

Arkansas Communications

● Communications, Q4 2025

Projects

- Arkansas Communications Tool changes:
 - Approvals moved to ACT
 - New Dashboards
 - New trainings
 - New notifications
 - Provider Communications Report created
- Q4 Member Newsletters for Marketplace, PASSE, and Commerical.

	Broker Blast Sent	Broker Blast Open Rate (%)	Employer Blast Sent	Employer Blast Open Rate (%)	Redetermin Sent (Email)	Redetermin Open Rate (%)	MHP Outreach	MHP Open Rate (%)	SSK Members Sent	SSK Member Open Rate (%)	SSK Providers Sent	SSK Providers Open Rate (%)	Outreach Sent Amb Member	Amb Open Rate (%)	Outreach Sent ARTC Members	ARTC Open Rate (%)	ACT New Requests Created	ACT Total Items Requested
Oct.	675	34.0	1,876	51.1	8,401	22.9%	n/a	n/a	n/a	n/a	n/a	n/a	10,929	38%	950	32%	126	196
Nov.	675	39.10	2,065	57.5	-	-	n/a	n/a	n/a	n/a	28,129	16.79%	n/a	n/a	n/a	n/a	84	131
Dec.	678	46.2	2,007	51.1	8,789	10.74%	123,004	17.26%	118,492	15.55%	n/a	n/a	30690	27%	1508	34%	122	113
Q4	2,201	42.7	5,989	52	17,190	16.82%	123,004	17.26%	118,492	15.55%	28,129	16.79%	41,619	33%	2458	33%	332	440