

2023

Table of Contents

- 16 Eligibility: Advance Premium Tax Credit (APTC) and Metal Tiers Over the Years
- 18 Open Enrollment Demographics Over the Years



A Letter from Pennie Leadership

Looking back on 2023, Pennie was able to build on prior years to successfully expand the number of Pennsylvanians with coverage, increase the value of coverage, and tailor the health insurance marketplace to Pennsylvania more than ever before. The culmination of these efforts was demonstrated through record-breaking enrollments during the 2024 Open Enrollment Period (OEP). Nearly 435,000 Pennsylvanians enrolled in affordable, high-quality health coverage through Pennie. This represents a 17% increase compared to the end of the 2023 Open Enrollment Period, far exceeding its previous average annual increase of 1%. Enrollment in PA's on-exchange marketplace has increased by over 150,000 in the four years since Pennsylvania took over ownership and operations from the federal marketplace (healthcare.gov) – a 56% increase. Pennie is extremely excited to see such an increase in enrollments this year, as these numbers showcase more and more Pennsylvanians now receiving the peace of mind and financial protection that comes with quality health coverage.

This success is due in part to the Medical Assistance (Medicaid) redetermination effort, in which Pennie worked to ensure individuals who are no longer eligible for Medicaid have a clear path to enroll through Pennie. Pennie worked in close coordination with the Pennsylvania Department of Human Services (DHS), the administrator of the Medicaid program, resulting in a streamlined process for Pennsylvanians, clear and coordinated consumer messages about next steps, and the adoption of special policies to provide more time and flexibility for impacted populations to enroll. More details on this transition process and the steps Pennie took towards success can be found in this report.

Pennie also advanced initiatives that acknowledge and respect the unique experiences of our customers by partnering with a variety of Pennsylvania communities to hear their concerns and address the disconnects. This is reflected in Pennie's first Health Equity Report. The data included in this report highlighted the differing levels of coverage across various

populations in Pennsylvania, including geography, age, race/ethnicity, and gender. The report highlights disparities in coverage that represent gaps and can inform future outreach approaches. As part of this effort, Pennie launched a pilot program to attract the Pennie-Certified brokers from a wider range of areas to meet Pennsylvania's uninsured population where they are. Pennie also enhanced the Path to Pennie program in terms of accessibility, increasing the opportunity for uninsured tax filers to gain a pathway to health coverage.

Pennie moved the needle with several improvements to enhancing the quality of the Pennie experience for customers and stakeholders. Some of these projects include streamlining the process for customers to stay enrolled, ensuring customers can maximize their coverage benefits for no additional cost during renewals, and developing a plan quality and customer choice stakeholder working group.

This report covers the successes for these key 2023 priorities. The progress and record-breaking enrollment numbers were accomplished in large part to the unwavering commitment across the many individuals who are a part of the extended Pennie "team." In particular, we would like to recognize and thank our community partners and stakeholders for their continued commitment to our work of service of providing quality, affordable health coverage to all Pennsylvanians.

As always, Pennie gets you covered.

Devon Trolley

Executive Director, Pennie®

Devon Trolley

Michael Humphreys

Commissioner, PA Insurance Department

Pennie Throughout the Years

Enrollment Numbers Year Over Year



Since its inception, Pennie has seen a large increase in the number of enrolled customers. This increase can be attributed to several initiatives including the enhanced federal subsidies provided by the Inflation Reduction Act, the Medicaid Redetermination, and several other new outreach and operational efforts. This report details the success of these initiatives.

Pennie's 2023 Strategic Goals

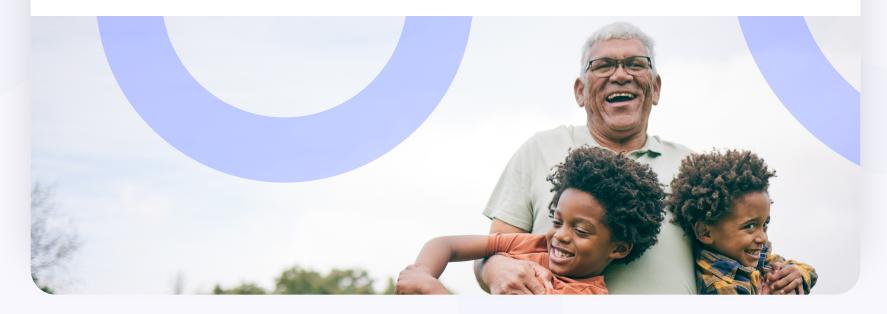


- Providing the lowest costs on quality health coverage is always a primary goal for Pennie. As shown below in
 the Open Enrollment Section on page 11, Pennie targeted the focus on increasing enrollments to those who were
 uninsured in the Southeast region of the Commonwealth. Through targeted outreach and communication, Pennie
 was able to increase enrollments, Pennie saw a 23% increase in enrollments in Philadelphia County year over year.
- A large initiative in 2023 for Pennie was the Medicaid Redetermination or Medicaid Unwinding project. Details on
 this initiative can be found on page 9. Pennie implemented new policies, enhanced communication and outreach
 strategies, and streamlined operational methods to ensure those being found ineligible for Medicaid found a
 smooth transition to affordable health coverage through Pennie.



Pennie's 2023 Strategic Goals

- 2 Make the Principles of DEI General Practice and Partner with Vulnerable Communities to Reduce Inequities
 - In 2023, Pennie took various strides forward to ensure that our general practices were grounded in respecting unique experiences. Pennie focused on reaching and educating a wide variety of uninsured communities in every urban, suburban, and rural setting, ensuring they have the tools and support when enrolling in health coverage.
 - One significant milestone to better inform this work was the development and distribution of Pennie's first Health Equity Report. Details on this report, include key facts, can be found on page 19.
 - Other Pennie initiatives that focus on increasing access to free enrollment assistance was a new project to recruit
 and broaden the Pennie broker community. Details on these projects can be found on page 19.



Pennie's 2023 Strategic Goals



- Providing a smooth and efficient plan shopping experience for customers and partners is key to the success of the Pennie marketplace.
- Pennie made strides to improve plan quality and customer choice in 2023, creating a multi-year project with the goals of improving the customer experience when choosing a quality health plan at Pennie. Details on this project can be found on page 20.



2023 Key Initiatives and Results





Special Topic: Medicaid Redetermination

Medical Assistance Unwinding

Due to federal COVID-19 relief efforts set in place by the Public Health Emergency (PHE), Pennsylvania was allowed to maintain coverage for Pennsylvanians enrolled through Medicaid and the Children's Health Insurance Program (CHIP) even if they no longer qualified. This means since its inception, Pennie had not received any account transfers from those who have become ineligible for Medicaid coverage.

Following April 1st, 2023, the Pennsylvania Department of Human Services, which runs the PA Medical Assistance and CHIP programs, returned to normal eligibility processes. This meant that all Medicaid and CHIP recipients needed to complete an annual renewal to see if they are still qualified for coverage. Those found ineligible for Medicaid through the renewal process were referred to Pennie.

Pennie and DHS worked to ensure that qualified Pennsylvanians have access to health coverage either through Medicaid, the Children's Health Insurance Program (CHIP), or affordable, high-quality coverage available through Pennie. Pennie saw this as an opportunity to implement a smooth and reliable transition process for customers seeking health coverage through Pennie. The close relationship with Pennie and DHS allowed this new transition to become a successful, positive, and effective process.

Pennie developed several system enhancements and implemented a robust communications campaign to ensure customers had the most streamlined and successful transition to quality health coverage through Pennie. Some tactics include:

 120-day Special Enrollment Period (SEP): this extended enrollment window (compared to the usual 60 days) provides additional time to enroll through Pennie.

- 60-day retro start date: individuals enrolling after losing Medicaid have the option of an earlier retroactive effective date for the first 60 days of the SEP to avoid a gap in coverage.
- Auto-eligibility determination: providing individuals transferring from Medicaid an automatic eligibility determination removes several steps for customers by creating a Pennie account, prefilling the application, and providing an estimated amount of financial savings.
- Consistent messaging across programs: Pennie worked closely with the DHS communications team to coordinate the messaging and direction for customers to stay covered through Pennie.
- Outreach campaigns were conducted to the two targeted populations, those who responded to their renewal packets and were found ineligible for Medicaid coverage and those who did not respond and thus lost their Medicaid coverage. This included cobranded direct mailers, postcards, emails throughout the Special Enrollment Periods, prioritized outbound calls and text messages.
- Pennie developed consistent multilingual resources and provided stakeholder toolkits to partners with FAQs, explainer videos, social and digital media content/toolkits.
- Pennie launched a robust broad-based advertisement and media campaign to drive awareness and to reach those found ineligible for Medicaid.
- Pennie's Outreach Team strategically launched a campaign to connect with and educate as many organizations as possible that service low-income Pennsylvanians. Finding and informing these trusted community voices helped confirm that Pennie picks up where Medicaid leaves off.

Due to diligently preparing for this unprecedented period of unwinding continuous enrollment on Medicaid, Pennie facilitated a seamless transition for over 50,000 individuals found ineligible for Medicaid by the end of Open Enrollment 2024. This work kept people who lost health coverage, who otherwise would have gone uninsured, enrolled in comprehensive quality health coverage. The graphic below showcases the successes of the Medicaid Redetermination effort, as of January 2024.

Objectives

Maintain historically high levels of coverage achieved during the pandemic and ensure continuous coverage through Pennie for qualified consumers losing Medical Assistance

- 30% increase of certified Pennie brokers in targeted zip codes, with 433 enrolled consumers
- 74% of applications run through auto eligibility, and as a result, consumers were 4.5x more likely to enroll than those who did not go through auto eligibility
- 10% utilization of retro effective date option specific to the unwinding period

Broad awareness and understanding of the coverage options available to impacted populations

- Nearly 114,000 unique visits to the Medicaid Unwinding webpage at pennie.com
- Over 18,000 visits due to text messages
- Over 50% open rate on emails, double the industry standard
- Substantial social media follower growth through YouTube (168%), Facebook (64%), and Instagram (30%)

Actively support communities disproportionately impacted by the end of the PHE by effectively facilitating their transition from MA to Pennie

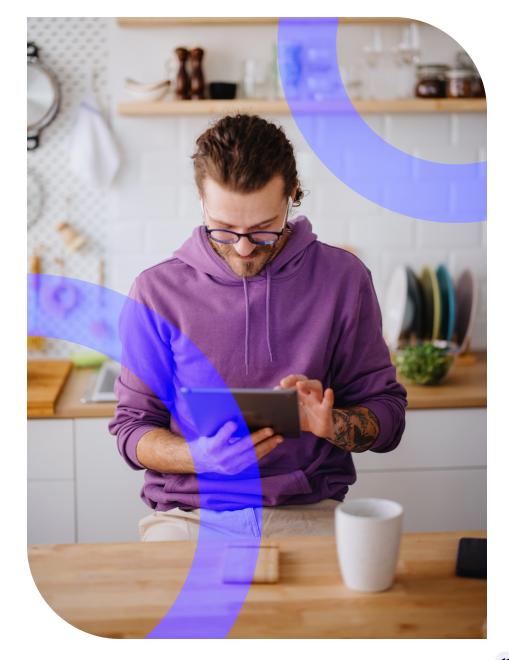
- Over 449,000 calls handled 19% more than last year over the same timeframe
- Over 170,000 letters mailed to the procedurally terminated population
- Over 150,000 text messages sent to the unwinding population resulting in a 54% increase in call volume

Open Enrollment (OEP)

During OEP 2024, Pennie had an enrollment strategy which focused on three populations: 1) uninsured individuals 2) those transitioning from Medicaid (mentioned in the Medicaid Redetermination section above) and 3) existing customers.

Pennie kept the overarching goals of gaining new enrollments, transitioning those who are ineligible for Medicaid and retaining existing customers at the forefront. By targeting these three populations, Pennie was hoping to provide even more Pennsylvanians the benefits of health coverage, including the financial protection against injury/illness, more access to preventive care, and the opportunity for financial savings that reduce costs of health coverage. More covered Pennsylvanians is a healthier and stronger Pennsylvania.

These goals proved successful with the record-breaking enrollment of nearly 435,000 Pennsylvanians for 2024 Open Enrollment. This is an increase of over 150,000 – 56% – since Pennie launched in 2020. These record high enrollment numbers would not be possible without the enhanced federal premium subsidies through the Inflation Reduction Act, which are helping more Pennsylvania families than ever to enroll in quality coverage. Across Pennie customers, the increased subsidies reduce premiums by an additional 45%, compared to previously. Pennie is the only place where Pennsylvanians can get these financial savings to reduce the cost of coverage and care. Nine in 10 enrollees qualify and save more than \$500 a month on average.





A specific focus heading into Open Enrollment was to increase enrollments in the Southeast region of the Commonwealth. Around 36% of PA's uninsured lives in the Greater Philadelphia area and the beginning of the Medicaid unwinding showing lower customer conversion rates in this region only threatened to increase that statistic.

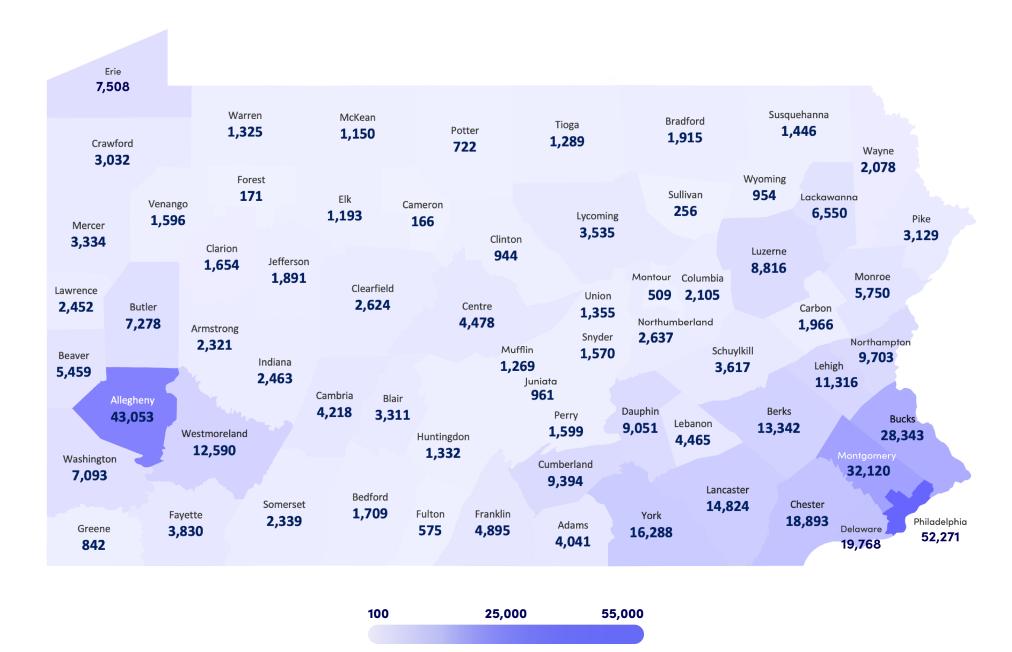
To help increase enrollment in this region, Pennie prioritized the Philadelphia area through advertising and outreach initiatives, including hosting several press events and media interviews highlighting the uninsured numbers in that region. As shown in the map on page 15, Pennie saw a 23% increase in enrollments in Philadelphia County year over year, compared to a statewide increase of 17% year over year.

Overall Consumer Trends

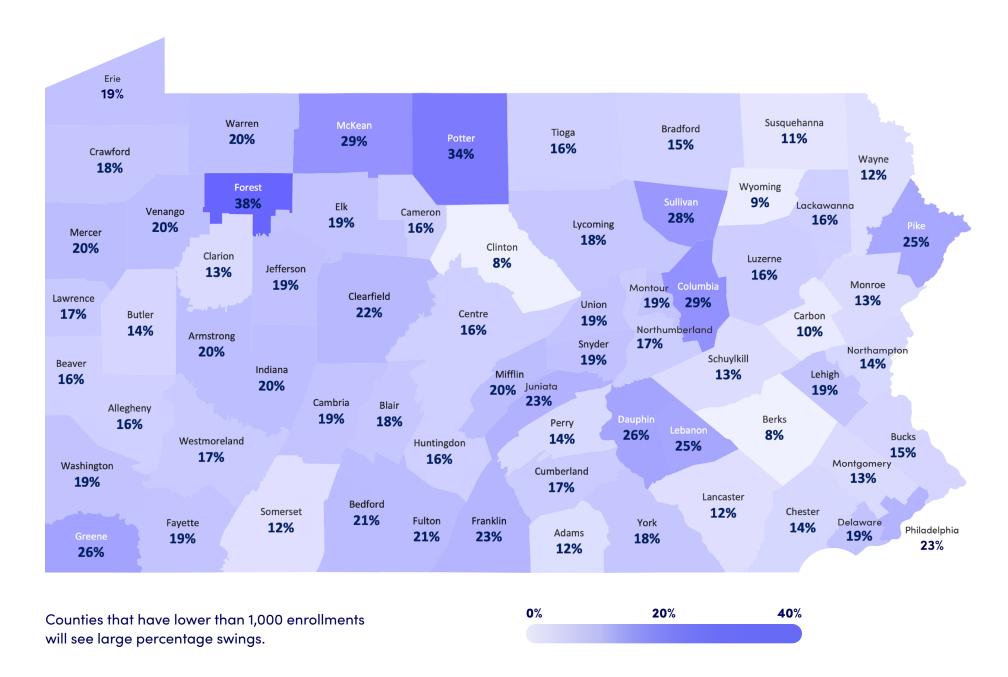
See below for further success data of Pennie's 2024 Open Enrollment Period.



2024 Enrollment numbers by county



2023/2024 Percentage change in enrollments by county



Per Member Per Month APTC and Net Premium Metrics

Buckets	2021	2022	2023	2024
Gross Premium	\$621	\$616	\$641	\$641
APTC	\$437	\$449	\$458	\$461
Net Premium	\$184	\$168	\$183	\$180
Total	337,722	374,776	371,516	434,571

Metal Tiers

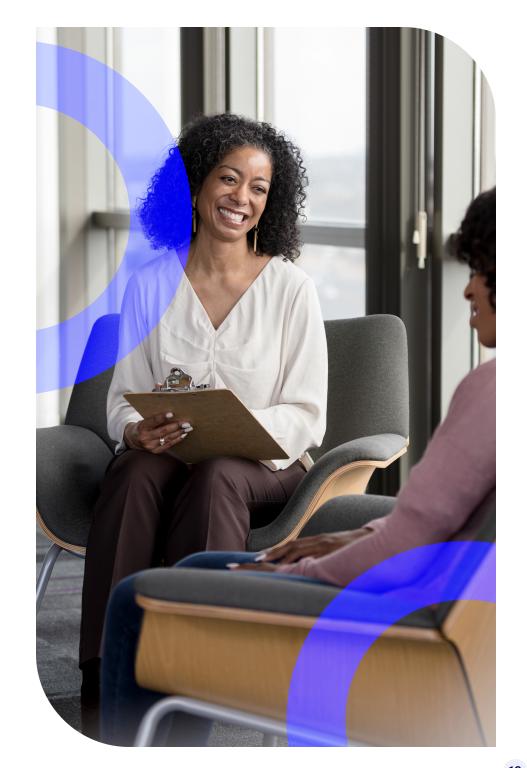
Pennie provides different plan levels in categories often called "metal tiers." In descending order, these are Gold, Silver, Bronze, and Catastrophic plans.

Buckets	2021	2022	2023	2024
Gold	26%	35%	40%	43%
Silver	46%	40%	35%	34%
Bronze	27%	24%	24%	23%
Catastrophic	1%	<1%	<1%	<1%
Total	337,722	374,776	371,516	434,571

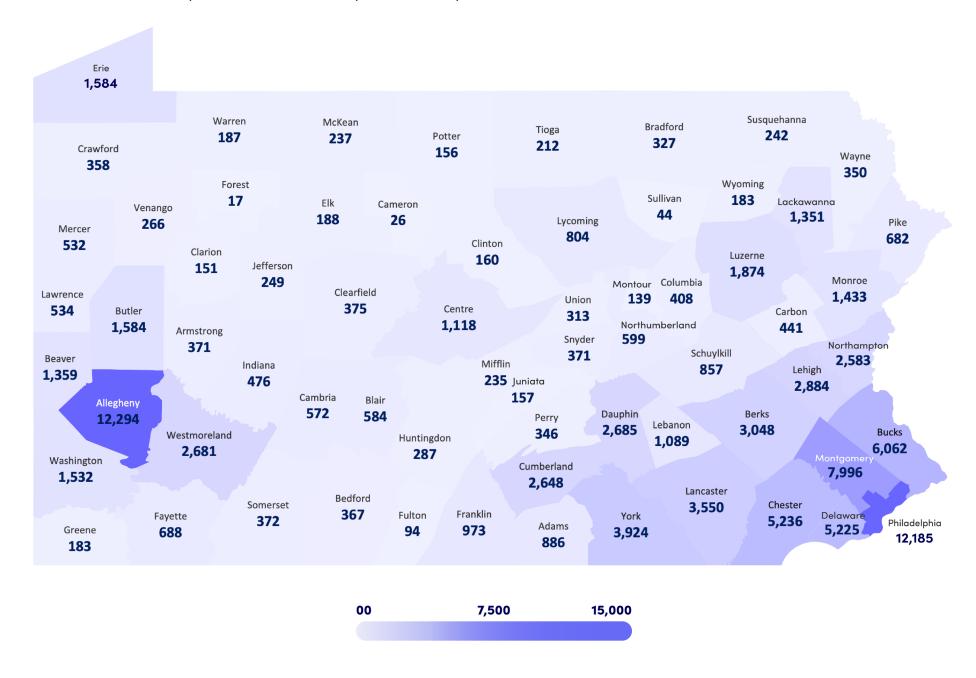
Key Findings:

- APTC is protecting customers from premium increases.

 Customers are paying less even when premiums are increasing.
- Customers are shifting to more generous health plans due to affordable premiums.



In addition to medical plans, Pennie customers can enroll in commercial dental plans. While some medical plans include dental benefits, customers can enroll in separate dental plans that cover a range of services. Pennie allows customers to enroll in dental without requiring them to also enroll in a medical plan. See below for a map of the dental plan enrollments at Pennie.



Open Enrollment Demographics by Financial Assistance

Buckets	2021	2022	2023	2024
APTC	25%	36%	36%	33%
APTC_CSR	61%	56%	54%	57%
QHP	14%	8%	10%	10%
CSR	<1%	<1%	<1%	<1%

Open Enrollment Demographics by Income

Buckets	2021	2022	2023	2024
0% - 100%	2%	2%	2%	2%
100% - 150%	17%	16%	17%	19%
150% - 200%	26%	23%	21%	21%
200% - 250%	17%	17%	15%	16%
250% - 400%	26%	26%	26%	23%
400%+	12%	9%	12%	11%
Unknown	2%	7%	8%	8%

Open Enrollment Demographics by Ethnicity

Buckets	2021	2022	2023	2024
Hispanic/Latino	3%	3%	3%	4%
Not Hispanic/Latino	97%*	88%	80%	75%
No Response	*	9%	16%	21%

Open Enrollment Demographics by Age

Buckets	2021	2022	2023	2024
0 - 17	5%	5%	6%	7%
18 - 25	7%	7%	7%	8%
26 - 34	16%	16%	16%	16%
35 - 44	15%	16%	16%	17%
45 – 54	19%	18%	18%	18%
55 – 64	36%	36%	37%	34%
65+	1%	1%	1%	1%

Open Enrollment Demographics by Race

Buckets	2021	2022	2023	2024
White	65%	65%	64%	63%
AA	4%	4%	3%	4%
Asian	8%	7%	7%	7%
NH/PI	<1%	<1%	<1%	<1%
AI/AN	<1%	<1%	<1%	<1%
Other	1%	2%	1%	2%
Mixed	1%	1%	1%	1%
N/A	21%	21%	23%	22%

^{*} **Note** – For 2021, at the time we could not distinguish between "Not Hispanic/Latino" and "No response". Both results are rolled into one.



Publishing the First Pennie Health Equity Report

Since its inception, Pennie has implemented several initiatives to expand access to health coverage through the marketplace, including the record levels of financial savings and reduction of language access barriers to the Pennie platform. In 2023, this work was published in Pennie's first Health Equity Report.

The data included in this report, as explained in detail throughout, support several key takeaways that establishes not only the current status of health equity in Pennsylvania, but also the additional steps necessary to reduce health inequities. The key takeaways are as follows:

- With the additional financial help provided by the Inflation Reduction Act, more Pennsylvanians are choosing to enroll in higher-value plans in the silver and gold metal levels.
- While existing Pennie customers are taking advantage of the increased financial savings available to them, the data indicates that Pennie can continue to build on efforts to reach historically marginalized communities who remain uninsured.
- 3. The young adult population is another cohort who are more likely to be uninsured than their older peers, and less likely to have access to coverage through their job, especially in rural areas.
- 4. Although overall "buying-up" trends are generally positive, not every group is benefitting equally, suggesting that additional health literacy and consumer education efforts may be needed to ensure that every group is utilizing their available financial assistance.

5. Geographic variations matter – the customer outreach, marketing, and community engagement strategies that may work for one group in an urban area, may not work for another group in a different rural area, and vice versa.

Pennie will be using this data to shape initiatives moving forward. Working together, Pennie and its stakeholder community can address Pennie's health equity objectives by partnering with vulnerable communities to reduce inequities.

Pennie took steps in 2023 to onboard and diversify new Pennie-Certified Brokers, with the goal of reaching communities that lack pivotal resources and providing them local and professional support when enrolling in health coverage. Through this pilot initiative, Pennie focused on increasing and broadening brokers in the Southeast region of the Commonwealth. Tactics included sending various email communications to a list of current health brokers as well as hosting a webinar demonstration the benefits of becoming a Pennie-Certified Broker. Pennie saw a 30% increase of certified Pennie brokers in targeted zip codes, with 433 enrolled customers. Moving forward, Pennie plans to expand this initiative based on the results of the pilot.

By taking steps to understanding health inequities and expanding on new and current strategic initiatives, Pennie was able to provide education of the benefits of enrolling in health coverage and access new communities across Pennsylvania. Pennie also looked inward, thinking of innovative ideas to increasing plan quality and customer options within the enrollment system.



Plan Quality and Consumer Choice

Pennie is engaged in a multi-year, multi-project initiative to improve the plan shopping experience by identifying policy changes and system improvements ensuring:

- Customers have access to high-quality health and dental plans;
- · Customers understand the plans available to them;
- Customers are satisfied with their coverage when enrolling in a Pennie plan.

This effort has been referred to as the Plan Quality and Consumer Choice (PQCC) initiative. The below graphics showcases the full scope of the project throughout the next several years.

2024

 Bronze enrollees eligible for cost sharing reductions automatically renewed into a silver plan with an equal premium, from the same insurer, and within the same product type

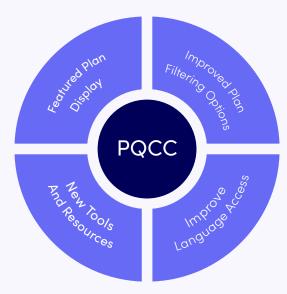
2025

- Made it easier for customers to effectuate coverage by further streamlining the premium payment process
- Improved Language Access, giving customers access to their Summary of Benefits and Coverage (SBC) in Spanish.

2026 and after

- A Featured Plan Display experience, giving customers clear and concise plan options.
- Improved Plan Filtering Options.
- Enhanced tools and resources on pennie.com

Improving Plan Shopping Experience



Pennie is seeking to streamline the plan shopping experience for customers, while maintaining a PA-specific model that pairs robust consumer choice with insurer and marketplace flexibility. Throughout 2023, Pennie created a stakeholder group to receive customer feedback and working towards the goals of making the health plan shopping experience more manageable for customers. This work will continue in the hopes of improving the customer experience in terms of plan selections.

Outreach and Communication

Spreading the Word

During Open Enrollment 2024, Pennie sent a total of 1.5 million emails encouraging current customers to review their health plans and take advantage of savings and coverage options and potential customers to check out their health plan options at pennie.com.

Pennie's messaging focused on reminding current and new customers of the benefits of having health coverage. Below is a breakdown of Pennie's email campaign data throughout Pennie's 2023 Open Enrollment Period.

1.5M
Emails Sent to
Targeted Customers

47% Unique Open Rate

4% Engagement Rate

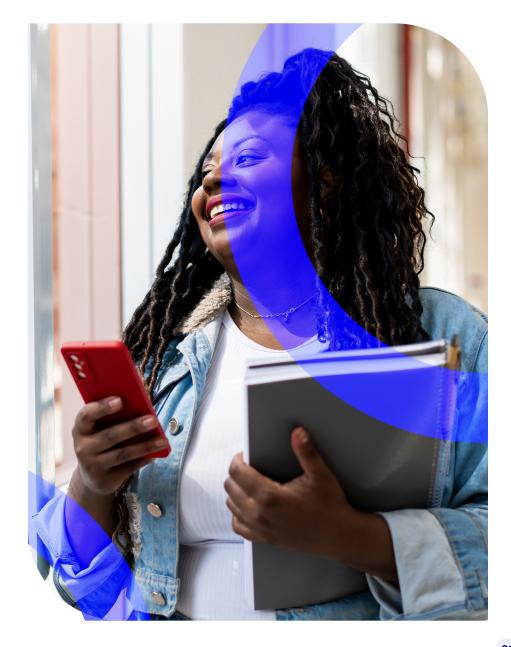
New this Open Enrollment Period was texting as a form of communication. Pennie sent several text messages throughout Open Enrollment, resulting in peaked action by customers. Pennie sent texts to current and potential customers when Open Enrollment began and leading up to deadlines as last chance reminders.

180K

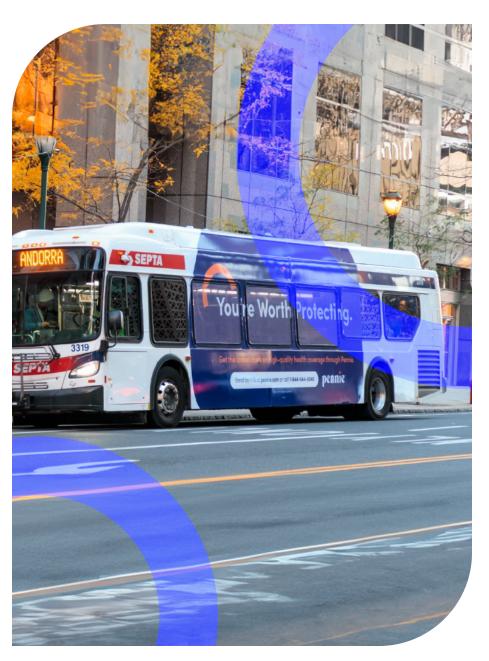
Texts Sent to Current & Potential Customers

During Open Enrollment

Last Chance Reminders



Pennie in the Market



Through feedback from numerous stakeholders, what Pennie learned through the first few months of the Medicaid Redetermination was that cost continues to be a barrier to coverage.

Even nominal monthly payments can prevent individuals and families from enrolling in coverage. Pennie identified a need for a core awareness message that focused on the importance of why having coverage, which centered around the concept of "You're Worth Protecting."

The theme was intended to convey to Pennsylvanians that "your health, your wallet, your family, your livelihood, and your peace of mind is worth protecting." This message was used throughout awareness campaigns as well as outreach emails, the pennie.com website, and social media.

Pennie conducted a robust awareness campaign for Open Enrollment, implemented concurrently with a campaign focused on the population who were longer eligible for Medicaid. These awareness campaigns were weighted in the Southeast region of the state and included advertisements in TV, radio, lifestyle, transit, publications, and digital platforms.

533M
Total Impressions

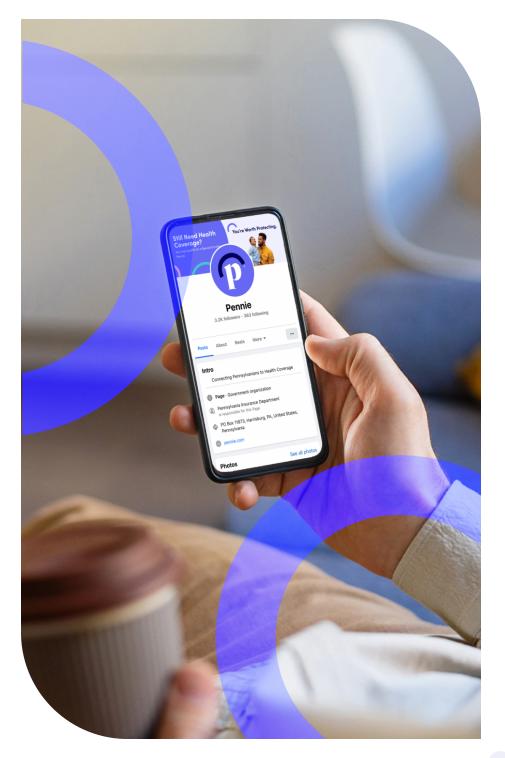
16M | Awareness

517M | Open Enrollment

Social Media Presence

Pennie showcased an educational and continuous presence on social media. Posts included everything from important Pennie announcements to upcoming deadline reminders and healthy tips and tricks. Testimonials for individuals who had enrolled through Pennie were also regularly highlighted. Pennie is actively engaged on Facebook and LinkedIn, as well as Instagram through both organic content and paid advisements. Details on the growth increase during Open Enrollment laid out below.

	Follower Growth	Impressions	Engagements
f Facebook	7%	2.1 M	3,9K
X Twitter	3%	36K	8,9K
in LinkedIn	8%	850K	<i>7,</i> 3K
(instagram	-	800K	8,2K



Customer Support

Certified Pennie Professionals

Pennie Assisters and Brokers are vital to the Pennie ecosystem. These experts are professionally trained to work with consumers one-on-one and can help answer questions through the enrollment process. Pennie worked in 2023 to update and improve the Assister and Broker training, making it an easier and smoother certification process. Pennie also worked to provide constant communications and updates to these certified professionals through various emails and educational materials shared at the monthly Pennie Community Workgroup webinars.

3,901Brokers

- 2,473 Retained from '23 (78% of '23)
- 691 Didn't recertify
- 1,428 New for '24

276
Assisters

- 145 Retained from '23 (53% of '23)
- 128 Didn't recertify
- 131 New for '24

2023/2024 Pennie-Certified Stakeholder Enrollments

Total	Broker	Assister	Active and New Consumers		
	iolai	Diokei	Assister	Broker	Assister
OE 2024 (#)	434,571	207,715	3,790	87,046	1,778
OE 2024 (%)	100%	48%	0.9%	20%	0.4%
OE 2023 (#)	371,516	165,317	3,054	64,795	1,373
OE 2023 (%)	100%	44%	0.8%	17%	0.4%

20% of customers were actively aided by a broker for 2024, up from 2023's 17%.

48% of customers are helped by a broker for 2024, up from 2023's 44%.

About 0.4% of customers were actively aided by an assister, for both 2023 and 2024.



Excellent Customer Service

Pennie Customer Service is an important avenue to supporting the customer experience. Pennie.com is available for customers to self-serve in enrolling in health coverage and Pennie's Customer Service Representatives are professionally trained to assist customers with any questions or concerns throughout the process. In response to the Medicaid Redetermination, Pennie Customer Service was prepared to handle larger call volumes than usual. Pennie saw a higher call performance between May and October, similar to the higher volumes during Open Enrollment. Below are several call center statistics during Open Enrollment Period 2024.

		2024	2023	2022
	Calls Handled by Call Rep.	193,594	155,707	192,108
Call	Avg. Speed to Answer (secs)	55.3	14.7	58.0
Handling Metrics	Avg. Handle Time (mins)	12.64	12.16	12.79
	Call Abandonment Rate	1.20%	0.08%	1.16%

For the 2024 Open Enrollment Period, Pennie Customer Service conducted outbound calls to customers and potential consumers to encourage them to finish or update their application for better coverage for plan year 2024. Outbound calling was conducted in both English and Spanish and 298,051 outbound calls were dialed over the Open Enrollment Period.

Customer Chat Feature

Pennie expanded the chat function throughout 2023 for an increase in support and assistance during Open Enrollment Period 2024. This feature allows customers to ask questions online either through one of Pennie's FAQs or directly chatting with a Customer Service Representative. This feature allows another avenue for customers to ask questions and connect with expert assistance. This chat functionality was available in both English and Spanish.

		2024
	Total Chats Offered	25,518
Chat Volumes	Handled by FAQ	7,219
	Handled by CSR	17,797

Board of Directors

- Mike Humphreys, Commissioner, Pennsylvania Insurance Department (Chair)
- Sheryl Kashuba, University of Pittsburgh Medical Center Health Plan (Vice Chair)
- Valerie A. Arkoosh, MD, MPH, Secretary, Department of Human Services
- Dr. Debra L. Bogen, Secretary of the Department of Health
- Koleen Cavanaugh, Independence Blue Cross
- **Dr. Tracey Conti,** University of Pittsburgh Medical Center
- Frank Fernandez, Capital Blue Cross
- Antoinette Kraus, Pennsylvania Health Access Network
- Amy Lowenstein, PA Health Law Project
- Alexis Miller, Highmark
- Tia Whitaker, Pennsylvania Association of Community Health Centers



pennie.com