



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
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## **CONSUMER INTEREST REMAINS STRONG FOR HEALTH INSURANCE OFFERED THROUGH COVERED CALIFORNIA MARKETPLACE**

*94,500 Applications Started Since Oct. 1, 2013*

SACRAMENTO, Calif. — Covered California™ announced continued strong consumer interest in the agency's health insurance marketplace and Medi-Cal, with more than 600,000 unique visits to its website and more than 45,000 calls to its Service Center during the week ending Oct. 12.

Since open enrollment began Oct. 1, consumers have been shopping and comparing among 12 insurers offering health care coverage through Covered California, where consumers also can determine if they are eligible to enroll, eligible for subsidies or eligible for Medi-Cal.

For the first two weeks of open enrollment, more than 1.5 million unique visits were made to [www.CoveredCA.com](http://www.CoveredCA.com). The Service Center has handled more than 100,000 calls during the same period. From Oct. 1 through Oct. 12, more than approximately 94,500 applications were started.

Total enrollment for October will be released in November.

<b>Weekly Report</b>	<b>Oct 1-5</b>	<b>Oct. 6-12</b>	<b>Cumulative</b>
Unique visits to <a href="http://CoveredCA.com">CoveredCA.com</a>	986,705	602,539	1,589,244
Total call volume	59,003	45,785	104,788
Average wait time	15:08*	01:55	
Average handling time	16:48	14:36	

(more)

<b>Enrollment Assistance Program</b>	<b>Certified Oct. 1-12</b>	<b>Certification in Progress</b>
Certified Enrollment Counselors	279	3,824
Certified Insurance Agents**	1,295	3,382
County Eligibility Workers	5,287	5,421

\* Average wait time reduced to less than four minutes by Friday, Oct. 5, 2013.

\*\*17,768 insurance agents have registered for certification to sell Covered California health insurance plans. Covered California Certified Insurance Agents must possess a valid license through the California Department of Insurance and must complete Covered California's Certified Insurance Agent training and certification program.

### **About Covered California**

Covered California is the state's marketplace for the federal Patient Protection and Affordable Care Act. Covered California was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. With coverage starting in 2014, Covered California will help individuals determine whether they are eligible for premium assistance that will be available on a sliding-scale basis to reduce insurance costs or whether they are eligible for low-cost or no-cost Medi-Cal. Consumers can then compare health insurance plans and choose the plan that works best for their health needs and budget. Small businesses will be able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and the Legislature. For more information on Covered California, please visit [www.CoveredCA.com](http://www.CoveredCA.com).

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