

Marketing, Outreach & Enrollment Assistance Advisory Group Meeting

Covered California January 24, 2014



COVERED
CALIFORNIA

February and March – Enrollment Efforts: Targeting the Gaps

January 24, 2014



COVERED
CALIFORNIA

TARGETING THE GAPS

1. Build on foundation of work done to-date
2. Analyze and Assess
3. New Marketing/Expanding Marketing
4. New Sales/Support Collateral
5. Enrollment Support and Tools
6. Improving Enrollment Service and Functionality
7. Local/Regional/Statewide Coordination and support

Build on Foundation of Work Done To-Date

- Marketing – Awareness and Call to Action
- Community-based Education and outreach
- Enrollment – thousands of counselors; in communities and On-line

Analyze and Assess

- Near term analysis
- Regional analysis
- Evaluation of all outreach, marketing and enrollment functions

New Marketing/Expanding Marketing

- Substantial Spanish and English content: TV, Radio, Print, Digital, Social
- New Content: specific to issues of uninsured
 - Affordability and value
 - Benefits
 - How to apply: free assistance from agents, counselors and counties
- New Content: concrete benefits/costs in February – Personal Stories
 - Tengo un plan
 - I'm In
- New and expanded placements

New Sales/Support Collateral

- Local Resource Guides – focusing on bilingual
- Printed “Proposal”
- Student specific collateral
- Printed applications:
 - Spanish
 - Chinese
 - Korean
 - Vietnamese

Enrollment Support and Tools

- Follow-up/support individuals who have applied but not enrolled (focus on Latino and Spanish-speaking)

- Expand CEE's, CEC's and Agents
 - Work through pipeline (focus on bi-lingual)
 - Assessing capacity
 - Add capacity from existing CEEs
 - Add new

- Linkage to in-language agents/CEWs

Improving Enrollment Service and Functionality

- On-Line: Spanish enrollment
- Phone support: Expanded service staff

Local/Regional/Statewide Coordination and Support

- Statewide and Local Media Events
 - Calendar of major events
 - Shared Material

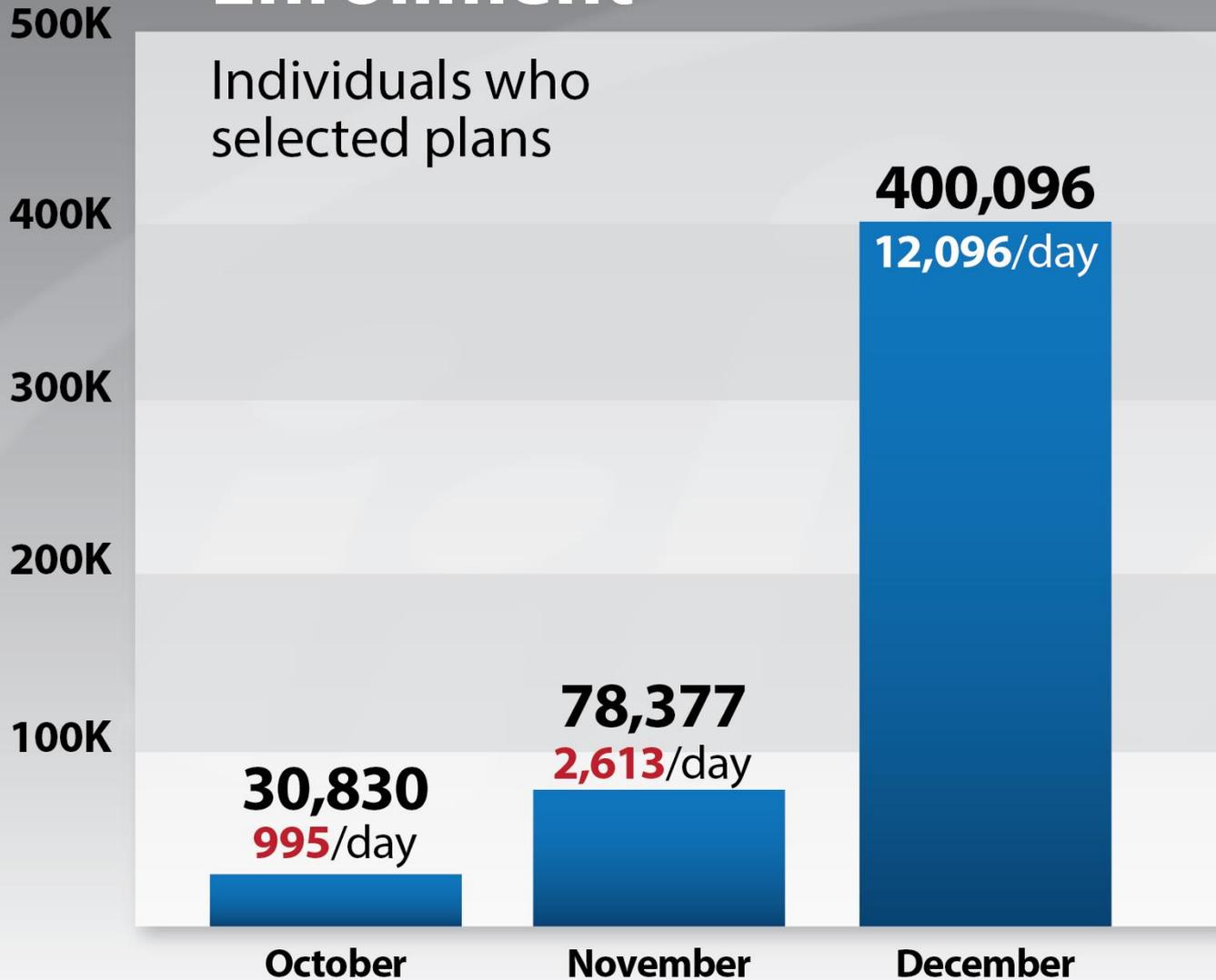
- Identifying major regions for focused coordination
 - Los Angeles
 - Inland Empire
 - Central Valley

- “Major” regional events/campaigns
 - City Colleges/Cal State’s
 - Libraries
 - Cover Cities

ENROLLMENT RESULTS

OCT. 1 – DEC. 31

Enrollment



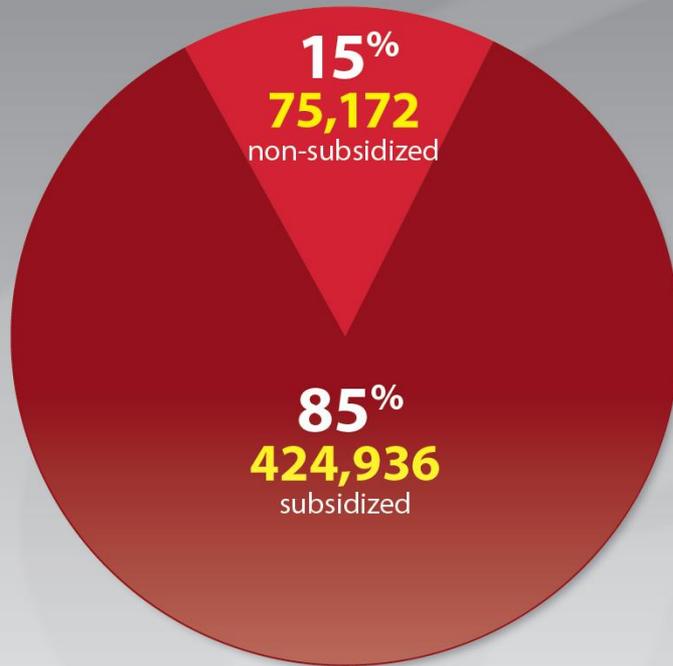
625,564

**Individual plans selected through
Covered California as of Jan. 14.**

January Enrollment Numbers

Covered California

Oct.-Dec. Enrollment



Applications Completed:

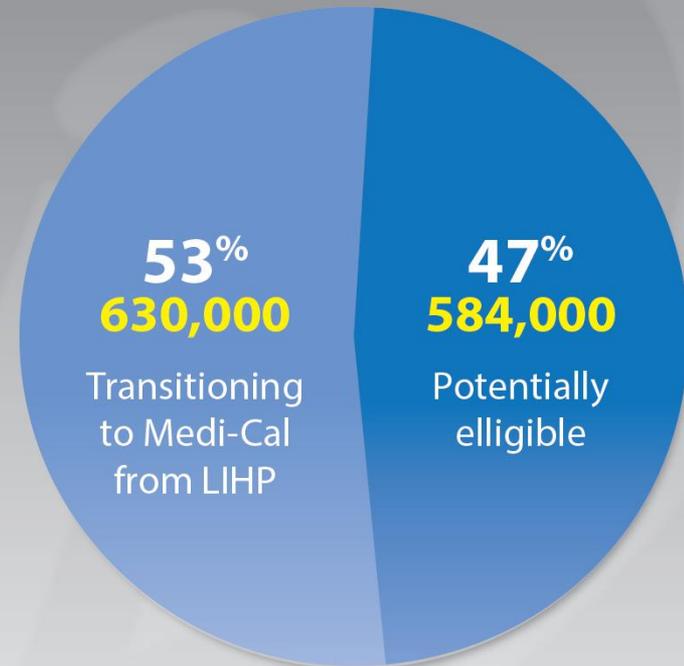
1,456,909

Individuals Enrolled:

500,108

Medi-Cal

Oct.-Dec. Enrollment

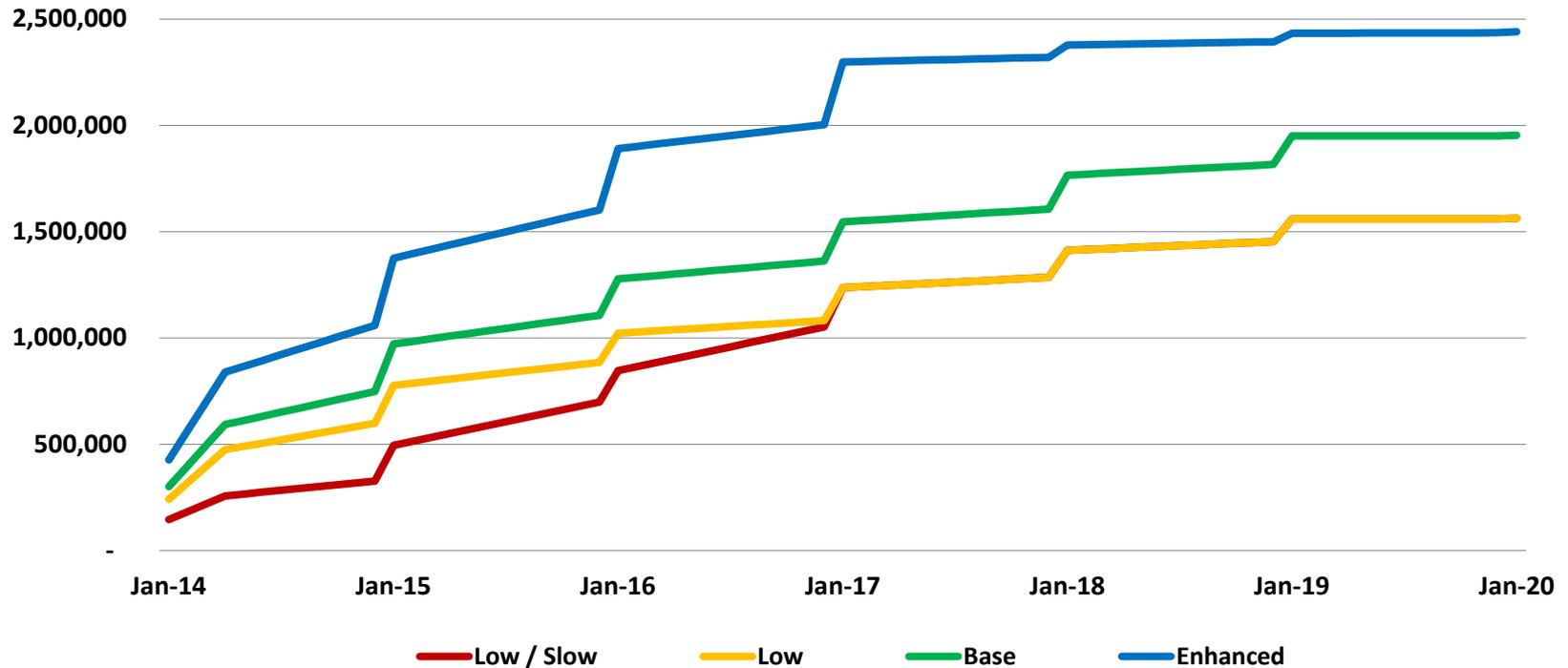


Individuals Enrolled:

1,214,000

COVERED CALIFORNIA: ANNUAL ENROLLMENT FORECASTS FOR SUBSIDIZED AND UNSUBSIDIZED CALIFORNIANS

Exchange Subsidized & Unsubsidized Enrollment Forecasts



	Apr-14	Jan-15	Jan-16	Jan-17	Jan-18	Jan-19
Low / Slow	290,000	490,000	850,000	1,240,000	1,410,000	1,560,000
Low	450,000	780,000	1,020,000	1,240,000	1,410,000	1,560,000
Base	580,000	970,000	1,280,000	1,550,000	1,770,000	1,950,000
Enhanced	830,000	1,380,000	1,890,000	2,300,000	2,380,000	2,430,000

TOTAL THREE MONTH ENROLLMENT VS. BASE SIX MONTH PROJECTIONS

We are halfway (50%) through open enrollment

	Base Projection for 3/31/2014	Total Enrolled (with plan selection) on 12/31/2013	Difference from Base Projection for 3/31/14	Performance to date (% of 3/31/14 base projection)
Total Enrollment	580,000	500,108	(79,892)	86%
Subsidy eligible	487,000	424,936	(62,064)	87%

TOTAL THREE MONTH ENROLLMENT VS. BASE SIX MONTH PROJECTION (ETHNICITY AND RACE)

	Base Projection for 3/31/2014	Total Enrolled (with plan selection) on	% of Total	Difference from Base Projection for 3/31/14	Performance to date (% of 3/31/14 base projection)
White	194,000	179,615	43.7%	(14,385)	93%
Asian	83,000	92,142	22.4%	9,142	111%
Latino	265,000	74,090	18.0%	(190,910)	28%
Black or African American	22,000	10,867	2.6%	(11,133)	49%
Mixed Race	16,000	25,160	6.1%	38,253	339%
American Indian and Alaska Native		917	0.2%		
Native Hawaiian and Other Pacific Islander		730	0.2%		
Other		11,172	2.7%		
Unknown Race/Non-Latino		16,274	4.0%		
Grand Total	580,000	410,967	100%		

TOTAL THREE MONTH ENROLLMENT VS. BASE SIX MONTH PROJECTION (REGION)

Regions	Base Projection for 3/31/2014	Total Enrolled (with plan selection) on 12/31/2013	Difference from Base Projection for 3/31/14	Performance to date (% of 3/31/14 base projection)
Northern CA	22,571	20,591	(1,980)	91%
Greater Bay Area	89,599	116,635	27,036	130%
Sacramento	28,726	27,227	(1,499)	95%
San Joaquin	58,137	32,875	(25,262)	57%
Central Coast	32,602	35,301	2,699	108%
Los Angeles	177,602	132,209	(45,393)	74%
Other Southern CA	170,763	135,270	(35,493)	79%
Total	580,000	500,108	(79,892)	86%

Specific Counties

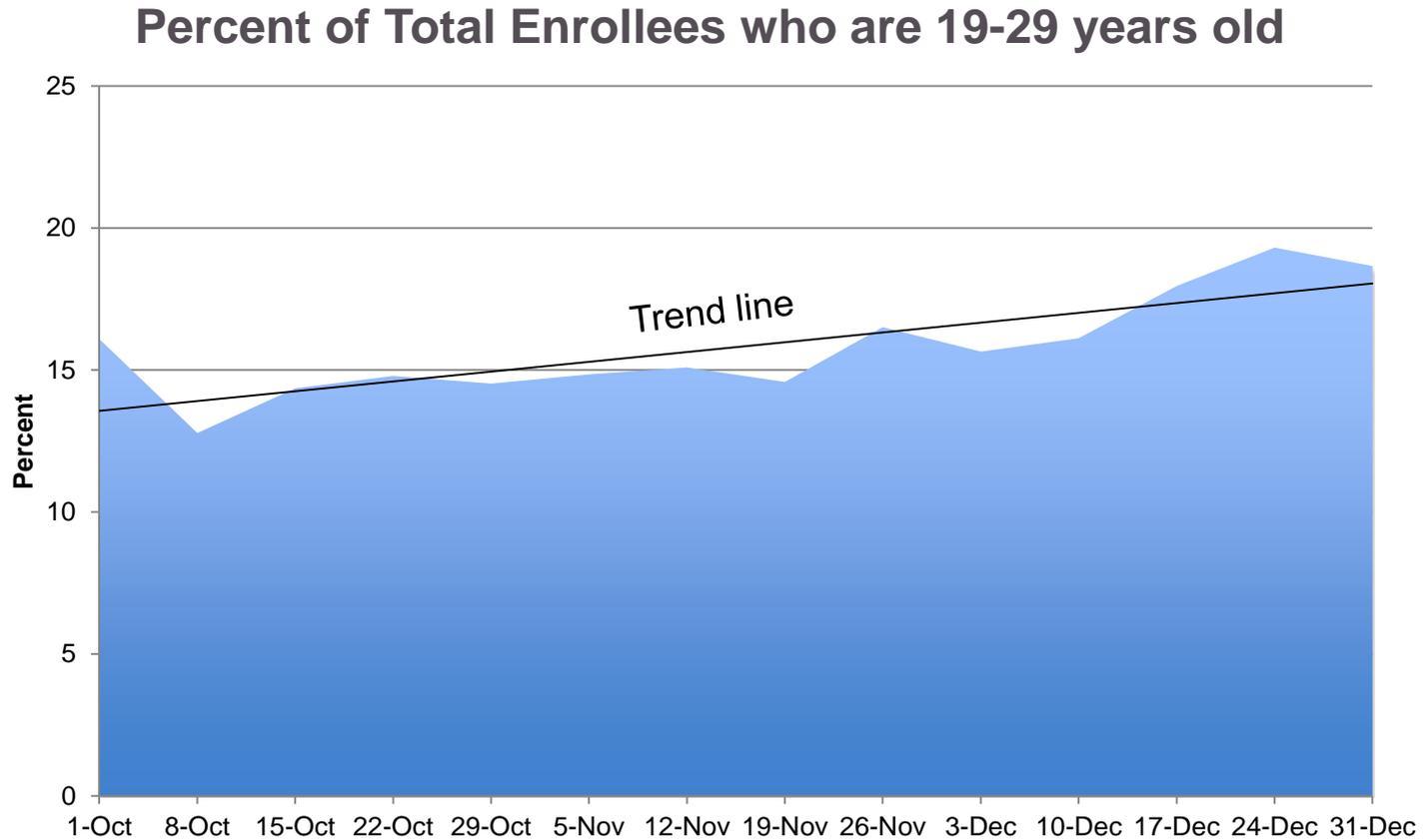
Fresno	14,500	6,748	(7,752)	47%
Orange	44,392	50,016	5,624	113%
San Diego	43,054	45,081	2,027	105%
San Bernardino	35,692	16,057	(19,635)	45%
Riverside	40,377	23,417	(16,960)	58%

TOTAL THREE MONTH ENROLLMENT VS. BASE SIX MONTH PROJECTION (AGE)

Age	Base Projection for 3/31/2014	Total Enrolled (with plan selection) on 12/31/2013	Difference from Base Projection for 3/31/14	Performance to date (% of 3/31/14 base projection)
0-18 years	31,231	36,528	5,297	117%
19-29 years	153,923	84,716	(69,207)	55%
30-44 years	169,538	117,983	(51,555)	70%
45-64 years	225,308	260,710	35,402	116%

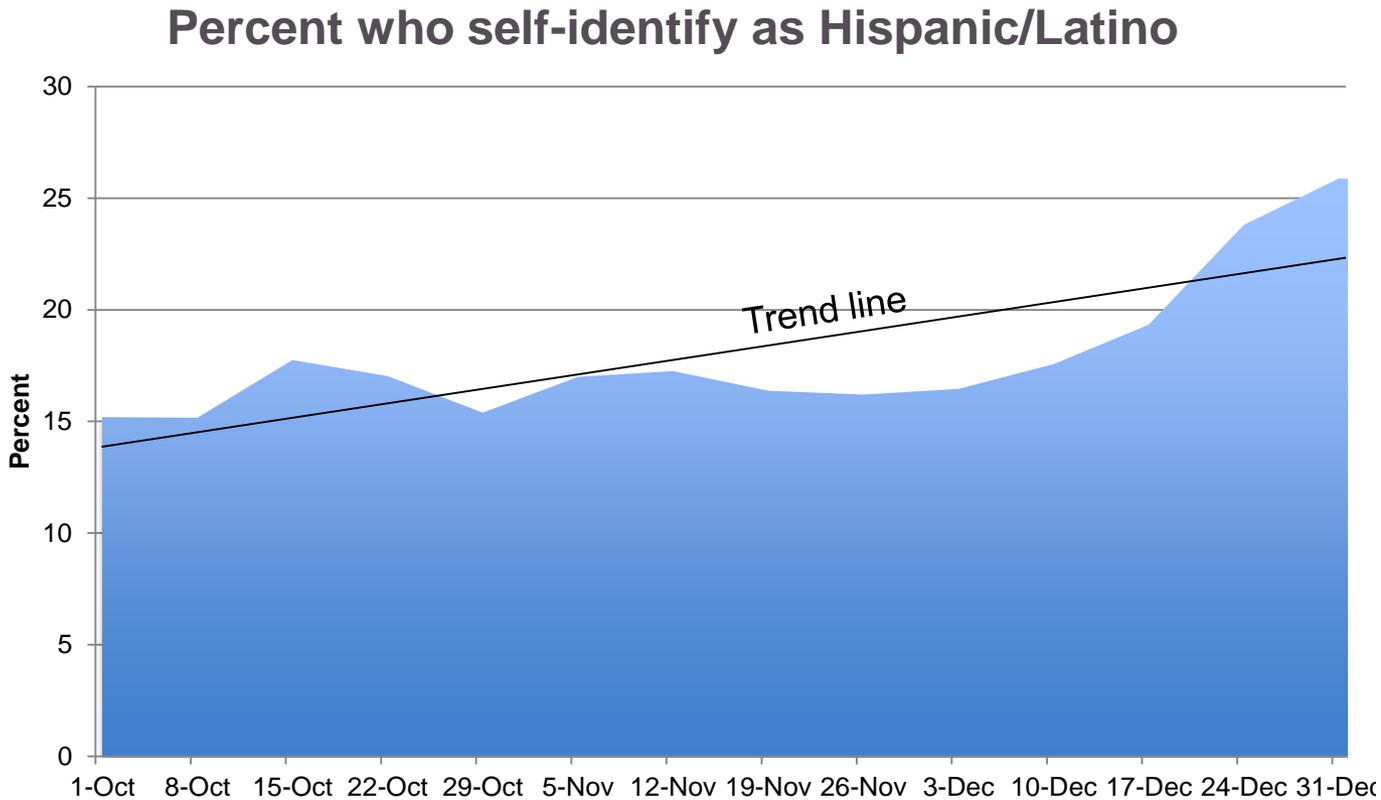
ENROLLMENT AMONGST MILLENNIALS (AGES 19-29)

From Oct 1 to Dec 31, Millennials comprised an average of 16% of total enrollees, but trending up



ENROLLMENT AMONGST HISPANIC / LATINOS

From Oct 1 to Dec 31, Hispanic/Latinos comprised an average of 18% of total enrollees, but trending up



MARKETING REPORT

Michael Brennan, Marketing Manager

KEY UPDATES AND RECENT ACTIVITIES

Q1 Marketing – Strategy

1. Build on the success of our Q4 advertising efforts

2. Make tactical adjustments for continued improvement:

- Maximize broad reach media vehicles (TV and Radio) and expanded target audience parameters beyond subsidy eligibles to reach more influencers
- Add longer format :60 second TV and Radio spots to maximize response
- Boost CRM efforts to help maximize sales conversion
- Turn up the volume for key targets and geographies that present a fertile ground to help boost enrollment
- Adjust creative messaging based on Certified Enrollment Counselors (CEC's) survey results

KEY UPDATES AND RECENT ACTIVITIES

Q1 Marketing – Latino efforts dialed up

1. Increase investment in Spanish language marketing efforts by \$4.5MM or 37% (pending federal funding)

Focus incremental dollars on:

- Media vehicles that perform best with Spanish speaking target audience:



- Key markets with high concentration of Latinos

2. Implementation of Univision/Endowment/Covered CA strategic partnership:

- Custom content on Univision to educate Latinos about the ACA
- Nationwide effort with Covered CA content integration



KEY UPDATES AND RECENT ACTIVITIES

Q1 Marketing – Millennial efforts dialed up

1. Increase investment in Youth/Millennial marketing efforts by \$5.0M (pending federal funding).

- Media vehicles that perform best with Millennial: Social Media/Search, Digital Advertising, and selected Cable TV networks
- Statewide (Digital), and Los Angeles/San Francisco/Sacramento (Cable TV)

2. “Tell-A-Friend – Get Covered” Campaign

- January 16th live-streamed event on YouTube, with celebrities and influencers in both general market and Spanish-speaking community (www.tellafriendgetcovered.com)
- Over 500MM impressions have been reached to date through social media channels.

3. Continue to develop Millennial focused content for advertising and collateral

- Millennial cards
- Educational videos



KEY UPDATES AND RECENT ACTIVITIES

Q1 Marketing – Efforts dialed up in Los Angeles, Inland Empire, and Central Valley

1. Identify the number of uninsured people by zip code to show geographic areas with the highest opportunity for enrollment

- Zip codes with highest opportunity are found in Los Angeles county and inland areas, many of these have high concentration of Spanish-speaking Latinos.

2. Increase marketing investment and outreach activities

- Increased Spanish radio advertising in Los Angeles, San Bernardino, Riverside, Bakersfield, Palm Springs, Santa Maria, Fresno, Merced, Visalia, Modesto, Stockton, Sacramento
- In the process of increasing general market radio in LA, Inland and Central Valley
- Increase grassroots marketing and outreach activities in partnership with libraries, churches, and cities.
- Supplement efforts with Direct Mail outreach focused on Latino target in LA
- Increase Asian media weight in Central Valley

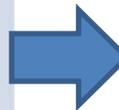
KEY UPDATES AND RECENT ACTIVITIES

Q1 Advertising Campaign

... founded in research and recent learnings from CEC survey

Key learnings:

- Greater need for more education and in depth information
- Greater need for in-person assistance (especially among Latinos)
- Need to show examples of success to demonstrate how Covered CA is working for Californians



Address by:

- “Welcome to Answers” educational platform
- Highlight the availability of in-person help and how to find it
- “I’m In / Tengo un Plan” brand platform featuring new enrollees

KEY UPDATES AND RECENT ACTIVITIES

“Welcome to Answers” TV - English



KEY UPDATES AND RECENT ACTIVITIES

“Welcome to Answers” TV - English



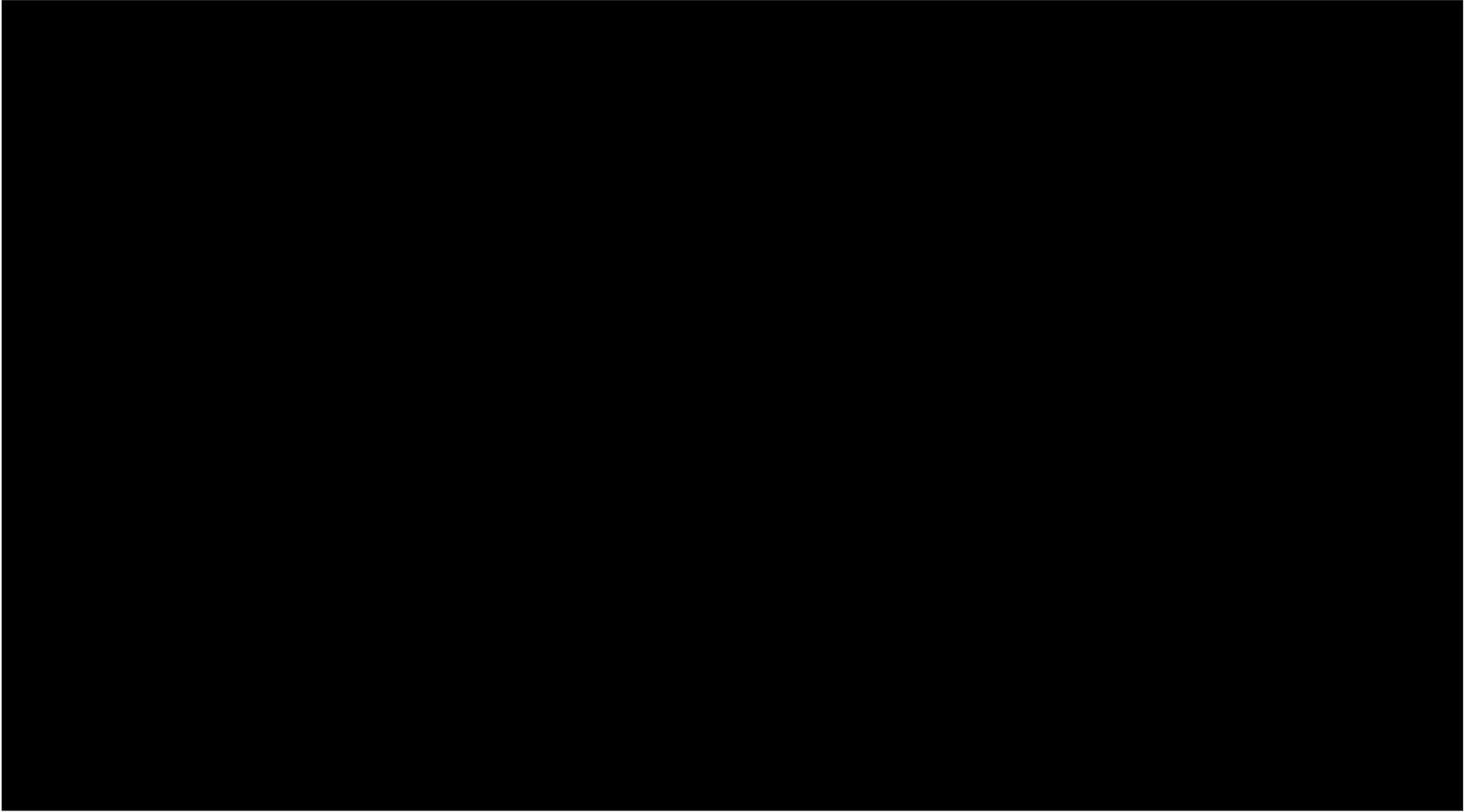
KEY UPDATES AND RECENT ACTIVITIES

“Welcome to Answers” TV - Spanish



KEY UPDATES AND RECENT ACTIVITIES

“Welcome to Answers” TV - Spanish



KEY UPDATES AND RECENT ACTIVITIES

“Welcome to Answers” Direct Mail

English



Time's running out
Open enrollment ends March 31.*

COVEREDCA.COM | 800-968-8039



Spanish



La inscripción abierta
en Covered California
termina el 31 de marzo*
No te quedes afuera. Asegúrate.
Covered California open enrollment ends March 31. Don't get left behind. Get covered.

COVEREDCA.COM | 800-968-8280



Jason Tucker,
Covered California open
enrollment ends March 31, 2014.*

- **Act now** or you won't have the opportunity to enroll in health insurance until the fall.
- **Simply apply**, pick your plan and make a payment to avoid tax penalties.
- **Find** in-person help near you by visiting us online or calling.
- **Don't wait.** Without insurance, even a small medical issue can cost you big.

*With the exception of life-changing events such as marriage or loss of a job.

Don't miss out. Enroll now.

COVEREDCA.COM | 800-968-8039



José Bustos,
La inscripción abierta en Covered
California termina el 31 de marzo del 2014.*

- **Actúa ya** o no tendrás la oportunidad de inscribirte en un seguro de salud hasta el otoño.
- **Act now** or you won't have the opportunity to enroll in health insurance until the fall.
- **Simplemente aplica**, elige tu plan y haz tu pago para evitar multas en tus impuestos.
- **Simply apply**, pick your plan and make a payment to avoid tax penalties.
- **Encuentra ayuda en persona** cerca de ti, al visitar nuestro sitio web o llamar por teléfono.
- **Find in-person help** near you by visiting us online or calling.

*Con la excepción de eventos que modifican tu vida como el matrimonio o la pérdida de tu trabajo.

*With the exception of life-changing events such as marriage or loss of a job.

No te quedes afuera. Inscríbete ya.

Don't miss out. Enroll now.

COVEREDCA.COM | 800-968-8280

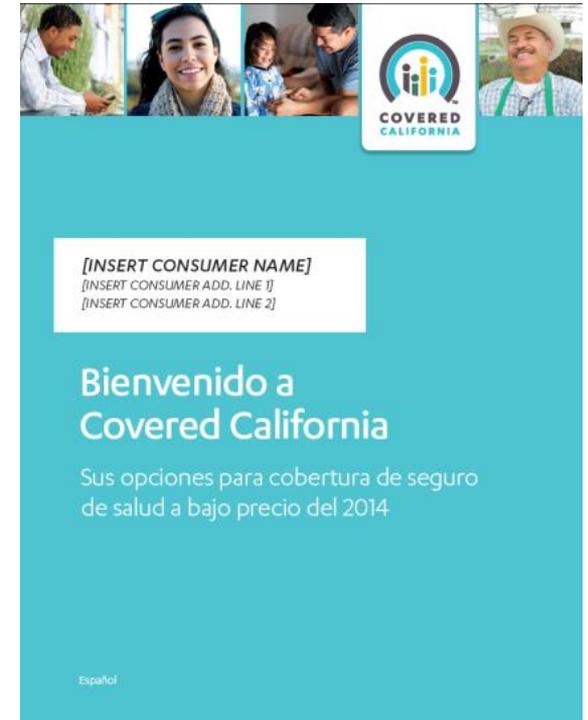


KEY UPDATES & RECENT ACTIVITIES

Shop & Compare Tool Update

Personalized proposal

- Personalized coverage options
- Delivered as print on demand or by mail
- In English and Spanish
- Timing – estimated launch w/o 1/27



IMPACT OF EARNED MEDIA & WEBSITE EFFECTIVENESS

Dana Howard

MEDIA INQUIRIES

December

- Received 214 media inquiries

January

- Received 100 media inquiries

-
- Received 87 requests for speaking engagements between December and January
 - Hired three additional regional Information Officers who are based in San Francisco and Los Angeles. They will have a presence at events and facilitate relationships between the Cantonese, Mandarin and Spanish-speaking communities and local governments
 - Facebook page has 142,000 likes

WONKBLOG

California is averaging 15,000 Obamacare enrollments each day

BY SARAH KLIFF December 18, 2013 at 2:15 pm

Welcome to Health Reform Watch, Sarah Kliff's regular look at how the Affordable Care Act is changing the American health-care system — and being changed by it. You can reach Sarah with questions, comments and suggestions [here](#). Check back every Monday, Wednesday and Friday afternoon for the latest edition or sign up [here](#) to receive it straight from your inbox. Read previous columns [here](#).



USA TODAY
A GANNETT COMPANY

NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION 19° SUBSCRIBE

California insurance enrollments surged in December

Kelly Kennedy, USA TODAY 4:36 p.m. EST December 12, 2013

Enrollment jumped in the first week of December.



(Photo: Nick Ut, AP)

SHARE 57 CONNECT 42 TWEET 17 COMMENT EMAIL MORE

WASHINGTON — Enrollment in California's health insurance exchange surged in the first week of December, state insurance officials announced Thursday, as almost 50,000 people signed up for health insurance.

The 49,708 Californians who enrolled in private insurance plans in December is almost half of the 107,087 who enrolled in insurance between Oct. 1 and Nov. 30, state statistics show.

California officials cited the enrollment figures Thursday as they launched a major statewide marketing effort to increase enrollment in health insurance in the nation's most populous state. The Obama administration is counting on a surge of new insurance customers in California to strengthen the

STORY HIGHLIGHTS

- First week of December saw almost 50,000 people pick insurance
- That was about half the total for all of October and November
- State kicks off promotion campaign

RESOLVE TO...LIFT MO
Save up to 50% or more at DealChicken.com



DealChicken.com SEE THE DEAL

AFFORDABLE CARE ACT



ACA offers incentives to help older people out of nursing homes
Christina Voestal

SFGate 52°F San Francisco, CA (change)
Mostly Cloudy Today 46/70 Sat. 48/70 5 Day Forecast
Friday Jan 24, 2014 9:42 AM PT
sfgate.com Businesses

MarketWatch THE WALL STREET JOURNAL
Latest News View All
1:17p Juniper buoyed by Jana stake; Herbalife loss grows
1:03p Emerging markets continue to sink; 'perfect hurricane'
12:58p The Mavericks big-wave contest is underway, and it's

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California's Obamacare program is close to meeting enrollment goal

January 21, 2014, 5:01 PM

Spike in Covered California signups pushes total to 625,000

Victoria Colliver
Updated 8:36 am, Wednesday, January 22, 2014



In this file photo, Peter Lee, executive director of Covered California, the state's health insurance exchange, announces sign-ups for the site. More than 400,000 people rushed to sign up for Covered California last month to meet the Jan. 1 deadline for coverage. Photo: Rich Pedroncelli, Associated Press

SHARE: Like 470 Tweet 30 MORE Email Print

By Russ Britt
Halfway through the process, officials running the Obamacare program in California said Tuesday they are close to reaching the minimum expected enrollment for subsidy-eligible consumers and have surpassed the half-million mark in overall signups.

Covered California, the Golden State's incarnation of Obamacare, says it enrolled 424,936 subsidy-eligible policyholders from Oct. 1 to Dec. 31. Peter V. Lee, Covered California's executive director, said in a press release that the agency was forecast by independent assessors to reach enrollment at somewhere between 487,000 and 696,000 during the entire signup period, which runs through March 31.



"These impressive numbers for the first half of open enrollment and the continued momentum in January tell us we are on track to meeting, if not beating, those enrollment estimates as we continue to pick up steam," Lee said in a prepared statement.



WEBSITE EFFECTIVENESS

COVERED CALIFORNIA

Your destination for affordable, quality health care, including Medi-Cal

ABOUT US COVERAGE RESOURCES PROGRAMS & PARTNERS NEWS CENTER LANGUAGES: ENGLISH

Enroll by Feb. 15 for Coverage Beginning Mar. 1
Visit our secure login site to set up an account and apply or to access your account.

Find Local Help Apply Now
Account Login How to Pay

Individuals & Families Small Businesses Events Near You Request Enrollment Assistance

TELL A FRIEND GET COVERED
Tell A Friend Get Covered
Help ensure that your friends have health coverage.
Tell A Friend >

Shop and Compare Tool
Use our online calculator to find quality health care, including Medi-Cal.
Shop & Compare >

Key Deadlines & Dates

Last day to submit payment for Feb. 1 coverage	Jan. 28
Last day to choose a plan for coverage that begins March 1	Feb. 15
Last day to submit payment for Mar. 1 coverage	Feb. 25

FAQs (see all)
How do I use my coverage starting Jan. 1st?
How can I check the status of my application?
Is catastrophic coverage an option for me?

WEBSITE EFFECTIVENESS

Your destination for affordable, quality health care, including Medi-Cal

ABOUT US COVERAGE RESOURCES PROGRAMS & PARTNERS NEWS CENTER LANGUAGES: ENGLISH

COVERED CALIFORNIA

Enroll by Feb. 15 for Coverage Beginning Mar. 1
Visit our secure login site to set up an account and apply or to access your account.

Find Local Help Apply Now
Account Login How to Pay

Individuals & Families Small Businesses Events Near You Request Enrollment Assistance

TELL A FRIEND GET COVERED
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Help ensure that your friends have health coverage.
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HOW TO PAY



Your destination for affordable, quality health care, including Medi-Cal



ABOUT US COVERAGE RESOURCES PROGRAMS & PARTNERS NEWS CENTER LANGUAGES: ENGLISH

How To Pay

I've Enrolled — How Do I Pay?

Congratulations on signing up for a health insurance plan through Covered California. Now, you need to pay your premium in order for your health care coverage to take effect. For coverage beginning Jan. 1, 2014, the first payment must be received by the health insurance company by Jan. 15, 2014. Some insurance companies may consider extending that payment deadline, so you should contact your insurer to find out when payment is due. If you receive a bill from your insurance company, please follow the instructions on the invoice for submitting payment. If you haven't received a bill, you should contact the company or make payments using the specific information listed below for each insurer. Pediatric dental plans have separate invoices and accounts. Payment for all plans in the individual market must be submitted to the insurance plan issuer. For employers who choose to enroll their employees in one of the exchange's Small Business Health Options Program (SHOP) plans, payments must be made to Covered California. The SHOP mailing address is listed below.

[FAQ - How Do I Use My Coverage](#)

Health Plans

Health Plan	Pay by Phone	Pay Online	Pay by Mail	No Invoice Received?
Anthem Blue Cross January deadline extended to 1/31	(855) 634-3381 Have your Subscriber ID or Social Security number	Visit the payment landing page www.anthem.com/ca/paymentlanding for further details If you have your Application ID, go to Anthem Payment site	Please reference the information found on the payment letter.	(855) 634-3381
Blue Shield of California	(855) 836-9705 Have your Case # or Social Security number	Blue Shield CA website Have your Social Security Number	P.O. Box 60514 City of Industry, CA 91716-0514 your Certificate Number from your invoice to payment; add your invoice stub	Go to http://service.healthplan.com/ Have your Social Security Number available
Chinese Community Health Plan	N/A	For first-time payment: log in to your CoveredCA.com account; follow payment instructions	445 Grant Avenue, #700 San Francisco, CA 94108 Add your invoice stub	(877) 224-7808
Contra Costa Health Plan	(855) 957-2247 Select Option 2 Include Covered CA ID	Covered Contra Costa website Include Covered CA ID	Contra Costa Health Plan P.O.Box 2390 Omaha NE 68103 Include Covered CA ID	(855) 957-2247 Include Covered CA ID
Health Net Deadline extended to 1/31	(877) 200-9260 Have your Subscriber ID and payment method. (If you don't have your Subscriber ID	Online payments accepted only after first payment	P.O. Box 60515 City of Industry, CA 91716-0515	Go to www.healthnet.com/getmyid to obtain your ID and call (877) 200-9260

FIND LOCAL HELP



Your destination for affordable, quality health care, including Medi-Cal



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Enrollment Assistance

Find Help Near You

You can get help in-person from certified enrollment counselors, certified agents and county service agencies.



Certified Enrollment Counselors

Certified Enrollment Counselors help individuals and families apply and select insurance.

Attention Consumers
Please contact the Certified Enrollment Entity (CEE) organization *prior* to going to the location to verify in-person assistance hours and available Certified Enrollment Counselors (CECs).

[Find an Enrollment Counselor »](#)

Agents

Agents help individuals and small business employers and employees select insurance plans.

[Find an Agent »](#)

County Human Services Agencies

County Human Services Agencies can tell you about your health coverage options, help you apply and determine your eligibility for assistance in covering all or a portion of the cost. They can also determine your eligibility for nutrition benefits and cash assistance.

[Find a County Human Services Agency »](#)

Request Enrollment Assistance

Please take a moment to fill out this form and a representative will contact you with more information and application assistance.

[Request Enrollment Assistance](#)

If you need to reach a Customer Service Representative, please call:

Covered California Customer Service
Phone: 1-800-300-1506 (TTY: 1-888-889-4500)

For SHOP Certified Insurance Agent and Employer support, please call: 877-453-9198

For Certified Enrollment Entity and Certified Enrollment Counselor support, please call: 888-402-0737

Programs & Partners

[Outreach & Education](#)
[Enrollment Assistance Program](#)
[Health Insurance Companies](#)
[SHOP Health Insurance Companies](#)
[Certified Insurance Agents](#)
[California Tribes](#)

The Board

[Board Members](#)
[Board Meetings](#)

Resources

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[Regulations](#)
[Federal Guidance](#)
[Notice of Privacy Practices](#)
[Programs Toolkit](#)
[Link to Us](#)
[Fact Sheets](#)
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[California Health Benefit Exchange](#)

Covered California is Powered by
CALIFORNIA
Health Benefit Exchange



TELL A FRIEND

about us

media inquiries

TELL A FRIEND

GET COVERED

Millions of Americans are now eligible for affordable health coverage. Join the national effort to ***Tell a Friend - Get Covered***

Welcome to our 6-hour live-stream event that will include stories, tips, helpful information and sharing the hows and whys of getting covered.



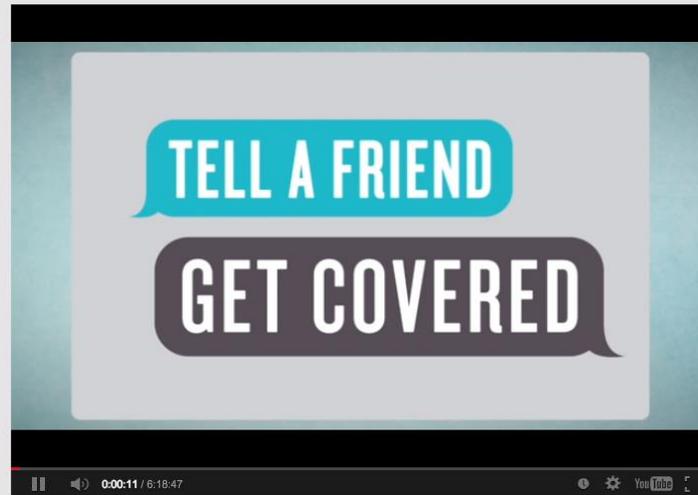
Watch & Share



Select Your State

Video Clips

YouTube Live



The ***Tell A Friend - Get Covered*** campaign is a collaboration of state health exchanges, led by [Covered California](#), along with partners including Enroll America, with a goal of sharing the hows and whys of getting covered. [Privacy Policy](#)

SPANISH HOMEPAGE MATCHES ENGLISH HOMEPAGE

Your destination for affordable, quality health care, including Medi-Cal

ABOUT US COVERAGE RESOURCES PROGRAMS & PARTNERS NEWS CENTER LANGUAGES: ENGLISH

Español (Spanish)

INFORMATION SHEETS IN OTHER LANGUAGES

- العربية (Arabic)
- Հայերեն (Armenian)
- 中文 (Chinese)
- فارسی (Farsi)
- Hmoob (Hmong)
- ភាសាខ្មែរ (Khmer)
- 한국어 (Korean)
- ລາວ (Lao)
- Русский (Russian)
- Español (Spanish)
- Filipino
- Tiếng Việt (Vietnamese)

Enroll by Feb. 15 f
Coverage Beginning
 Visit our secure login site to set up and apply or to access your account

Find Local Help **Apply No**
Account Login **How to Pa**

Individuals & Families Small Businesses Events Near You Request Assistance

TELL A FRIEND GET COVERED **Tell A Friend Get Covered**
 Help ensure that your friends have health coverage.
Tell A Friend >

Shop and Compare Tool
 Use our online calculator to find quality health care, including Medi-Cal.
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 SHOP Health Insurance Companies
 Certified Insurance Agents
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The Board
 Board Members
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Covered California is Powered by CALIFORNIA Health Benefit Exchange

In Partnership with **DHCS**
 Department of Health Care Services

SPANISH WEBSITE


Donde Encontrará Cuidado Médico a su Alcance








COVERED CALIFORNIA

SOBRE NOSOTROS
OBTENGA COBERTURA
RECURSOS
IDIOMA: ESPAÑOL



Inscríbese antes del 15 de febrero para contar con cobertura a partir del 01 de marzo

V Visite nuestra página para crear una cuenta, inscribirse o ingresar a su cuenta.

Encuéntre ayuda
Inscríbese ahora
Inicie sesión

Como realizar su pago

Inscríbese por teléfono: 800-300-0213

Solicitud en Español



Individuos y familias



Pequeños Negocios



Eventos cercanos a usted



Ayúdeme a inscribirme



**TÉLLE A FRIEND
GET COVERED**

Dile a un Amigo Obtén Cobertura

Ayúdanos a asegurar que tus amigos tengan cobertura de salud.

Dile a un Amigo >



Herramienta para comparar precios

Utilice nuestra calculadora en línea para encontrar un seguro médico de calidad, incluyendo el programa de Medi-Cal.

Compare >

Fechas y plazos importantes

El último día para enviar el pago para empezar la cobertura el 1 de febrero	de enero 28
El último día para elegir un plan de salud para que la cobertura comience el 1 de marzo	de febrero 15
El último día para enviar el pago para iniciar la cobertura el 1 de marzo	de febrero 25

Centro de Noticias

Encuentre Ayuda en su Comunidad
< |



No temas si eres indocumentado/a Para tener en cuenta

El servicio de Inmigración y Aduanas (ICE) ha dicho que aquellas personas que se encuentran de manera indocumentadas en el país no deben temer acciones migratorias al inscribir en un seguro médico a sus familiares que califican para la reforma de la salud.

Obtén ayuda en persona, en tu comunidad

El 23 de Diciembre es la fecha límite para solicitar un seguro

OUTREACH, EDUCATION AND ENROLLMENT ASSISTANCE PROGRAMS

Sarah Soto-Taylor, Deputy Director Community Relations

January 24, 2014

OUTREACH AND EDUCATION GRANTEEES

Individual Market Grantees

Event Type	Completed Events YTD		Projected Events through Open Enrollment	
	Completed Events	Total Completed Reach	Projected Events	Total Projected Reach
Social Media	102	4,292,349	60	907,268
Phone Calls	137	848,196	47	654,368
Community Event	3,215	501,215	970	307,441
One-on-One	1,686	451,537	1,492	246,913
Workshop	1,931	125,825	1,290	810,164
School Setting	796	93,564	329	127,239
Faith Based	480	87,852	259	70,738
Health Based	425	27,117	152	13,537
Door to Door	105	24,077	47	25,327
Business	121	11,099	54	9,079
Direct Mailing	9	10,421	7	870
Pow-Wow	9	518	0	0
Grand Total	9,016	6,473,770	4,707	3,172,944

OUTREACH AND EDUCATION GRANTEEES

Provider Education Grantees

Event Type	Completed Events YTD		Projected Events through Open Enrollment	
	Completed Events	Total Completed Reach	Projected Events	Total Projected Reach
Social Media	107	432,185	72	294,035
Workshop	94	71,082	123	11,023
Direct Mailing	27	50,191	41	67,666
One-on-One	67	31,633	42	10,278
Community Event	5	1,325	0	0
Phone Calls	6	105	5	155
Grand Total	306	586,521	283	383,157

SHOP Grantees

Event Type	Completed Events YTD		Projected Events through Open Enrollment	
	Completed Events	Total Completed Reach	Projected Events	Total Projected Reach
Business	78	12,384	36	15,295
Community Event	23	3,226	7	2,800
Social Media	34	502,297	53	14,070
Workshop	124	9,421	51	3,075
Door to Door	0	0	7	650
Grand Total	259	527,328	154	35,890

CERTIFIED ENROLLMENT ENTITIES AND COUNSELORS

583 Entities and 3696 Counselors (as of 1/21/14)

Language Served	Active Entities	% of Total Active Entities	Certified Counselors	% of Total Certified CECs
English	559	95.9%	3647	98.7%
Spanish	510	87.5%	2232	60.4%
Farsi	97	16.6%	13	0.4%
Vietnamese	91	15.6%	70	1.9%
Tagalog	88	15.1%	44	1.2%
Other	67	11.5%	108	2.9%
Cantonese	63	10.8%	148	4.0%
Mandarin	63	10.8%	133	3.6%
Hmong	51	8.7%	31	0.8%
Korean	46	7.9%	50	1.4%
Russian	45	7.7%	23	0.6%
Arabic	45	7.7%	15	0.4%
Armenian	42	7.2%	22	0.6%
Khmer	31	5.3%	15	0.4%

EXPANDING CURRENT CAPACITY

Strategies through open enrollment will focus on:

- Increasing the capacity of the existing network to serve consumers
 - Identifying Counselors who have not registered or completed training
- Increase technical support including a dedicated support line for Counselors
- Recruiting additional entities in high density areas that can serve limited English proficiency populations – Advisory Panel Assistance Requested

NAVIGATOR PROGRAM

Timeline (dates subject to change)	Date
Navigator Grant Application Release	Feb. 3, 2014
Navigator Applications Due	March 3, 2014
Announcement of Intent to Award	April 23, 2014
Contract Negotiations	April 24 – May 14, 2014
Grant Award Period Begins	June 1, 2014
Navigator Grantee Training and Certification	June 2014
Grantees Final Strategic Work plan Due	June 15, 2014
Navigators Begin Enrollment Assistance	July 1, 2014
Grant Award Period Ends	Dec. 31, 2014

CERTIFIED APPLICATION COUNSELOR PROGRAM

Timeline (dates subject to change)	Date
Regulations First Viewing – Public Discussion	January 23, 2014
Stakeholder Webinar	Week of January 27, 2014
Stakeholder Feedback Due	February 4, 2014
Regulations Presented to Board for Action	February 20, 2014
Office of Administrative Law Approval	March 2014
Accepting Applications and Training Begins	Late March, 2014

Advisory Panel Collaboration

- Help promote Certified Enrollment Entity opportunity
- Help promote Covered California via social media
- Sharing of email listserv to announce Navigator and Application Counselor Programs

LATINO OUTREACH

Lizelda Lopez

LATINO OUTREACH

Research

- Covered California has initiated or expanded research and community engagement to understand:
 - New data available
 - Barriers to enrollment
 - Lessons that can be applied quickly
- New research that will be undertaken
 - Marketing analysis and channels used
 - Focus Groups with Certified Enrollment Counselors
 - Final report forthcoming
 - Random quantitative survey of California consumers

LATINO OUTREACH

Operational Issues

- Website
 - CoveredCA.com – website is specific to the needs of the Latino community
 - CalHEERS – created an internal work group to suggest appropriate translation changes
- Service Center
 - Message now in Spanish and then English
 - Working internally to more quickly certify bilingual Service Center Representatives

LATINO OUTREACH

Public Relations

- Spanish social media sites active (Facebook and Twitter)
- Media relations activities ongoing
 - Santiago Lucero meets weekly with large Spanish-language media (Univision, Telemundo, Mundo Fox, etc.)
- Next Steps:
 - Resource Guides specifically aimed at cities with large subsidy-eligible Latinos

PRACTICAL IDEAS FOR GREATER EFFECTIVENESS JAN-MARCH & BEYOND

PUBLIC COMMENT

Marketing, Outreach & Enrollment Assistance Advisory Group Meeting

Covered California January 24, 2014



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