

# Enrollment Obameter

A weekly update tracking the enrollment in private health plans sold on the Affordable Care Act's insurance exchanges

**GOAL**  
March 31  
White House target

7.1 million

Dec. 31  
White House target

3.3 million

2,243,656\*  
Jan. 14  
Enrolled/  
completed  
applications

48 million  
uninsured

\* The tally reflects the most current numbers reported by HHS through Jan. 6 for the federal exchange and numbers reported by 14 states and the District of Columbia as of Jan. 14 for the state exchanges.  
Source: HHS



**3** The number of years since India last reported a case of polio  
— World Health Organization

**\$3.78**

The average return on every dollar invested by PepsiCo in a disease-management program for its employees, compared with an average return of \$0.48 for every dollar invested in its lifestyle management program  
— Health Affairs



**\$400**

The amount per month that healthcare costs increased during the first year following an inpatient surgical procedure for current smokers compared with those who never smoked  
— JAMA Surgery



**8 million**

The number of smoking-related deaths in the U.S. estimated to have been avoided between 1964 and 2012 because of tobacco control measures  
— JAMA



**12%**

The percentage increase in premature mortality in older women who were sedentary for more than 11 hours a day compared with those who were inactive for less than four hours a day  
— American Journal of Preventive Medicine

**27%**

The percentage increase in the risk for developing hypoglycemia during the last week of the month compared to the first week for low-income people, likely due to people running out of food and money  
— JAMA

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