

# New Member Enrollment (Electronic) Cycle Time

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# New Member Enrollment (Electronic) Cycle Time

Definition & Measurement Details



## What is New Member Enrollment (Electronic) Cycle Time?

The number of calendar days required to electronically enroll a new member or policyholder into a health plan, from the point-of-sale until the new member is enrolled into the health plan they applied for.

## Why should this KPI be measured?

New Member Enrollment (Electronic) Cycle Time measures the number of calendar days required to electronically enroll a new member or policyholder into a health plan, from the point-of-sale until the new member is enrolled into the health plan they applied for.

## How is this KPI calculated?

The calendar dates/times of two events are used to derive this KPI: (1) the point-of-sale of the health plan and (2) when the potential customer is enrolled into the health plan. The KPI is calculated as the number of calendar days between the two events.

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