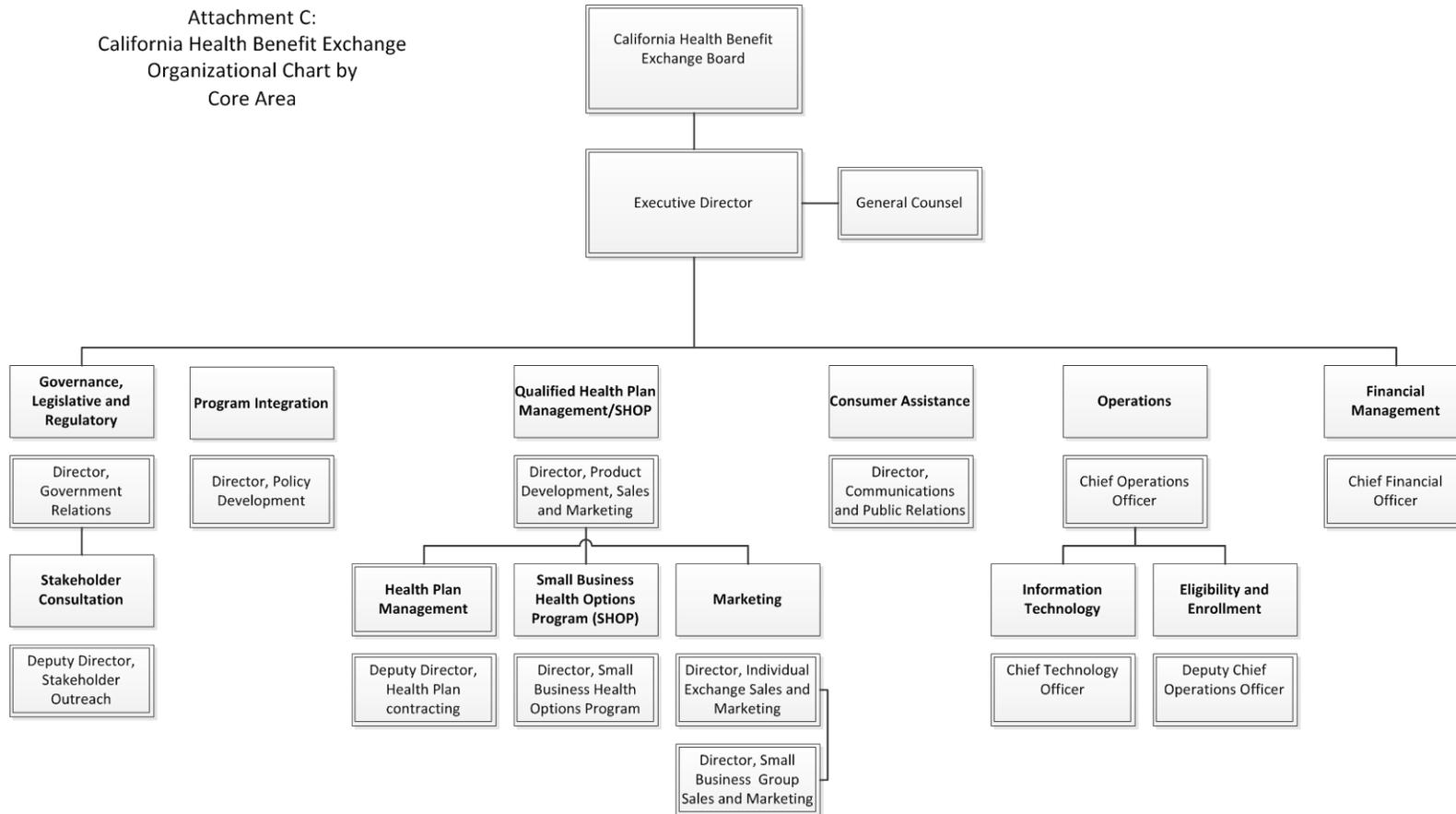


Attachment C:  
California Health Benefit Exchange  
Organizational Chart by  
Core Area



**Governance, Legislative and Regulatory**

- Legislative Analysis and reporting
- Stakeholder program management

**Program Integration**

- Grant Management
- Data Analysis

**Health Plan Management**

- Cert/decert/recert
- Plan Oversight
- Quality Monitoring

**SHOP**

- Agent support
- Employer eligibility/enrollment
- Premium billing and collection

**Marketing**

- Agent relations
- Product performance
- Collateral development

**Consumer Assistance**

- Public relations
- Outreach and education
- Program evaluation
- Media Relations

**Information Technology**

- CalHEERS Project Oversight
- Privacy and security

**Eligibility and Enrollment**

- Eligibility and enrollment
- Service Center implementation

**Financial Management**

- Budget
- Accounting
- Program integrity
- Audits