

# YEAR TWO ENROLLMENT SUMMARY

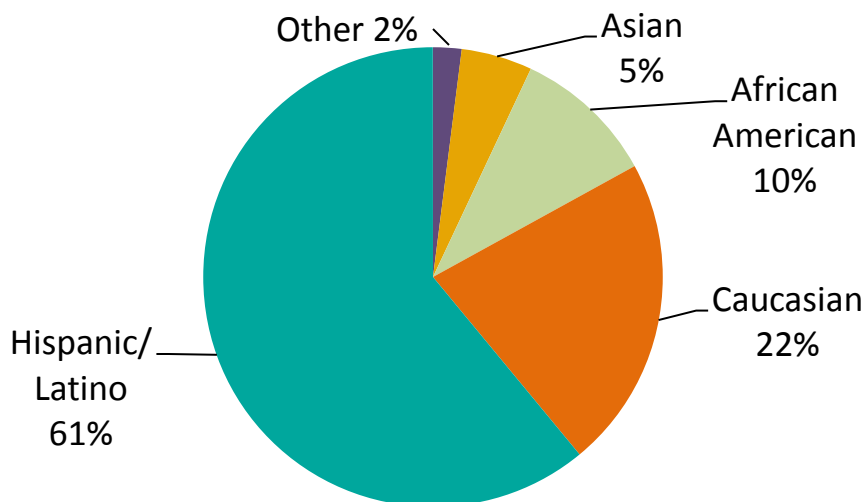
(November 2014 – April 2015)



Location	Households Served	Individuals Enrolled/Likely to Enroll	# of Zip Codes Served
Highland Mall	6,191	2,286	168
South Austin	2,882	1,205	108
Round Rock	593	337	56
Lifeworks East Campus	500	182	42
South East Health & Wellness Center	341	126	37
Special Events	171	91	46
<b>TOTAL</b>	<b>10,678</b>	<b>5,911</b>	<b>209</b>

## Our Customers

- 64% speak a language other than English
- 55% speak Spanish
- 90% have household income below 250% FPL
- 40 is the average age of person enrolled



## Reaching the Uninsured

69% of families enrolled had at least one uninsured adult, and 49% of those had been uninsured for over 5 years.

## Cumulative Impact since Oct 2013

- **11,848** enrolled in health insurance
- **\$30,468,005** claimed in Premium Tax Credits (includes enrolled + likely to enroll)

# Enrollment Overview

**\$14,551,865** claimed Premium Tax Credits (annualized enrolled & likely enroll)

**\$335/month** average amount of tax credits for a family

**96%** received Premium Tax Credits

**80%** received subsidized deductible and out-of-pocket maximum

**85%** selected a silver plan

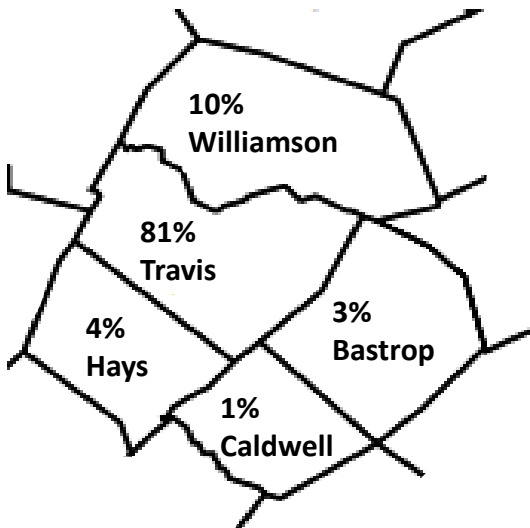
**10%** selected a bronze or catastrophic plan

**1%** selected a gold or platinum plan

**Top Zip Codes Served:**  
78753, 78745, 78744,  
78741, 78758

**102** volunteers donated **3,377** hours  
serving as Certified Application  
Counselors and intake specialists.

**27 Counties Served**



## How Customers Heard About Us

18% Television

17% Referrals from friends and family

14% Referrals from other organizations

11% Returning from last year

11% Internet or healthcare.gov

7% Walked or drove by and saw sign

7% Radio

6% 2-1-1

3% Newspaper

Proud member of



## Top Referring Organizations:

Foundation Communities

HAAM/SIMS

Seton/Seton Clinics