



Marketing, Outreach, and Enrollment Assistance Advisory Group

October 29, 2014

AGENDA

I. PLENARY SESSION (1H)

- a. Introductions
- b. Overview (Peter V. Lee)
- c. Community Outreach Update (Kirk Whelan)
- d. Communications Update (Amy Palmer)
- e. Marketing Update (Colleen Stevens)

II. SUBCOMMITTEE BREAKOUTS (1H)

- a. Subcommittees:
 - African American subcommittee
 - Asian/Pacific Islander subcommittee
 - Latino subcommittee

III. PLENARY SESSION REPORT BACK (1H)

- a) Subcommittee report back
- b) Feedback and Q&A

OVERVIEW

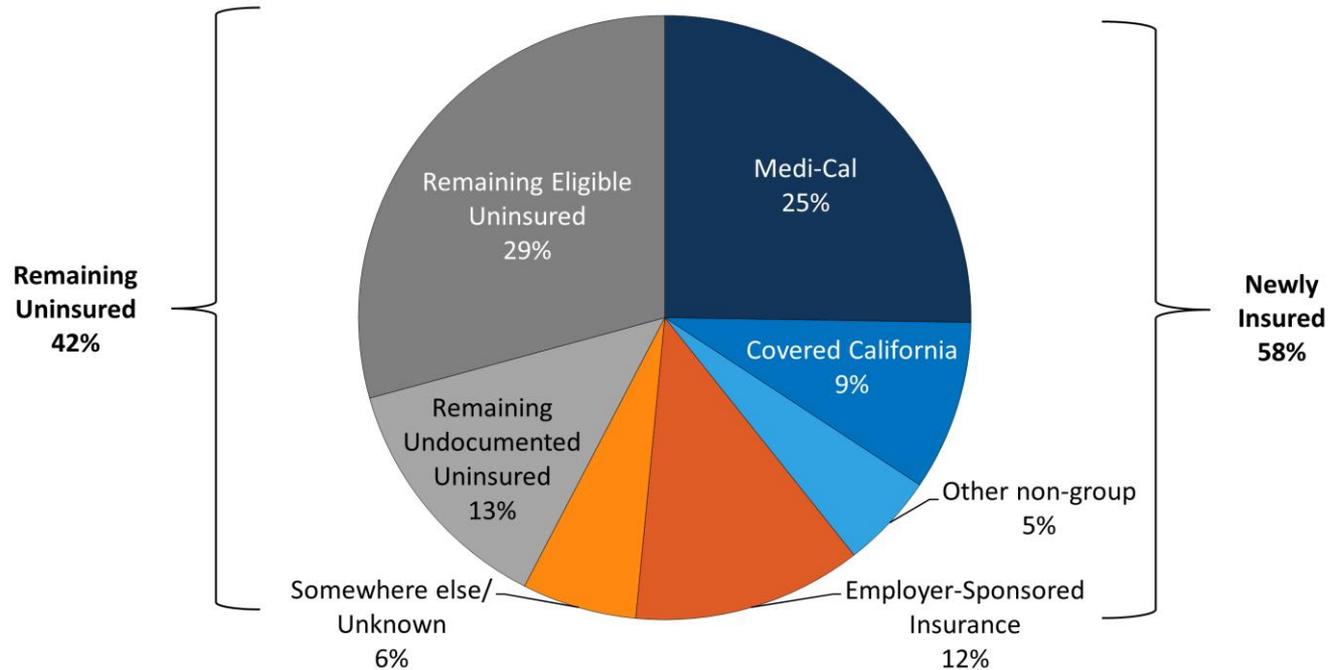
PETER V. LEE

NEW STRUCTURE OF ADVISORY GROUP AND EXPECTATIONS

- Looking for meaningful feedback regarding Marketing, Outreach, and Enrollment
- Subcommittees will be an integral part of the new advisory group
- Lessons and suggestions may be used for this open enrollment or for the future
- Need to assess most efficient outreach and marketing with a resource-constrained reality
- Covered California will continuously learn and improve the advisory process and how we get your input

Sources Of Coverage Among California's Previously Uninsured

Are you, yourself, now covered by any form of health insurance or health plan including a private health insurance plan, a plan through an employer, or a plan through Medi-Cal, or do you not have health insurance at this time? Which of the following is your MAIN source of health insurance coverage?



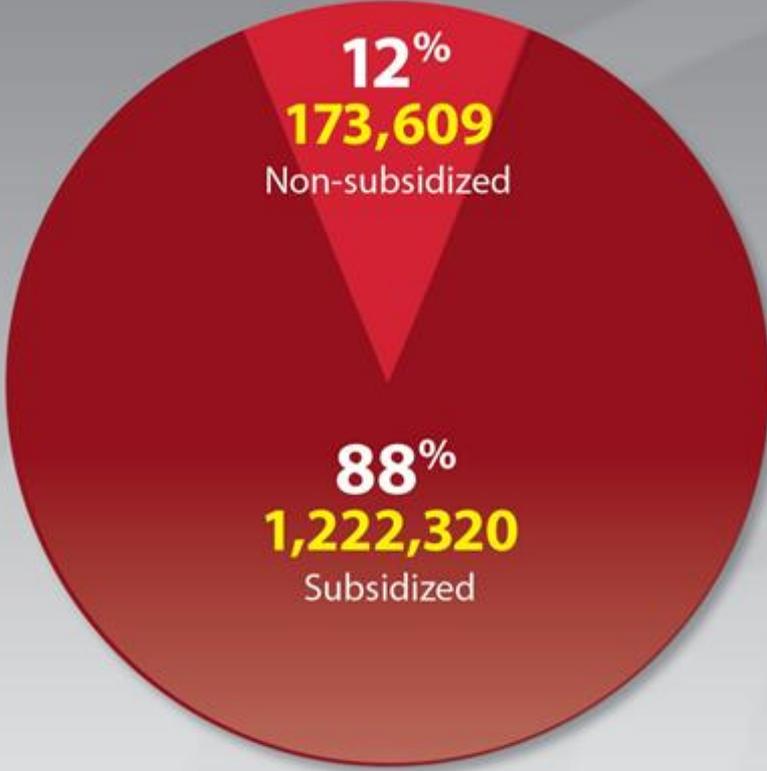
SOURCE: Where Are California's Uninsured Now? Wave 2 of the Kaiser Family Foundation California Longitudinal Panel Survey (April 1- June 15, 2014)



TAKEAWAYS:

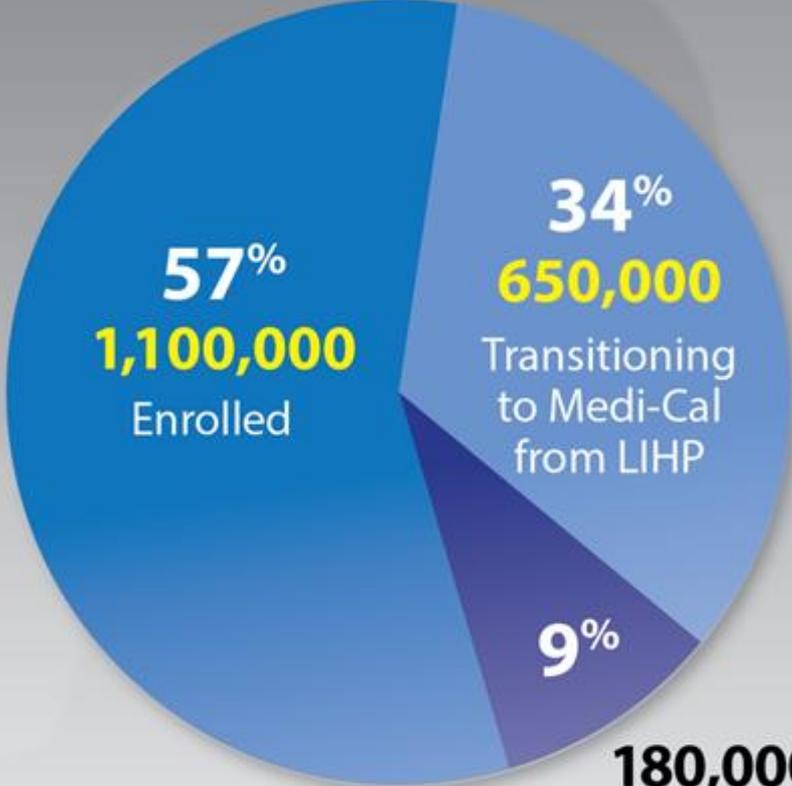
1. Since open enrollment, nearly 6 in 10 (58%) previously uninsured Californians now report having coverage.
2. Newly insured obtained coverage in various ways: Covered CA, Medi-Cal, Employer-Sponsored, etc...

Covered California



Individuals Enrolled:
1,395,929

Medi-Cal



Individuals Enrolled:
1,930,000
Likely eligible* — **800,000**

CALIFORNIA UNINSURED POPULATION CUT IN HALF

- The recent Commonwealth Fund Affordable Care Act Tracking Survey found that the number of **uninsured nationally dropped from 20% to 15%** between fall 2013 and spring 2014.
- But the success of the ACA has been especially dramatic in California, where the rate of uninsurance **dropped from 22% to 11%, the *largest* reduction among the large states.**

Covered California Enrollment (Subsidized Only)

		CalSIM Estimate of 2015 ELIGIBLES	Percent of Eligibles	Subsidy-only Enrollment Through 5/1/2014**	Percent of Subsidy Only Enrolled Population
TOTAL					
	Subsidy eligible	2,530,000	100%	1,196,287	100%
Gender					
	Male	1,450,000	57%	568,498	48%
	Female	1,080,000	43%	627,789	52%
Race and Ethnicity*					
	Latino	950,000	38%	359,636	30%
	Asian	520,000	21%	259,768	22%
	African American	130,000	5%	42,731	4%
	White	850,000	34%	447,518	37%
	Other	90,000	4%	63,578	5%
Income**					
	Under 200% FPL	900,000	36%	668,076	56%
	201-250% FPL	640,000	25%	230,260	19%
	251-400% FPL	980,000	39%	297,120	25%

TAKEAWAYS:

Disproportionate target group for second open enrollment are:

- Men
- Latinos
- African Americans
- “Higher” low-income: 201-250% and 251-400% of Federal Poverty Line

Covered California Enrollment Update

- **1.12 million** Californians effectuated coverage through Covered California.
- This is an **81% effectuation rate**.

Covered California Special Enrollment

- Covered California continues to enroll individuals who experience **a qualifying life event** outside of open enrollment.
- From June to September: **over 200,000 individuals** completed applications and selected a plan.
- This is a **monthly average of 50,000** – slightly less than originally projected of 60,000 a month.

Citizenship/Immigration Verification

- Covered California is required to **verify citizenship/immigration status** of all consumers.
- 98,900 families, or 148,000 individuals, did not submit documents or have submitted the wrong documents during their enrollment.
- Covered California reached out to these consumers and was able to verify the vast majority of individuals.
- **9,645 families, or 10,474 individuals** will receive termination notices, but will still be able to re-apply.

Covered California: First Ever Renewal Process

- Covered California **began the renewal process** for 1.12 million individuals.
- With few exceptions, consumers who take no action will be **automatically renewed** in their current plan.

RENEWAL

Consumers who purchased health coverage for 2014 have begun receiving renewal notices urging them to visit **CoveredCA.com** to renew their coverage for 2015. When they have completed the process, they will receive a bill from their insurance plans in December. Consumers are encouraged to shop and compare their options. Those who take no action by Dec. 15, 2014, will be renewed into their existing plan and receive a bill with their new premium and tax credit lowering their monthly payment. (Those receiving Medi-Cal should not renew on CoveredCA.com, but should wait to hear from Medi-Cal about next steps.)



Renewal notices start going out to encourage consumers to renew their coverage by picking a new plan or staying with their existing plan. Consumers should visit **CoveredCA.com** and update their information.



Last day to change your plan selection to avoid any gap in coverage. Consumers who do nothing will be automatically renewed in their current plan.



Premium must be received by your plan by Dec. 26 to avoid any gap in coverage.



Up until the end of open enrollment, consumers who renew their coverage can change their plan.

IMPROVING ALL SERVICE CHANNELS

- Starting open enrollment with **more than double** the number of Service Center Representatives (expected 1,300 for 2015).
- **Expand multi-lingual services** without the use of third-party interpreters (55 last year – expected 254 Service Center staff for 2015 for language other than English).
- **Expand Service Center hours** to accommodate consumers (M-F 8am-8pm, Sat 8am-6pm, and every Sunday from Nov. 16 through December 15).

IMPROVING ALL SERVICE CHANNELS

- **Upgrade online enrollment portal** for speedier page loads and friendlier consumer-interface.
- For some plans, option for **initial online payment** will be available for consumers.
- **Redesign Interactive Voice Responses** to decrease wait times and updating consumers on wait times if they are on hold.

IMPROVING ALL SERVICE CHANNELS

- **Improved, clearer notices** for both English and Spanish.
- **Enhanced support for partners**, including tools, trainings, and expanded dedicated support lines for Certified Agents and Enrollment Counselors.
- **Launching over 200 storefronts** in popular locations such as malls to conduct education enrollment on a drop-in basis.

COMMUNITY OUTREACH UPDATE

KIRK WHELAN

Service Channel Enrollment Resources

Resources to assist with Enrollment: 26,187

Agents	15,046 (approx. 3,000 net new)
Navigators & CECs	7,596 (approx. 400 net new)
Plan Based Enrollers	3,217 (approx. 1,417 net new)
O & E grantees	164
CON partners	164

SERVICE CHANNEL SALES SUPPORT

- Regional Coordinator Program
- Event management website
- Storefront program for service channels
- Communication and training
- Service Centers

REGIONAL COORDINATORS

- 8 regions
- 8 coordinators
- Strategic oversight – coverage – target populations
- Connect agents and community partners

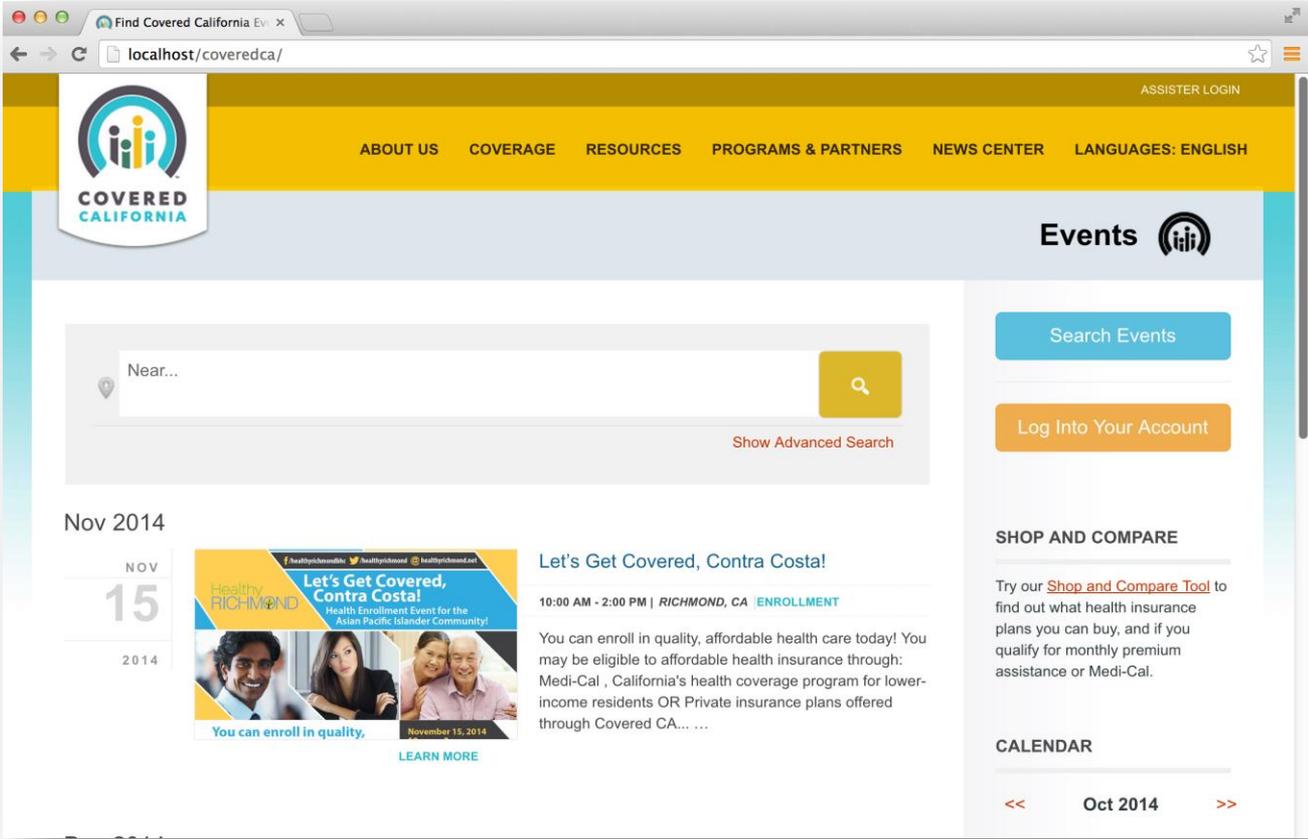
Regional Coordinator Sales Regions



Region	Area	Rating Region Included	Regional Coordinator
1	Northern California	1, 2, 3	Irene Ng
2	Bay Area	4, 5, 6, 7, 8	Thomas Li
3	Central Coast	9, 12	Not Staffed
4	Central Valley	10, 11, 13, 14	Athena Fleming
5	Los Angeles	15, 16	Claudie Bustamante
6	Inland Empire	17	Edith Lara-Trad
7	Orange County	18	Carlos Angulo
8	San Diego	19	Efrain Cornejo

New Event Website

- Easy to manage by our Navigator Grantees
- Real time updates
- Searchable by zip code
- Connects CECs and Agents with event managers
- Facilitates event staffing



Store Fronts Program – all service channels

- Permanent locations for enrollment assistance
- Many branded storefronts already exist
- Branding Guidelines out soon – for all channel partners
- Gives consumers a RELIABLE place to go for help – think HR Block
- Promoted on website – Find Help Near You – zip search



Communication strategy

- Equally focused on all sales channels
- Webinars bi-monthly
 - Renewal Webinar last week
- Weekly e-blasts
- Sales Newsletter – monthly all channels
- One-page sales tools: MAGI, Form 1095, Subsidy guide

Service Channels: Enrollment Support

- Partner Agents with non-Navigator funded CECs and O & E grantees
 - Survey sent to 11,914 certified agents on Oct 7;
 - 2,075 responses in 48 hours
- Signage and banners to increase visibility locally & enrollment opportunities
 - Bi-lingual lawn signs
 - Banners for storefronts
- Collateral & Point of Sale Tools
 - Paper calculator
 - Meter Tier and coverage
 - APTC and MAGI Income
 - Form 1095 and tax issues
- Resource Guides; specific to cities with high target populations
 - African Americans, Asian-Pacific Islanders, Latinos
 - Students
 - Young Adults



Updated agent website

- Intuitive – Easy to find info
- Tools and resources for OE
- Recorded webinars and communication

Agent Portal

- Membership extracts – Early November
 - Refreshed weekly

Shop and Compare Application

- Ready with 2015 rates
- New print on demand proposal
- Place to add Agent info now available
- Plan preview for 2014

COMMUNICATIONS UPDATE

AMY PALMER

COVERED CA WEBSITE



[Account Sign In](#) | [Español](#)

EXPLORE
What's Right for You

PREVIEW
Health Plans

APPLY
To Get Covered

GET HELP
Find Answers

Open Enrollment

Runs Nov. 15 to Feb. 15

Sign up now for coverage!

Apply 

YOU'RE IN

Helping you keep and use your Covered California plan



 Find Local Help



Shop and Compare



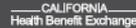
Partner Resources



Small Businesses



Medi-Cal

<p>Resources</p> <ul style="list-style-type: none"> Shop and Compare Tool Income Guidelines Fact Sheets Link to Us Partner Tool Kit Consumer Protection Federal Tax Guidelines Live Chat 	<p>Featured Links</p> <ul style="list-style-type: none"> Success Stories Health Insurance Companies Certified Insurance Agents Certified Enrollment Counselors Health Benefit Exchange Register to Vote Medi-Cal County Office Locations 	<p>Other Languages</p> <ul style="list-style-type: none"> العربية العربية فارسی فارسی 한국어 한국어 Lao Lao Español Español Tagalog Tiếng Việt 	<p>Covered California is powered by both</p> <div style="display: flex; align-items: center; gap: 10px;">   </div>
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CoveredCA.com is a joint partnership of Covered California and the Department of Health Care Services.

COVERED CA WEBSITE

 [Account Sign In](#) | [Español](#)

EXPLORE What's Right for You | **PREVIEW** Health Plans | **APPLY** To Get Covered | **GET HELP** Find Answers

Need help applying?

Click on the GREEN button to find someone who can help you sign up for health coverage, including Medi-Cal.

YOU'RE IN
Helping you keep and use your Covered California plan

[Find Local Help](#)

[Shop and Compare](#) | [Partner Resources](#) | [Small Businesses](#) | [Medi-Cal](#)

Resources Shop and Compare Tool Income Guidelines Fact Sheets Link to Us Partner Tool Kit Consumer Protection Federal Tax Guidelines Live Chat	Featured Links Success Stories Health Insurance Companies Certified Insurance Agents Certified Enrollment Counselors Health Benefit Exchange Register to Vote Medi-Cal County Office Locations	Other Languages العربية فارسی हिन्दी 한국어 ਪੰਜਾਬੀ Tagalog	<p>Covered California is powered by both</p> <p>CALIFORNIA Health Benefit Exchange</p> 
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COVERED CA WEBSITE



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EXPLORE
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YOU'RE IN

Helping you keep and use your Covered California plan

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 Shop and Compare


 Partner Resources


 Small Businesses


 Medi-Cal

Resources Shop and Compare Tool Income Guidelines Fact Sheets Link to Us Partner Tool Kit Consumer Protection Federal Tax Guidelines Live Chat	Featured Links Success Stories Health Insurance Companies Certified Insurance Agents Certified Enrollment Counselors Health Benefit Exchange Register to Vote Medi-Cal County Office Locations	Other Languages العربية 中文 한국어 ភាសាខ្មែរ ភាសាລាវ ภาษาไทย Tiếng Việt	<p>Covered California is powered by both</p> <p>CALIFORNIA Health Benefit Exchange</p> 			
ACCESSIBILITY	GLOSSARY	ABOUT US	FEATURED NEWS	PRIVACY POLICY	REGULATIONS	DATA & RESEARCH
						
CoveredCA.com is a joint partnership of Covered California and the Department of Health Care Services.						

2014
Covered California
Bus Tour



OPEN ENROLLMENT BUS TOUR OVERVIEW

- To ensure that the thousands of Californians that remain uninsured are aware of Covered California's second open enrollment period, a multicity bus tour will kick off in Sacramento on Monday, Nov. 10.
- The bus will travel to big and small, rural and urban communities across the state to make sure that everyone is aware of the opportunity to enroll.

OPEN ENROLLMENT BUS TOUR OBJECTIVES

- To build enthusiasm and educate the public prior to the formal opening of the second open enrollment period;
- To “re-educate” and “re-invigorate” the uninsured to enroll in a health insurance plan;
- To generate awareness of the second open enrollment period; and
- To generate excitement and understanding of where and how to enroll locally.

MARKETING UPDATE

COLLEEN STEVENS

MARKETING OBJECTIVE & STRATEGIES

Objective - Increase the number of insured Californians

Retooled strategies based on learnings

1. Anchor plan in ethnic, regional, and language diversity. Tailor media tactics and creative elements by segment for culture-specific campaigns to effectively reach each population.
2. Build momentum prior to Open Enrollment to (a) build brand awareness, and (b) communicate the value of Covered California and health coverage.
3. Promote local, in-person enrollment channels (agents, grantees, CEEs and navigators), as well as self-enrollment and call center services.
4. Integrated campaign with local ground efforts (Grantees, CECs, Agents, Navigators) complemented by full spectrum of advertising, social and earned media.

SEEDING PERIOD SPOTLIGHT

STRATEGY

Purchase high reach vehicles at sustaining levels to support renewal & retention as well as building momentum leading up to Open Enrollment

CAMPAIGN TIMING

9/8 – 11/5

BUYING DEMO

Adults 18-49

MEDIA BUDGET

\$9.0MM

SEGMENTS

Hispanics, African American, Asian and Multi-Segment

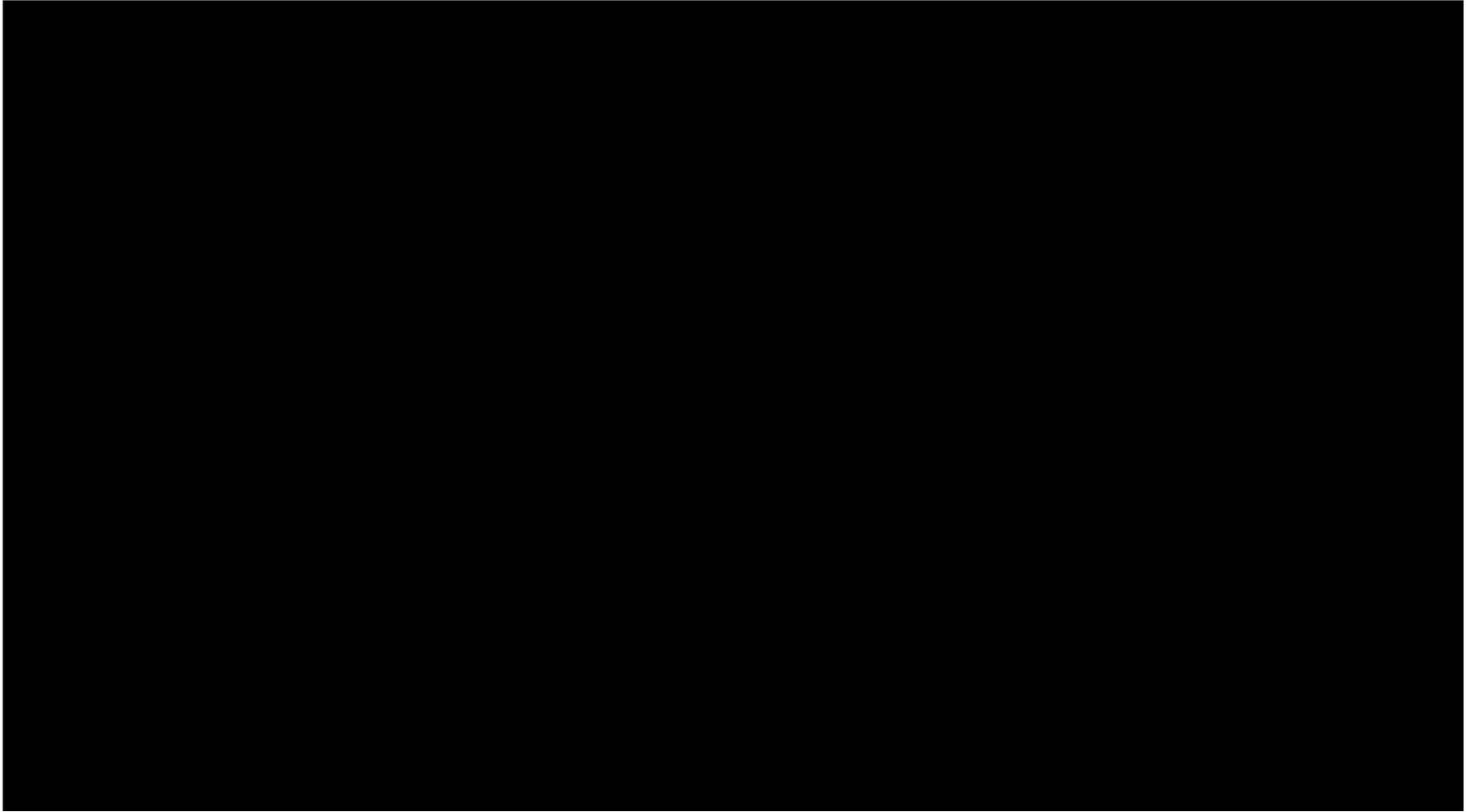
MARKETS

SD, LA, PS, SB, BAK, FRE, SAL, SF, SAC, CHI, EUR, EC

	SPANISH-LANGUAGE	AFRICAN AMERICAN	ASIAN-LANGUAGE	MULTI-SEGMENT*
TV/DRTV	✓	✓		✓
RADIO	✓	✓	✓	✓
PREMIUM DIGITAL	✓	✓		✓

*Multi-Segment includes: White, Millennial and LGBT, as well as bi-lingual Latinos, Asians & other ethnic populations

SEEDING CAMPAIGN – TV (example)



SEEDING CAMPAIGN - Digital



On November 15th,
join the over one million who
found health insurance.



**COVERED
CALIFORNIA**

Join Them Soon

OPEN ENROLLMENT PERIOD SPOTLIGHT

STRATEGY

Purchase high reach vehicles and targeted media to provide program exposure and key consumer interface to drive enrollments and help retain existing members

CAMPAIGN TIMING

11/6 – 2/15

BUYING DEMO

Adults 18-49

MEDIA BUDGET*

\$28.8MM

SEGMENTS

Hispanic, African American, Asian, Millennial, LGBT and Multi-Segment

MARKETS

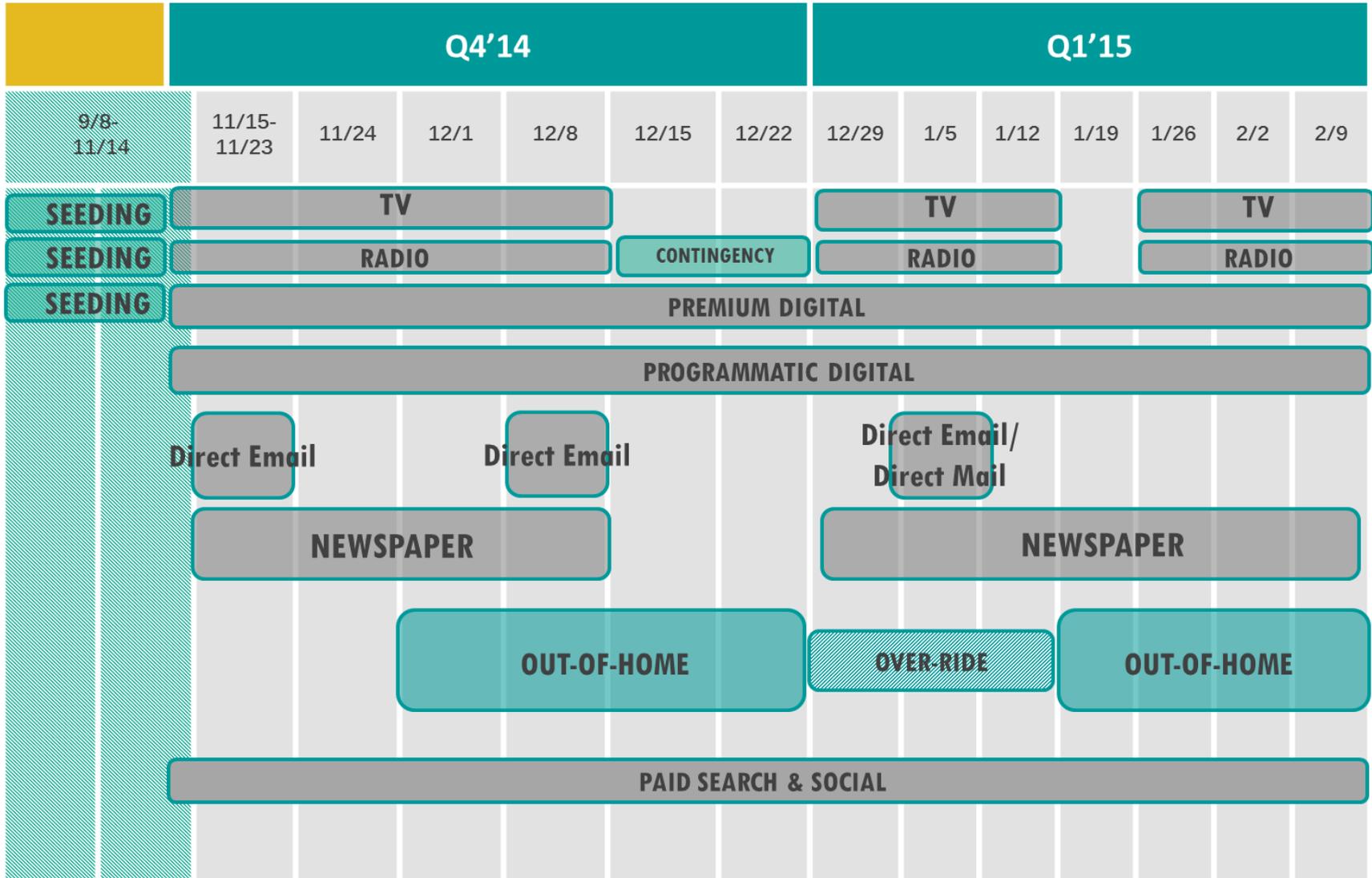
SD, LA, PS, SB, BAK, FRE, SAL, SF, SAC, CHI, EUR, EC

	MULTI-SEGMENT**	SPANISH-LANGUAGE	ASIAN-LANGUAGE	AFRICAN AMERICAN	MILLENNIAL	LGBT
TV/DRTV	✓	✓	✓	✓		
RADIO	✓	✓	✓	✓		
PREM & PROG DIGITAL	✓	✓	✓	✓	✓	✓
PRINT / NEWSPAPER	✓	✓	✓	✓		✓
OUT-OF-HOME	✓	✓	✓	✓		✓
SOCIAL MEDIA	✓	✓		✓	✓	
DIRECT RESPONSE /SEM	✓	✓		✓	✓	

*Month over month, media budget is up by 10% compared to last OEP

**Multi-Segment includes: White, Millennial and LGBT, as well as bi-lingual Latinos, Asians & other ethnic populations

CAMPAIGN CALENDAR



TV & Radio Media Delivery

To establish a baseline for success measurement, the following show estimated reach/frequency goals based on planned weight levels for Los Angeles and San Francisco

Television	3+Reach	Avg Frequency
Multi-Segment	65%	8.0x
Hispanic (SL)	60%	5.0x
African American	66%	10.0x
Asian-language	Not measured	

Radio	3+Reach	Avg Frequency
Multi-Segment	59%	7x
Hispanic (SL)	54%	6x
African American	68%	10x
Asian-language	Not measured	

How to read e.g.:

With this plan, 65% of the Multi-Segment will view a TV spot more than three times during the flight. On average, the MS audience will see a TV spot 8x.

OEP CAMPAIGN

General Market Examples – Newsprint and Outdoor

I had cancer.
I also found a great doctor.



When Trent needed a special procedure to treat his skin cancer, Covered California helped him find a health plan that allowed him to see one of the best surgeons in the country. To find free in-person enrollment help, or to see if you're eligible for financial help paying for your coverage, visit CoveredCA.com.

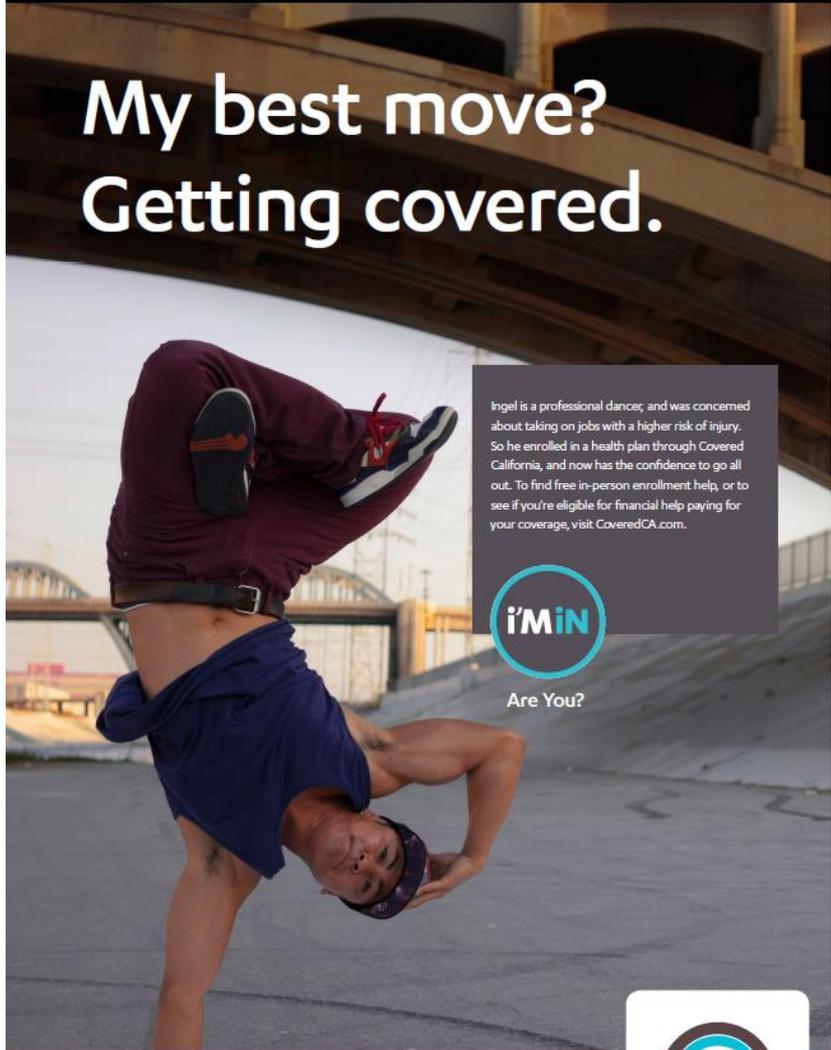
iMiN
Are You?

Find health insurance at CoveredCA.com



For coverage starting January 1, sign up by **December 15**

My best move?
Getting covered.



Ingel is a professional dancer, and was concerned about taking on jobs with a higher risk of injury. So he enrolled in a health plan through Covered California, and now has the confidence to go all out. To find free in-person enrollment help, or to see if you're eligible for financial help paying for your coverage, visit CoveredCA.com.

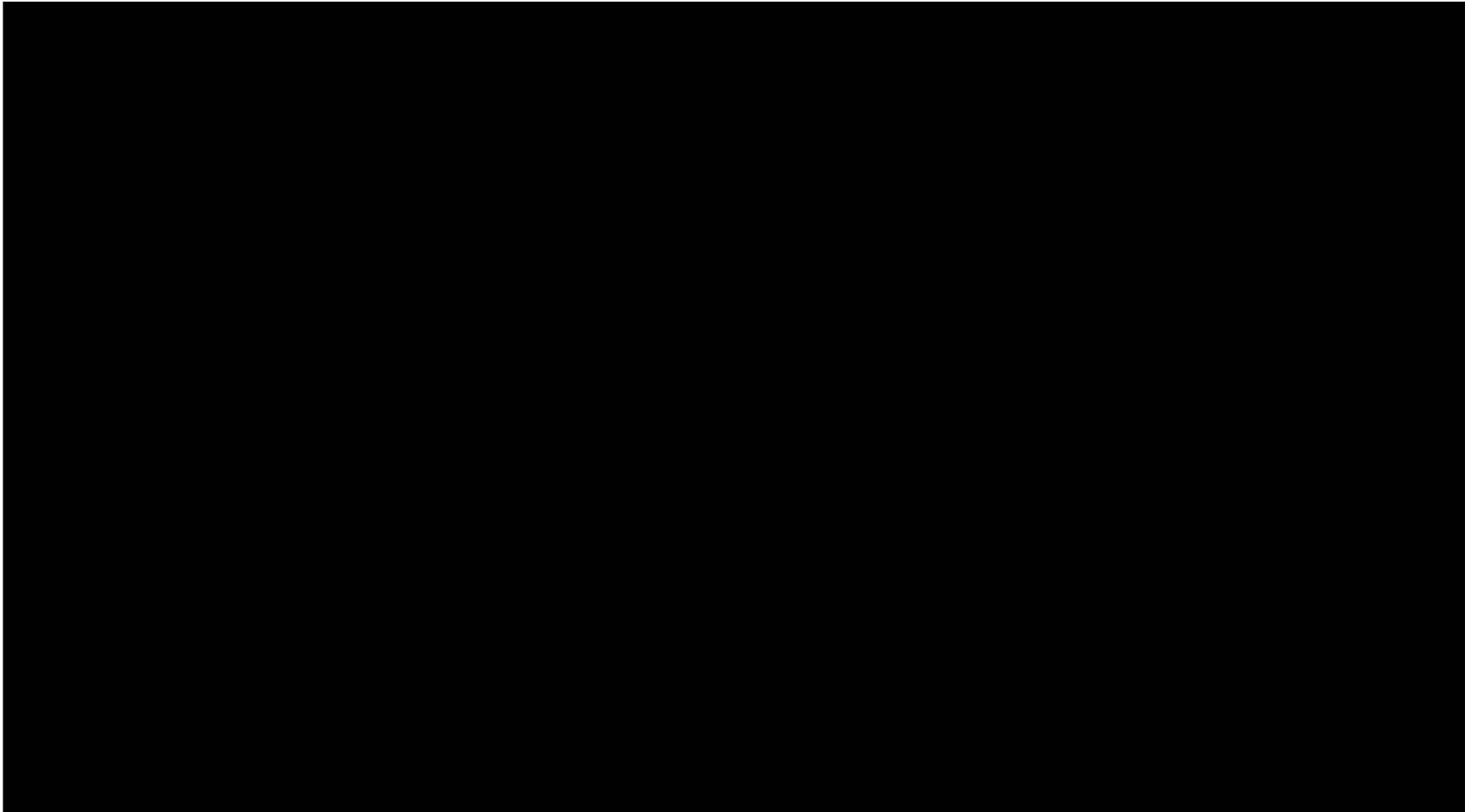
iMiN
Are You?

Find a health plan now at CoveredCA.com



LATINO SEGMENT

Campaign Examples - TV



LATINO SEGMENT

Campaign Examples – Newsprint and Outdoor

Tengo un plan de salud porque una caída casi acabó con mis ahorros.



Cuando Cynthia se resbaló mientras estaba limpiando, recibió una cuenta de \$7,500 del hospital. Covered California le ayudó a encontrar un seguro de salud que se ajustó a su presupuesto, además de darle la tranquilidad de saber que está protegida. Para encontrar ayuda gratis

Tengo un plan de salud porque los accidentes no avisan.



A través de Covered California, William encontró cobertura médica a su alcance. Ahora está protegido contra los costos médicos de un accidente, al tener un seguro de salud. Para encontrar ayuda gratis en persona para inscribirte, o saber si calificas para ayuda económica, visita CoveredCA.com/espanol.

Encuentra un plan en CoveredCA.com/espanol

Para tener cobertura a partir del 1 de enero, insíbete antes del 15 de diciembre.



Tengo un plan de salud porque mi hija depende de mí.



Sonia, madre de una niña de 5 años, nunca había podido pagar un seguro médico. Hasta que se inscribió en un plan de salud a través de Covered California. Al encontrar cobertura médica a su alcance y se quitó un peso de encima. Para averiguar si calificas para la vida económica, visita CoveredCA.com/espanol.

Para inscribirte o encontrar ayuda gratis, confidencial y en persona, visita CoveredCA.com/espanol ahora.



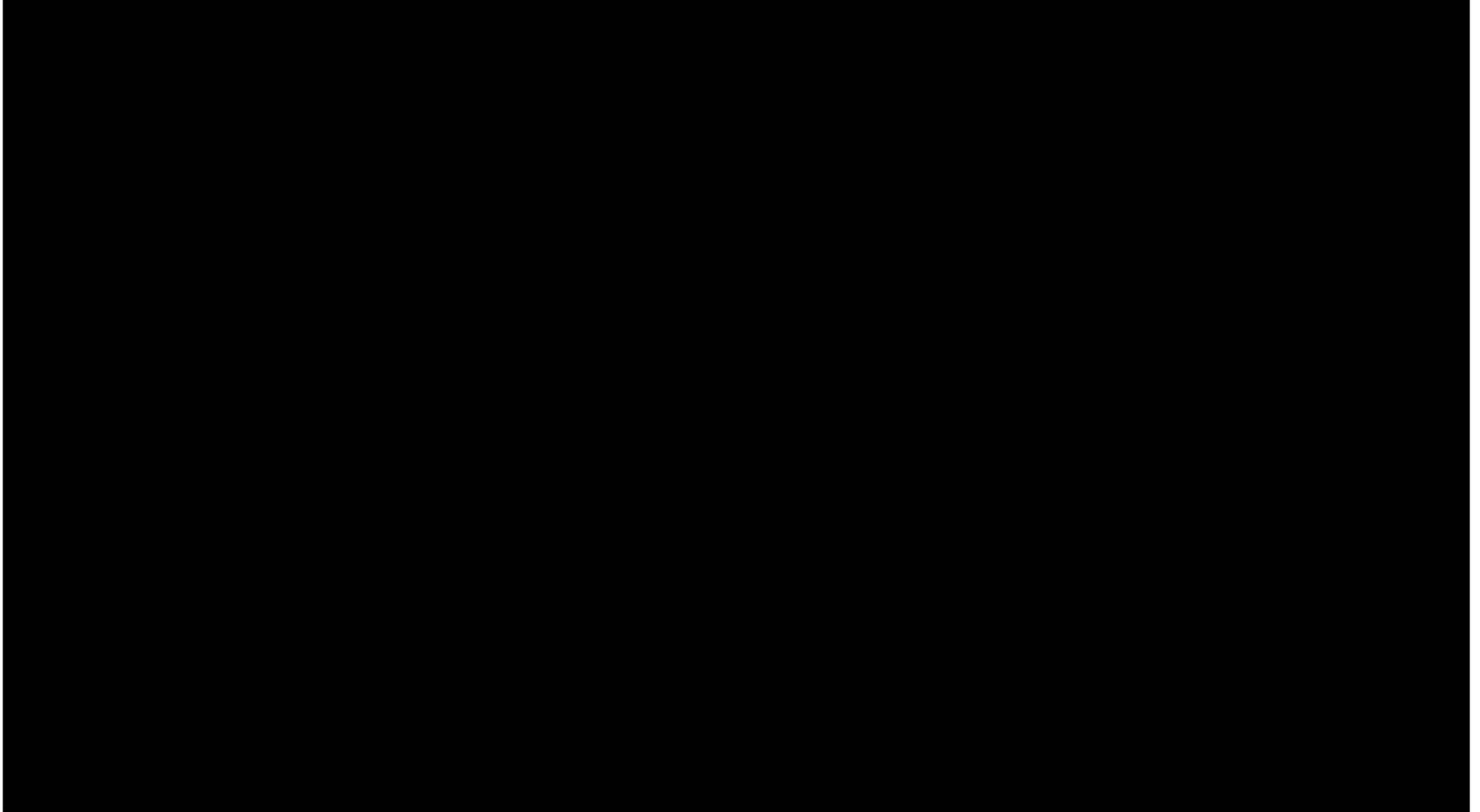
Obtén un Plan. Cuídate.

Encuentra un plan de salud en CoveredCA.com/espanol



AFRICAN AMERICAN SEGMENT

Campaign Examples - TV



AFRICAN AMERICAN SEGMENT

Campaign Examples – Newsprint & Outdoor



I got a health plan,
and peace of mind.

Vernie enrolled in health insurance through Covered California, so now she can focus on her family and her work, and not worry about unexpected medical bills. To find free, local help, or to find out if you're eligible for financial help to pay for your coverage, visit CoveredCA.com.

iMiN
Are You?

Find a health plan now at
CoveredCA.com



Get a plan.
Get covered.

Find health insurance at **CoveredCA.com**



ASIAN SEGMENT

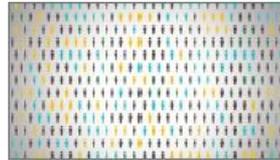
Campaign Examples – TV and Radio

TV Languages:

Mandarin,
Cantonese,
Korean,
Vietnamese,
Tagalog



2. Open with the Covered California logo.
(Animation: Covered California logo with CoveredCA.com)



2. We see the graphic people from the Welcome to Answers spot.
(Animation: Graphic people from the Welcome to Answers spot)

AVO: Over one million Californians are now enjoying the benefits that come with...



3. Camera zooms in to see the graphic people dissolve into a family of 4.

AVO: ... having health coverage through Covered California—and you can too.



4. Cut to a couple in front of computer looking over information on CoveredCA.com.
(Animation: CoveredCA.com from the Welcome to Answers spot)

AVO: Just go online and visit CoveredCA.com

Radio

Languages:
Similar scripts will be used for
Radio in
Mandarin,
Cantonese,
Korean,
Vietnamese,
Tagalog,
Hmong, Lao,
Cambodian



5. CU of animation on the screen.
(Animation: Map of California with key cities called out – SF, Sac, LA & SD)

AVO: Covered California is a state government initiative...



6. CU of animation on the screen.
(Animation: Health insurance plans from the Welcome to Answers spot)

AVO: ... that offers quality health insurance plans by private insurance companies. We have a wide range of plan options for you to choose from.



7. The couple looking at kids playing and smiling.

AVO: You may receive financial assistance to help you pay for your health insurance if you qualify.



8. An enrollment counselor explains the options to the same couple.
(Animation: In-person help graphic from the Welcome to Answers spot)

AVO: And, if you need assistance with enrollment, you can find local certified insurance agents and counselors near you. They can help you compare and select the right health insurance plan for you and your family. It's free and confidential.



10. Cut to Dad hugging his family. They all smile.

AVO: Protect your family from any possible health or financial disasters—and enjoy peace of mind, too. Get health coverage for you and your family today.



11. Version 1 Tagging
(Valid from: 11/15 - 12/15)
Enroll by 12/15 to be covered by January 1st

AVO: Visit CoveredCA.com to enroll or to find a certified agent or counselor near you. Enroll by 12/15/2014 to be covered by January 1st, 2015

Version 2 Tagging
(Valid from: 12/16 - 2/15)
Open Enrollment ends 2/15/2015

AVO: Visit CoveredCA.com to enroll or to find a certified agent or counselor near you. Open Enrollment ends 2/15/2015

ASIAN SEGMENT

Campaign Examples – Newsprint and Outdoor

Print Ad - Chinese, Korean, Vietnamese, Taglish

Get a health plan.
Protect yourself and your family.

As a health-conscious individual, you know it's important to protect yourself and your family from possible health or financial disasters. With a health insurance plan through Covered California, you now have a health plan for the most important piece of mind knowing that you're covered. So find free in-person enrollment help – or learn if you're eligible for financial assistance to help pay for your health insurance, visit CoveredCA.com

Find a health insurance plan at CoveredCA.com

For coverage starting January 1, sign up by December 15, 2014

Convenience Store Poster- Chinese, Korean, Vietnamese, Taglish

Get a health plan.
Protect yourself and your family.

To find free in-person enrollment help – or learn if you're eligible for financial assistance, visit CoveredCA.com

Get a health plan.
Protect yourself and your family.

Find a health insurance plan at CoveredCA.com

SOCIAL MEDIA

Reactive – built social customer service team to better manage social media conversations

Proactive

- Support renewal and open enrollment with informational posts that answer most common questions
- Support ground strategy (events, etc.)
- Alert people of any key information related to website performance, etc.
- Engage partners to reach out to their community



SALES CHANNEL / GROUND SUPPORT COLLATERAL MATERIALS

Goal: support the “customer journey,” fulfilling needs for information at every stage

- All in English and Spanish with select materials in all 13 languages
- Customizable with partner name and contact information
- Some examples include:



SPARK AND CONFIRM INTEREST

- What you need to know (tri-fold)
- Paper calculator
- Event flyer (template)



EXPLORE OPTIONS SHOP AND ENROLL

- Enrollment guide
- E-proposal



SPECIFIC INFORMATION NEEDS

- Immigration FAQ
- Financial FAQ
- Who to call (tri-fold)
- Calling card
- Reconciling tax credit FAQ
- Application information sheet



USING MY COVERAGE

- Now that you're enrolled

DATABASE MARKETING

Leverage CRM database to:

- Support renewal and retention of existing members
- Nurture leads in progress
 - Re-engage those who started the process during last OE and SEP but have not converted
 - New leads in the funnel – segmented outreach with messages targeted to where they are in the enrollment process to help conversion

ACCOUNT LOGIN | FIND AN AGENT | FIND AN ENROLLMENT COUNSELOR

COVERED CALIFORNIA

You're one step closer to affordable health care

Experts all over California can help you finish your application and choose a plan before March 31. So don't miss out on this opportunity to get affordable health insurance. Find free help in your community, or simply log in to your account to complete your application.

[Find an agent](#) Or [log in to your account »](#)

[Forgot username or password?](#)

STILL HAVE QUESTIONS? WELCOME TO ANSWERS.

What kind of health insurance is offered through CoveredCA.com?

The choices are as good as you can get in the marketplace. [Watch the video to learn more »](#)

How do I know if I can keep my current doctor?

View a directory of doctors covered by each health insurance company. [Learn how »](#)

What if I can't afford health care?

CORPORATE PARTNERSHIPS

All partnerships are no-cost opportunities to promote Covered California via partners' existing marketing and/or retail channels

- Extending and expanding existing partnerships



- Engaging new partners



BREAKOUT SESSIONS: AREAS FOR INPUT

BUILDING MOMENTUM:

- Feedback on Bus Tour

COMMUNITY OUTREACH CAMPAIGN

- Who are the community leaders Covered California should reach out to?
- What are the most effective venues in the community for outreach, education and enrollment?

MESSAGING

- How can Covered California improve its message on the following issues:
 - Immigration status, and affirming consumers that all information is confidential
 - The individual mandate, and informing consumers that they will face tax penalties in 2015 if they do not have insurance
 - Discussing affordability for consumers who are “higher” income (200%-400% FPL) and may not receive as much subsidies

EXPANDING SOCIAL MEDIA

- Expanding the “I’m In” campaign

INPUT

- Lessons learned from first open enrollment, and how to improve for 2015

BREAKOUT SESSIONS

- African American Subcommittee: **CASTAIC ROOM**
- Asian/Pacific Islander Subcommittee: **FOLSOM ROOM**
- Latino Subcommittee: **BERRYESSA (CURRENT ROOM)**

IF YOU ARE CALLING-IN

- Webinar access is available for each subcommittees. Please visit <http://hbex.coveredca.com> -> “Stakeholders” tab -> Marketing Outreach and Enrollment Assistance Advisory Group

IF YOU NEED ASSISTANCE

- Call Patrick at (626)-363-3817, or e-mail at patrick.le@covered.ca.gov

RECONVENE HERE AT 3PM