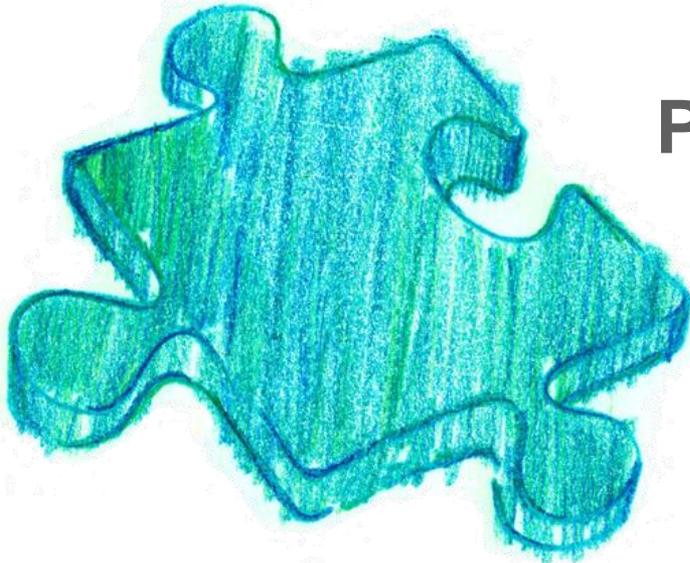




HEALTH NET'S MEMBER JOURNEY
GUY HADNOT, DIRECTOR OF HEALTH NET CONSUMER EXPERIENCE | JULY 15, 2015

OutreachandSales@Covered.CA.Gov

Health Net's Member Journey



Presentation for Covered CA
Enrollers and Agents

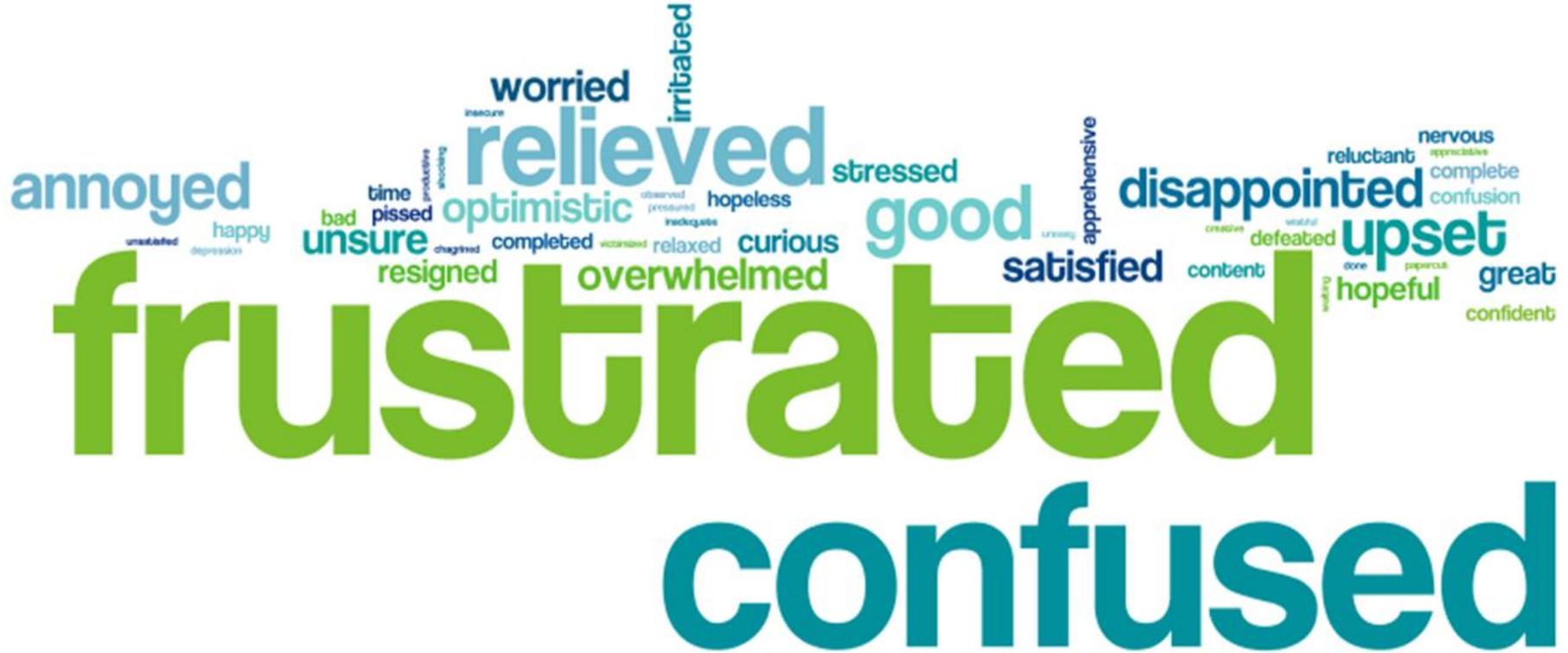
July 2015

We Are Your Health Net

- We are one of California's most well-established health plans, providing affordable, quality health care since 1979.
- We are committed to providing our members with a culturally and linguistically appropriate experience.
 - Building on a history of Medi-Cal and Medicare best practices
 - The only health plan nationally awarded NCQA's Multicultural Health Care Distinction across all lines of business
- Health Net has a plan for everyone in the family:
 - Individual and Family Plans (Covered CA)
 - Group Plans
 - Medicare Advantage and Medicare Supplement plans
 - Cal MediConnect
 - Medicaid (Medi-Cal)



Open Enrollment process is emotional....



Market research has shown that consumers are looking for help and support

Committed to our members

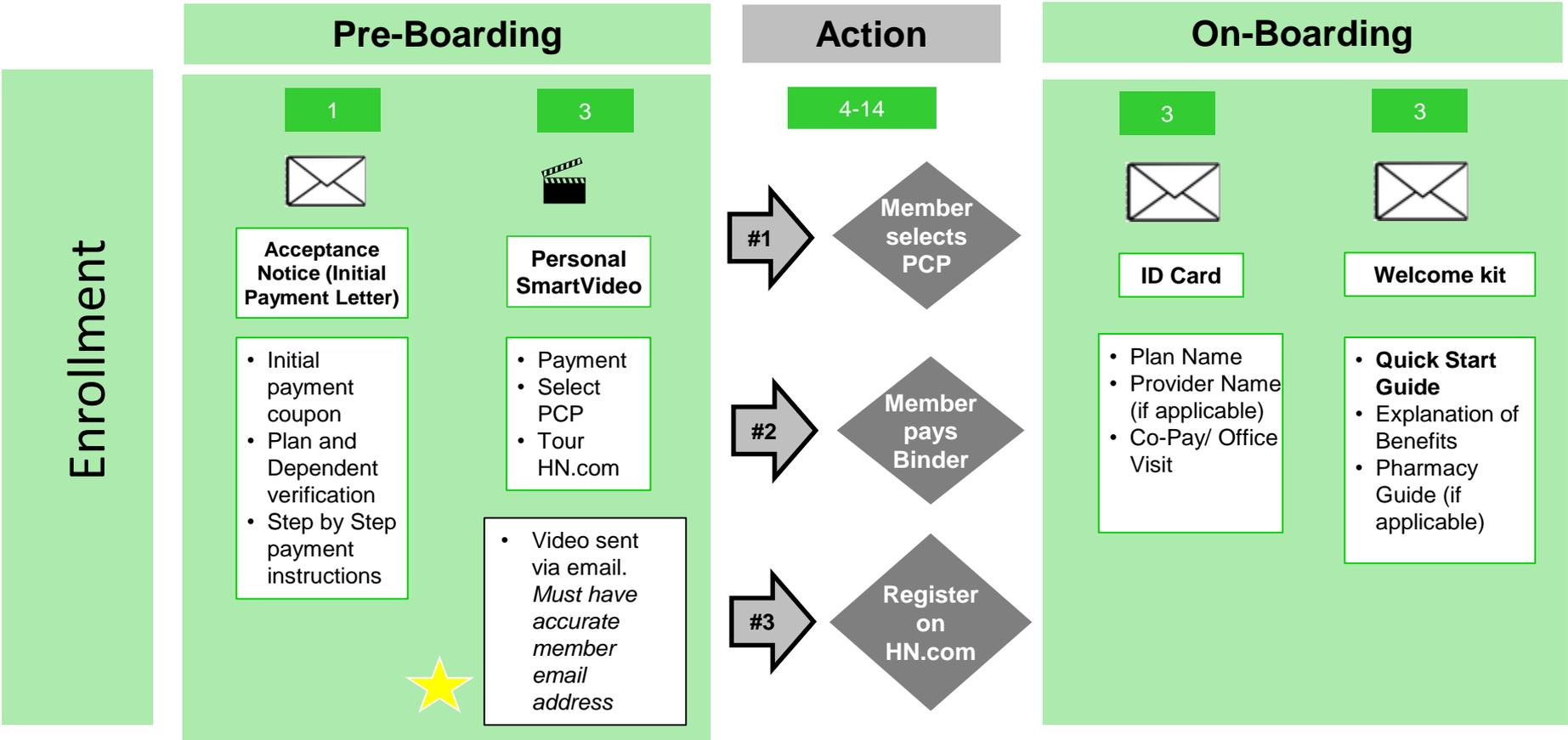
- Health Net is committed to helping our members navigate this new experience

LISTEN --- ANALYZE --- ACT --- MONITOR

- Launched Welcome Center and Learning Center
- Implemented our “One Voice” approach to communication
- Created SmartVideos - Renewal and Onboarding
- Support Education and Engagement efforts
- Focusing on the basics

Journey from Enrollment to Engagement – An Overview

Health Net made sure **I feel welcome**, even before my coverage started. All the **materials** I've been sent **are easy to understand**.

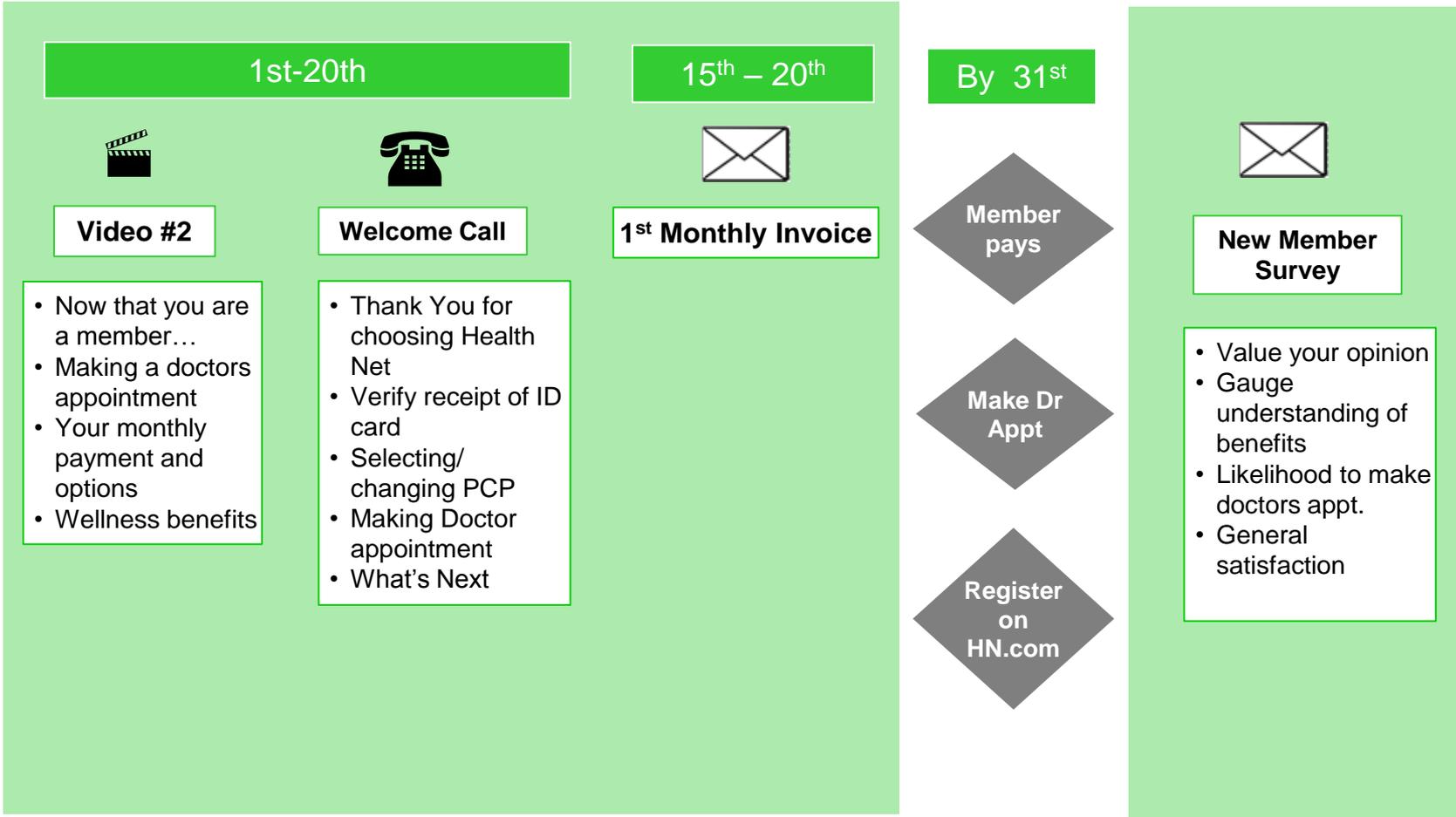


Health Net Welcome Center

Ongoing Engagement....



Effective Date



Learning Center on Healthnet.com

The journey begins with a “Welcome”

Welcome Center

- The Welcome Center is for consumers who have enrolled via Covered CA in a Health Net plan.
- Accessed in two ways:
 - Click on the **Pay Now** button on calheers.org
 - Log on to HealthNet.com
- Important Note:
 - Clicking Pay Now starts our engagement
 - Don't have to pay at this point
 - Provides reminders and updates electronically

Health Net
Shoppers | Members | Employers

CONTACT US SEARCH

ProviderSearch | En Español | California | 中文

Welcome Center - Contact Form

Home > Welcome Center > Contact Form

We're glad you're here.

The Welcome Center is for you if you enrolled via Covered California for a Health Net of California, Inc. or Health Net Life Insurance Company plan.

This is the place to complete your sign-up. First, tell us how to contact you. That way, we can keep you updated every step of the way. Then, after we get your application, you can create your online account, choose your doctor and make your first payment.

Already have a Health Net member account? Log in here.

Getting Started Learning Center

Tell Health Net How To Contact You To Do

Covered California will send your application to Health Net soon. It can take a few days to a week. After that, you will be able to finish your sign-up with us! Please fill out this form so we can email you when we have your application. It's the fastest way for you to stay informed.

Already submitted this form? Please check your email for a message from Health Net. If you don't have an email from us and it's been more than 5 days since you applied, please contact Covered California.

Exchange name: ?

Email address:

Confirm email address:

Exchange ID:

Your Exchange ID is the Subscriber ID listed on your Household Enrollment Summary from Covered California. You will find it under the "Health Plan" column. That is the number to put here.

Confirm Exchange ID:

Language preference: ?

SUBMIT

Welcome Center

The first page of the Welcome Center requests member contact information so Health Net can provide updates on their enrollment status.

Members coming from Covered CA will have their enrollment identifier (Exchange ID) pre-populated for them.

The screenshot shows the Health Net website interface for the 'Welcome Center - Contact Form'. At the top, there is a navigation bar with the Health Net logo, 'LOG IN', 'REGISTER', 'CONTACT US', and 'SEARCH' buttons. Below this are links for 'Shoppers', 'Members', and 'Employers', along with 'Provider Search', 'En Español', 'California', and '中文' options.

The main heading is 'Welcome Center - Contact Form', with a breadcrumb trail: 'Home > Welcome Center - Contact Form'. A banner image shows a family of four (mother, father, and two children) smiling and sitting in a hammock outdoors. To the right of the image, the text reads: 'We're glad you're here. Hello! This Welcome Center is for you if you enrolled via Covered California for a Health Net of California, Inc. or Health Net Life Insurance Company plan. The Welcome Center is the place to complete your sign-up. The first thing to do is tell us how to contact you. That way, we can keep you updated every step of the way. Then, after we get your application, you can create your online account, choose your doctor and make your first payment. Plus, you'll have full access to our Learning Center. Already have a Health Net member account? [Log in here.](#)'

Below the banner are two tabs: 'Getting Started' and 'Learning Center'. The 'Getting Started' tab is active, showing a section titled 'Tell Health Net How To Contact You' with a 'To Do' icon. The text explains: 'Covered California will send your application to Health Net soon. It can take a few days to a week. After that, you will be able to finish your sign-up with us! Please fill out this form so we can email you when we have your application. It's the fastest way for you to stay informed. Already submitted this form? Please check your email for a message from Health Net. If you don't have an email from us and it's been more than 5 days since you applied, please contact Covered California.'

The form contains the following fields:

- Exchange name: Covered California (pre-populated)
- Email address: [Empty text box]
- Confirm email address: [Empty text box]
- Exchange ID: [Empty text box]
- Confirm Exchange ID: [Empty text box]
- Language preference: Select a language preference... (dropdown menu)

A 'SUBMIT' button is located at the bottom right of the form.

Welcome Center – enrollment confirmation

On a daily basis, Health Net will match the enrollment information that it receives from Covered California with the information provided by the member through the Welcome Center.

We will send an email to the matched members to prompt them for their next steps.

From: member_services@healthnet.com
Subject: Your application from Covered California

This message is brought to you by Health Net of California, Inc. and Health Net Life Insurance Company (Health Net).

Hello from Health Net!

We're writing to let you know that we've received your application from Covered California™.

That's great news! It means you can now go back to the [Health Net Welcome Center](#) and complete your sign up. Here are your last three steps:

- Set up your online account
- Choose your doctor
- Make your first premium payment

Go to the [Welcome Center](#) now.

Thanks again for choosing Health Net.

Stay in touch with Health Net. Follow us on [Facebook](#) or [Twitter](#) and check out our [member blog](#).

If any of these links above do not open, please copy and paste the following into your browser:
<[HN.com/reg URL 1](#)> <[FB URL 2](#)> <[Tw URL 3](#)> <[blog URL 4](#)>

Please do not reply to this message. It's automated so no one is on the other end to get a reply. Please call us 1-888-926-4988 with any questions. Be sure to add member_services@healthnet.com to your email contacts so you never miss an email from Health Net.

Welcome Center

Provides step-by-step instructions towards membership

- Provide contact information
- Find and select a Primary Care Physician (if needed)
- Learn about payment options
 - Online (recurring and one-time)
 - Phone (automated IVR or live rep)
 - Retail (Walmart)
- Learn about Member Benefits
 - Wellness Program
 - Smoking Cessation
 - Health discounts

Health Net
 Members

LOG OUT | CONTACT US | SEARCH

Welcome, ANDY WILLIAMS! | ProviderSearch | En Español | 中文

Welcome Center

Home > Welcome Center



We're glad you're here.

Hello and welcome back! Use the handy links below to complete your sign-up today.

Getting Started

Learning Center

- 1 Tell Health Net how to contact you ✔ Done!
- 2 Create a Health Net member account ✔ Done!
- 3 Choose your doctor ✔ To Do
- 4 Make your payment so coverage can begin ✔ To Do

Home > ACA Marketplace - Finish Your Sign Up

© Health Net, Inc. 2014 | Terms of Use | Privacy | Secure Messaging | Medical Policies | Member Blog

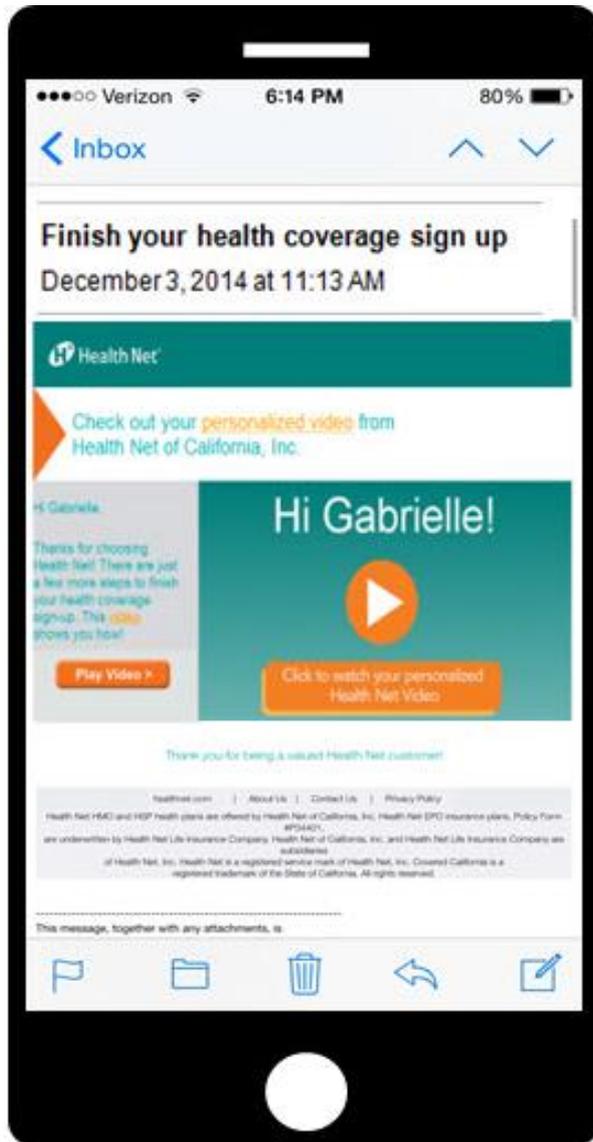
How to Make a Premium Payment

Enrollees can make their binder and monthly premium payment in one of four simple ways.

Monthly premium payments will ensure continuous health care coverage.

Ways to pay	What you can do	Pay by	How to
Online at www.healthnet.com 	<ul style="list-style-type: none"> • Make a one-time payment. • Schedule future payments. • Sign up for recurring payments. You select the date you want to pay your Health Net bill each month from your account. 	One-time and scheduled payments: credit card (VISA or MasterCard); debit card; prepaid, general purpose debit card; or bank account Recurring payments: bank account or PIN-based debit cards	Go to www.healthnet.com and click "Make a Payment Now" near the bottom of the home page.
24-hour payment line 1-800-539-4193 	Make a one-time payment.	Credit card (VISA or MasterCard); debit card; prepaid, general purpose debit card; or bank account	Call 1-800-539-4193. When the system asks for your Subscriber ID, enter the number 7 for the letter "R" and then your eight-digit number. Be sure to include the 0s (zeroes).
Cash at participating Walmart stores 	Make a one-time payment.	Cash or PIN-based debit card	Find a location near you at www.checkfreepay.com/findapaymentcenter , and select Health Net as the biller. Visit a Walmart Customer Service or a Money Center counter.
Mail 	Make a one-time payment.	Check, money order or cashier's check	Make payable to "Health Net" . Write your Subscriber number on the check or money order. Cut the payment coupon off of your bill and include it in the self-addressed envelope.

Journey includes personal outreach

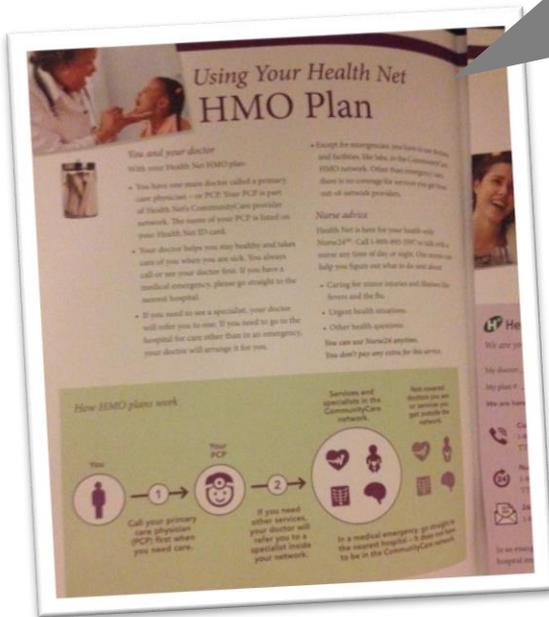


- Personalized video created specifically for the member
- Entertaining, engaging and informative video available on:
 - Computer
 - Tablet
 - Phone
- Reinforce information from Notice of Acceptance letter
 - Welcome to Health Net
 - Verify plan information
 - Payment reminder notice
 - PCP selection instructions
 - Contact information for questions
- Sent to members at same time we send our Notice of Acceptance letter

Continually listening through the journey

- Quick Start Guide ...focuses on what matters

This is a Welcome to Health Net pamphlet..... It gives easy to understand knowledge of how to use your plan. Basically it gives you the basics of your plan in a smart and easy way.



Easy to read, nice layout...I will keep this.

Following through on the journey

- Member Education
 - Monthly email communications based on member lifecycle
 - General topics covered:
 - How to use pharmacy – Generic vs. non-generic drugs
 - Visiting the doctor – things to know and be aware of
 - Urgent care vs Emergency care – when to use them
 - Understanding the costs of health insurance
 - Healthcare terms – what do they mean

Resources: Health Promotion

Health Education Classes

- Free health education classes to provider groups, schools, hospitals, and community-based organizations
- Health Net sends educator to requestor's site
- Covers a variety of health topics
- Free health education materials
- A brief evaluation of the class will be conducted by the instructor upon completion of the class
- Available in English and Spanish (for most classes)



Resources: Health Promotion

Health Screenings

- Free health screenings at large health fairs and community events
- A health educator will conduct health screenings, provide health education materials and inform members of our services
- Available screenings include:
 - Blood pressure
 - Body fat composition
 - Glucose testing (partner with provider)
 - Dental screening (partner with provider)



Resources: Managed Care Workshop

Health Net invites you to a workshop on
Be in charge of your health:
Learn how Managed Care works.



Join us and you will:

- ✓ Learn managed health care words.
- ✓ Learn health care cost words.
- ✓ Learn about different types of health insurance.
- ✓ Receive an easy-to-understand booklet of health care coverage words.

Attend this workshop if you are a:

- <Community health worker.>
- <Health enrollment specialist.>
- <Health navigator.>
- <Promotora.>

Location: <insert location address>
Date/Time: <MM/DD/YY, insert time>

Call to reserve your spot today for this no-cost training.

Contact person: <insert HN Associate>
Phone number: <insert phone number>



Health Net HMO plans are offered by Health Net of California, Inc. Health Net PPO and EPO plans are underwritten by Health Net Life Insurance Company. Health Net of California, Inc. and Health Net Life Insurance Company are subsidiaries of Health Net, Inc. Health Net is a registered service mark of Health Net, Inc. All rights reserved.

EN001179X230 (2/14)

What

- Learn how managed care works
- Learn Health Care words
- Learn about Health Insurance
- Spanish, Chinese, English

Who:

- CEC and Navigators
- Community Health Workers
- Consumers New to managed care

Resources: Collaboration Opportunities

Educational events for staff and consumers:

- Be In Charge of Your Health
- Experience Health Net
- Presentations from other departments:
Medicare and Cal MediConnect

Community events:

- Health fairs
- Community fairs
- Presentations

Enrollment events:

- Jointly-hosted enrollment events
- Storefronts
- Invitations for enrollers to attend Health Net events



Your Partners at Health Net

Event and Collaboration Opportunities:

Maggie Hui, Community Relations Manager

(323) 480-3758

maggie.n.hui@healthnet.com

Customer Contact Center:

1-888-926-4988

Automated Payment:

1-800-539-4193

Help using our website:

1-866-458-1047

Health Net's Nurse24:

1-800-893-5597

Health Net's Medi-Cal Program:

1-800-327-0502

Health Net's Medicare Advantage Plans:

1-800-949-3022



APPENDIX

Member Tools and Resources – supporting the journey

Got Questions? Call Us for Answers!

Customer Contact Center

- Questions about Medical Benefits
- How to use services
- ID Cards
- How to change doctors

1-800-926-4988
TTY/TDD 1-888-926-5180
Open Monday-Friday
8:00 a.m. to 8:00 p.m. and
Saturday 8:00 a.m. to 6:00
p.m.

24-hour payment line

Pay your monthly bill anytime, day or night.

1-800-539-4193

Decision Power®

Decision Power is your wellness center. Use it to get health advice, find out if you are at risk for a disease, receive health coaching, and more.

Available to members on Healthnet.com

Member Tools and Resources – Cont.

Nurse24SM

Available 24 hours a day,
7 days a week.

1-800-893-5597

MHN Services

Mental disorders and chemical dependency benefits are administered by MHN Services. MHN Services contracts with Health Net to administer these benefits. Contact MHN Services first if you need to use these benefits.

1-888-327-0010
TTY/TDD 1-800-327-0801
Open Monday-Friday
8:30 a.m. to 5:30 p.m. PST
Crisis or referral support is available
24 hours a day, 7 days a week.

Health Net online

A place to get health plan details, order ID cards, change your doctor, pay your bill, and more.

www.healthnet.com

Register Online

www.healthnet.com

Set up your own online account at www.healthnet.com/register to save time and build healthy habits.

You can:

- ✓ Pay your bill.
- ✓ Order ID cards or print a temporary card.
- ✓ See your Health Net plan details.
- ✓ Find a drugstore near you and view your pharmacy benefits.
- ✓ Change your PCP.
- ✓ Use online programs to manage your weight, stop smoking and more.
- ✓ Learn when to get health screenings.
- ✓ Email our customer service team if you have questions.



Janis E. Carter,
Health Net
*We offer education
tools to reinforce
healthy lifestyles.*

Journey continues post payment

Welcome Package/Kit sent within 10 days of making the *initial* premium payment.

- **Quick Start Guide** – An easy reference source of key health plan information including: how to use your plan; prescription drug coverage; paying your bill; contact information and where to go for assistance with any questions about their health plan coverage.
- **Pharmacy Maintenance Choice Flyer** – Information for members with a mandatory mail prescription and Maintenance Choice® plan (90-day supply of maintenance medications on Maintenance Drug List after their first two (2) fills at retail).
 - Medication received through CVS Caremark mail order or CVS retail pharmacy
- **Explanation of Coverage (EOC)** - Members receive a complete explanation of their insurance benefit plan with Health Net.
- **Payment Option Flyer** - Highlights the various payment options available to members.
- **HMO/HSP Disclosure** – Summary of members' health coverage. (based on plan)
- **Notice of Language Assistance** - No Cost Language Services are provided to our members. They can get an interpreter – and have documents read to them and sent in their own language. Contact telephone numbers are listed on the member's ID card.

Welcome Center

The Choose your doctor option allows members to select a PCP for themselves and for all minor dependents on their plan.

It will not display for members who do not need to select a PCP (i.e. PPO members) or for plans that use pseudo PCPs (i.e. CA PureCare HSP).

Getting Started
Learning Center

1
Tell Health Net how to contact you
✓ Done!

2
Create a Health Net member account
✓ Done!

3
Choose your doctor ▲
✓ To Do

It's time to choose your doctor. With your health plan, you have one main doctor called a primary care physician (PCP). You see your PCP for checkups, advice and care when sick or hurt. Your doctor refers you to other services when you need them.

Choose a PCP for yourself or another person on your plan. [Go to the Change Medical Group and/or Primary Care Physician Page](#). Unless you make your choice, Health Net will automatically assign you to a PCP.

4
Make your payment ▼
✓ To Do

Welcome Center

Upon clicking the Choose Your Doctor button, they are taken to the ProviderSearch experience (address, plan, etc. is pre-populated, pre-filtered on Doctors, PCPs)

Welcome to ProviderSearch

TAKE A PROVIDERSEARCH TOUR

[Home](#) > [Member](#) > [Welcome to ProviderSearch](#)

Searched By: PO BOX 9103 91409 10 Mile Radius (2015) [Edit](#)

🔍

Filter Your Results

➡
Start Over
Print Plan Providers

Doctors
(339)

Change Provider Type

Filter by Plans and Affiliations:

Filter doctors by:

Check all the specialties that apply:

FAMILY PRACTICE
 GENERAL PRACTICE
 INTERNAL MEDICINE

Only Doctors Accepting New Patients

Other Filters:

Doctor Gender: M F

Doctors
 PCP
 Covered California
 HMO - CommunityCare Network

Clear All

Showing 1-12 of 339 listings

1 2 3 4 5 ▶

Roy, Rosalinda A
★

📍 0.68Miles
PCP

PEDIATRICS

Accepting New Patients

VIEW DETAILS
BOOKMARK

Uy, Buenafior R
★

📍 0.68Miles
PCP

PEDIATRICS

Accepting New Patients

VIEW DETAILS
BOOKMARK

Wilson Jr, Harold T
★

📍 0.68Miles
PCP

PEDIATRICS

Accepting New Patients

VIEW DETAILS
BOOKMARK

View Options

GRID
MAP

Results per page

Sort By

📌 Save Results
 🖨️ Print Results
➡️ Export Results
 ✉️ Email Results

+ COMPARE
📊