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Agent Briefing

News from Covered California

Volume: 2 Issue: 18

December 29, 2015

OPEN ENROLLMENT



January 15 Enrollment Deadline for February 1 Coverage

Do you have clients that missed the deadline for January 1 coverage? Let them know they can still get covered and avoid a penalty for remaining uninsured in 2016.

The plan selection deadline for coverage effective February 1 is January 15, 2016.

As the January 15 deadline gets closer, use our [Subsidy-Eligible GIS Maps](#) to help plan and

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REMINDERS

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- [How to Find What You Need on CoveredCA.com](#)
- [Small Business Plan Benefits & Plan Change Summaries](#)
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strategize your outreach, education and enrollment efforts.

You can also visit our [Facebook](#), [Instagram](#), and [Twitter](#) pages and repurpose any of the posts shared there. Use these hashtags in your posts: #GetCoveredCA #SpotlightOnCoverage #CoveredCA to help spread the word about upcoming deadlines. For more ideas and images, don't miss our updated [Social Media Tool Kit](#).

Important! Changes made to consumer applications after January 15, 2016 with a February 1 coverage start date, and with a **Pending** enrollment status, will move the applicant's coverage start date forward to March 1, 2016. This means that the consumer will not have coverage for the month of January and February.

Changes made to consumer applications after January 15 with an **Enrolled** status will not impact the coverage effective date, and the reported changes will become effective March 1, 2016. After the close of Open Enrollment on January 31, 2016, consumers will need a Qualifying Event in order to apply for coverage with a Covered California health plan.

Retain Premium Assistance – Verify Consent for Verification

In early December, Covered California began mailing notices to members that are at risk of losing their Advance Premium Tax Credit (APTC) and/or cost-sharing reductions for health insurance coverage in 2016. If you have members in your book of business that have lost their APTC for 2016, please encourage them to update their Consent for Verification and re-determine eligibility. Review the [notice](#), [talking points](#), and [Job Aid](#) for guidance on how you can help your members with this notice.

[Available](#)

- [Contact Your Regional Sales Representative Today](#)

SALES TOOLS

- January 15 Deadline Resources
 - a. [Moments Ad](#)
 - b. [Perspective Ad](#)
 - c. [What are Storefronts? Ad](#)
 - d. [Subsidy-Eligible GIS](#)

[Maps](#)

- [Agent Service Center](#)

[Hours](#)

- [Open Enrollment Toolkit](#)
- [Small Business Online Enrollment Portal](#)

- [Webinars & Briefings](#)

[Archive](#)

- [Open Enrollment Paper](#)

[Calculator](#)

- Enrolling in Quality Coverage: A Step-by-Step Guide

a. [English](#)

b. [Spanish](#)

- [Open Enrollment Webinar Schedule](#)

• [Covered California for Small Business Partner Toolkit](#)

• [Covered California Print Store](#)

• [Covered California Online Store](#)

- [Agent Extract: Your Book of Business Resource](#)

IMPORTANT DATES

- 1/15/16 – Plan selection

If you are unsure if members have provided Consent for Verification, access your book of business to confirm. Review the [Job Aid](#), which provides step-by-step instructions on how to access your book of business.

Uninsured California Wage and Salary Workers By Industry

We have updated our Subsidy-Eligible Maps Tool Kit to help you identify, target, and assist those individuals that could benefit from coverage with Covered California during this Open Enrollment season.

The UC Berkeley Labor Center has developed a new report which provides a detailed look at uninsured wage and salary workers across industries in California. The report identifies the overall number of uninsured by sector, industry, age group, and the percentage of uninsured that are above 138 percent of the Federal Poverty Level (FPL).

According to the UC Berkeley Labor Center, 13 percent of wage and salary workers age 19-64 were uninsured in 2014 and were at or above 138 percent of the FPL. Some industries had significantly higher rates of uninsurance, including landscaping services, crop production, and apparel manufacturing each with uninsurance rates of 35 percent or more.

Access the [report](#) in the [Subsidy-Eligible Maps Tool Kit](#).

Covered California Urges Federal Officials to Look to Standard Benefit Design and Robust

deadline for February 1 coverage

- 1/31/16 – End of Open Enrollment

UPCOMING OUTAGES

- Saturday, January 16, 2016 from 9:00 pm to Monday, January 18, 2016 at 6:00 am

PREVIOUS ISSUES

[December 14, 2015](#)

[December 1, 2015](#)

[November 17, 2015](#)

[November 3, 2015](#)

[October 29, 2015](#)



Our mission is to increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

CoveredCA.com
(800) 300-1506

Marketing As Keys to Affordable Care Act Success

Last week, Covered California shared some key insights and lessons learned in its third year of operations with U.S. Secretary of Health and Human Services (HHS) Sylvia Mathews Burwell. Executive Director Peter V. Lee urged Burwell to consider specific strategies to build on the Patient Protection and Affordable Care Act's success so that health exchanges nationwide can continue their success in 2017 and beyond. Read our [press release](#) for more details.

AGENT RESOURCES

Shop & Compare Personal Proposal

Access the Shop & Compare Personal Proposal tool through CoveredCA.com or on our mobile app **Get Covered** now available on the iOS and Google Play Stores.

The Shop & Compare tool helps consumers browse high-quality health insurance policies and preview eligibility for premium assistance, cost-sharing reductions or for Medi-Cal. The new Personal Proposal feature allows consumers to download an apples-to-apples comparison of the Covered California health plans available to them in their area. The proposal clearly identifies bottom-line payment information after premium assistance is applied.

Download the proposal from our [website](#) or choose to have a copy mailed to consumers. The mobile app provides the ability for Agents to include their contact information on the proposal that is mailed to consumers. Download it now: [Google Play Store](#) or [iOS Store](#).

View our Shop & Compare Personal Proposal User Guide [here](#).

Updated Social Media Toolkit for January

Covered California has an updated library of social media tools for agents for the final Open Enrollment push. Use the [social media toolkit](#) this January for access to content in Spanish and English, and shareable images for Facebook and Twitter.

Covered California Storefronts Increase Visibility in the Marketplace

The Covered California Storefront Program is designed to increase the visibility of free, local and confidential in-person enrollment assistance for consumers. Certified Insurance Agents that meet certain eligibility requirements can connect their business to the Covered California brand by electing to open a Storefront in their community. Participation in the program is free.

Covered California Storefronts provide a unique opportunity to connect with difficult-to-reach consumers and current members who want to review their options with certified and licensed professionals.

View our newly created [Storefront Tool Kit](#) to learn more about the Storefront eligibility and signage requirements. The tool kit also includes a link to the application, our consumer-facing [video](#) and our [User Guide](#) to illustrate how consumers connect to Covered California Storefronts! If you already participate in the Storefront program and would

like to make any changes to your Storefront listing or remove your Storefront from our [Storefront Finder](#), submit a [Change Request Form](#) to our new Storefront email at Storefront@covered.ca.gov.

Covered California Outreach and Sales Tools – Get yours today!



Contact your local [regional field representative](#) to purchase a [mini-spotlight](#) or obtain free posters and lawn signs today. Use them to let your local community know you can help them find quality affordable coverage through Covered California.

SMALL BUSINESS

SHOPWorks Postcard Promotion Still Available

Certified Insurance Agents that enroll a small group with Covered California for Small Business are eligible to receive a [50% discount](#) off the price of each postcard they send through [SHOPWorks](#). Certified Insurance Agents that sell small groups with 10+ employees will receive 1,000 SHOPWorks postcards free of charge for every qualified group. This is a great opportunity for agents to promote their services and availability to small business owners in their local community and beyond! Check out the [SHOPWorks catalog](#) today. For more

information about SHOPWorks, contact us via email at SHOPWorks@Covered.CA.gov or via phone at 844-332-8384.

SERVICE CENTER HOURS

Agent Service Center Hours

Monday thru Friday, 8:00 a.m. to 8:00 p.m. (Open Enrollment extended hours)

Saturdays and Sundays, Closed
Phone: 877-453-9198

Special Holiday Hours

Thursday, December 31, 8:00 a.m. to 4:30 p.m.
Friday, January 1, Closed

Covered California wishes you a happy, healthy and prosperous New Year!

Click [here](#) for the Open Enrollment Agent Service Center schedule.

Covered California's Agent Service Center

Phone: 877-453-9198
Monday - Friday
8:00 a.m. - 8:00 p.m. (OE Extended Hours)
E-mail: Agents@covered.ca.gov

Check the [Agent Service Center calendar](#) for availability.

Do you have suggestions for how we can make this newsletter better? Contact

us at OutreachandSales@covered.ca.gov. We want to hear from you.

Visit our [Link To Us](#) webpage to access official Covered California buttons which you can include on your website or any other digital marketing materials.

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