



U.S. Department of Health & Human Services
News Division

Fact Sheet

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BY THE NUMBERS: OPEN ENROLLMENT FOR HEALTH INSURANCE

Since Open Enrollment for the Health Insurance Marketplace began on November 15, about 10 million people have explored their options, learned about the financial assistance available, and signed up for or renewed a health plan that meets their needs and fits their budget. Consumers heard about the Marketplace by talking with friends, from TV and radio advertisements, and in the news. They learned that this year's Marketplace was fueled by more competition and offered more options. When they needed advice, navigators, assistors, and volunteers have been ready to answer their questions. Text messages, emails, and phone calls provided important deadline reminders. And when they were ready to sign up, an updated and more streamlined website, the Marketplace Call Center, and in-person assistance at enrollment events across the country have made it as easy as possible for them to do so.

This fact sheet provides a point-in-time estimate as of February 11 of the many numbers behind the 2015 Open Enrollment period.

10 million The number of Americans who have already made getting health care a priority and signed up for or been automatically renewed for [2015 Marketplace coverage](#).

\$268 The [average monthly tax credit](#) for people who qualify for financial

assistance in the 37 states using Healthcare.gov through January 30.

- 87%** The percentage of Marketplace consumers who [qualified for tax credits](#) to make their monthly premiums more affordable in the first two months of open enrollment.
- 25%** The [increase in issuers competing for business](#) in the 2015 Marketplace as compared to last year.
- 40** The average [number of plans](#) consumers can choose from this year.
- 1.86 million** The largest number of users on one day to HealthCare.gov.
- 76 to 16** The reduction in the number of screens on HealthCare.gov that typical consumers need to click through when completing an [application online this year](#) as compared to last year.
- 14.2 million** Total calls answered at the [Marketplace call center](#) during this Open Enrollment season.
- 200+** Languages in which consumer assistance is provided at the [Marketplace Call Center](#).
- 5,000+** Local outreach events conducted in Federally Facilitated Marketplace states across the country to drive enrollment and connect consumers with local assistance in their communities.
- 420+** Calls, videos, interviews, TV, and radio interviews from the President, Vice President, First Lady, Dr. Biden, HHS and administration officials.
- 1** The number of times [President Barack Obama crashed the set of the Colbert Report](#) to speak with viewers about the importance of signing up for coverage.
- 34%** Percentage of consumers who visited HealthCare.gov through a mobile device or tablet.
- 12%** Percentage of consumers who signed up for coverage at HealthCare.gov on a mobile device or tablet.
- 60%** Percentage of consumers who visited [CuidadodeSalud.gov](#) through a mobile device or tablet.
- 814 million** The number of impressions garnered by the [#GetCovered](#) social media campaign.

- 15.9 million** Total text messages sent by HealthCare.gov to consumers interested in [learning more](#) about their health care options.
- 1.3 billion** Impressions garnered from our “[Join the Millions](#)” television and radio campaign.
- 12.9 million** Phone calls from the Marketplace Call Center placed to remind consumers to sign up for coverage.
- 23,000+** Certified application counselors, navigators and in-person assisters [on the ground in communities across the nation](#) working to educate and enroll individuals in Marketplace coverage.
- 74,000+** [Agents and brokers](#) on the ground in communities across the nation working to educate and enroll individuals in Marketplace coverage.
- 1,565** National, state and local partners helping to communicate information about the Health Insurance Marketplace. Partners included [tech startups](#), [pharmacies](#), [convenient stores](#), [retail shops](#) and advocacy organizations.
- 5,500+** Faith leaders who promoted health insurance enrollment within their communities through efforts like the [Second Sunday program](#).
- 20,000+** Number of letters written to the President thanking him for the Affordable Care Act since mid-2013 alone.
- 10** Number of letter-writers who shared stories of how the Affordable Care Act impacted their health and lives directly with the President and Secretary Burwell in a roundtable at the White House.
- 1,049** People who shared their story through the “[Share Your Story](#)” tool and are living proof that the Affordable Care Act is working.

Less than three days remain before the end of Open Enrollment. If people without insurance don’t sign up by February 15, they may have to wait another year to get coverage.

Help is available. We’re working to meet consumers where they are, whether that’s online, over the phone or in person.

- **Online:** Information is available at [HealthCare.gov](#) or [CuidadoDeSalud.gov](#).
- **By Phone:** Marketplace call center representatives are available to help all day, every day at 1-800-318-2596. TTY users should call 1-855-889-4325. The call is free.
- **In Person:** Find in-person assistance in your own community at

localhelp.healthcare.gov.

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