

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard, Mail Stop C2-21-15
Baltimore, Maryland 21244-1850



DATE: July 13, 2011

TO: Issuers of Health Insurance

FROM: Doug Pennington
Division Director, Healthcare.gov Plan Finder

SUBJECT: Web Statistics for Plan Finder

This memo addresses issuers' interest in Plan Finder's web statistics. The most up-to-date information is provided below.

As of July 10, 2011, HealthCare.gov has attracted more than 6.6 million visitors since its launch in July 2010. Direct visits and Google search hits (both "organic" and by limited paid marketing) have been the biggest drivers of traffic to the website. Since July 2010, there have been more than 1.7 million visitors specifically to the "Find Insurance Options" portion of the site where visitors can learn more about health care coverage options available to them where they live.

Web statistics are provided by Google Analytics, a web analytics service provided by Google Inc. To learn more about the HealthCare.gov visitor Privacy Policy, please visit <http://www.healthcare.gov/privacy.html>.

For policy questions regarding the HealthCare.gov Plan Finder, please contact OCIIOPlanFinder@hhs.gov.

For technical assistance regarding HIOS, please contact the HIOS Help Desk at either 1-877-343-6507 or insuranceoversight@hhs.gov.

For technical assistance regarding the portal plan submissions, please contact the CMP Help Desk at either 1-877-425-3708 or cmp-support@ehealth.com.