollment, which was an automatic process for any individual who had not selected a plan by Dec. 15, 2014.
- Individuals selecting plans largely remain eligible to receive financial assistance – 83 percent, compared to 84 percent who were eligible during the 2014 open enrollment period.
- Additionally, approximately 38,000 individuals were determined to be Medicaid eligible.

The 2015 open enrollment period ends Feb. 15. NJHA will continue to analyze data as it becomes available.

A full copy of the report can be found at:

[http://aspe.hhs.gov/health/reports/2015/MarketPlaceEnrollment/Jan2015/ib\\_2015jan\\_enrollment.pdf](http://aspe.hhs.gov/health/reports/2015/MarketPlaceEnrollment/Jan2015/ib_2015jan_enrollment.pdf).

If you have any questions regarding the Marketplace, please feel free to contact Sarah Lechner, general counsel, at 609-275-4089 or [slechner@njha.com](mailto:slechner@njha.com) or Colleen Picklo, project manager/policy analyst, managed care, at 609-275-4020 or [cpicklo@njha.com](mailto:cpicklo@njha.com).