

Thank you for joining us. The webinar will begin at 10:00 a.m.  
You will not hear any audio until we begin the webinar.



# Navigator Program Engagement Webinar #5

Wednesday, May 20, 2020  
10am – 11am

Outreach & Sales Division | Account Services Team

# Webinar Housekeeping

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## Recording

- Today's webinar session will be recorded.

## Participants

- Please use the dial-in feature.
- All participants will be muted during the webinar.
- For questions, submit them in the **“Questions”** box. We will answer the questions at the end of each section or after the webinar via a FAQ document if we don't have time during the webinar.

## Notetakers

- We will have notetakers to document your feedback and comments.

## Technical Difficulties

- Submit technical difficulty comments/questions in the **“Questions”** box so we can assist you.

# Agenda

1. FY 19-20 Compliance Site Visits
2. FY 19-20 Performance Update
3. FY 20-21 Program Funding Recommendations
4. General Program and Unit Updates
5. Questions and Comments



# Navigator Program: FY 19-20 Compliance Site Visits

# FY 19-20 Compliance Site Visits

- Compliance Site Visit ensures compliance with agreement:
  - Performance standards
  - Applicable laws and regulations
  - Service activities
- Contract Monitoring Checklist reviewed
- Enrollment Assistance Authorization Forms verified
- Some Navigators Compliance checks are pending items due to Shelter in Place
  - Account Reps will work with you each on outstanding documentation, however, Covered California will expect the request to be handled as a priority upon return to the workplace.

# Questions and Comments

- Type your comments and questions in the “**Questions**” box and we will share it out



# Navigator Program: FY 2019-20 Performance Update

# Covered California's Navigator Program Today

## New Performance-Based Funding Model

- On March 14, 2019, the Covered California Board approved the issuance of the Navigator Program's Request for Application (RFA) for the 2019 to 2022 contract period
- The RFA addressed key program enhancements which included performance goals that measure and count all effectuated enrollment, and a provision that allows for a \$30 per enrollee incentive payment for enrollment above the target performance goal, and deducts \$30 per enrollee below the funding goal
- The approach included a point system to track and provide credit for the outreach, education and marketing activities conducted by Navigators
- The RFA included a pilot to reach and enroll Californians in four rural regions



# Navigator Program Enrollment Report – May 2020

- At 10 months, the Navigator Program has exceeded its annual effectuated enrollment goal by 42%
- 35 Navigator entities are projected to meet or exceed their individual funding goal
- 7 Navigator entities are below their target goal
- More than half are likely to receive a bonus payment for every member over the Performance Benchmark goal

FY 19-20 Enrollment as of 4/30/20						
FY 19-20	Core Program Funding	Effectuated Enrollment	Actual % to Year-End Goal	Number of Navigator Entities	Navigator Performance	
					Below Goal	At or Above Goal
Budget	\$6,300,000	36,007		42		
Actual	\$6,300,000	51,134	42%+	42	7	35

# Targeted Area Pilot -- \$100,000 Funding FY 2019 - 2020

- Three Navigators awarded \$25,000 grants for each meta-region to conduct outreach to rural California
- 18 total effectuated enrollments

Meta-Region 1 Yosemite			Meta-Region 2 San Bernardino			Meta-Region 3 North of Redding			Meta-Region 4 Sierra Foothills		
County	POP	EE	County	POP	EE	County	POP	EE	County	POP	EE
Calaveras	7,456		San Bernardino	34,885	4	Lassen	2,078		Lake	1,531	
Fresno	8,904	4				Modoc	5,528		Placer	39,979	2
Kern	15,870	2				Siskiyou	10,344		Plumas	10,987	4
Mariposa	1,397					Trinity	8,320	1	Sierra	1,767	
Mono	9,436								Yuba	2,366	1
Tuolumne	3,118										
<b>Total</b>	<b>46,091</b>	<b>6</b>		<b>34,885</b>	<b>4</b>		<b>26,270</b>	<b>1</b>		<b>47,630</b>	<b>7</b>

# Navigator Program Outreach Activity Goals and Points

Outreach Activity Goals*	
Grant Amount	Outreach Points Goal
\$50,000	50
\$75,000	64
\$100,000	78
\$125,000	92
\$150,000	106
\$175,000	120
\$200,000	134
\$225,000	148
\$250,000	162
\$275,000	176
\$300,000	190
\$325,000	204
\$350,000	218
\$375,000	232
\$400,000	246
\$425,000	260
\$450,000	274
\$475,000	288
\$500,000	300

Activities that Earn Outreach Points		
Category	Point(s) Earned	Qualifying Activity
<b>Events</b>	3	3 points earned per education or enrollment event logged in the event portal or bi-monthly report (Note: office hours do not constitute events)
<b>Paid Media</b>	1	1 point earned per \$100 spent on advertising promoting Covered California enrollment
<b>Earned Media</b>	10	10 points earned per documented instance of earned media
<b>Twitter</b>	1	1 point earned per month wherein 4 tweets are published mentioning Covered California (via in-tweet “@CoveredCA” linked tagging) from an account with at least 1,000 followers (Max 1 point per month per primary Grantee)
<b>Facebook</b>	1	1 point earned per month wherein 2 posts are published mentioning Covered California (via in-post “@Covered California” linked tagging) (Max 1 point per month per primary Grantee)
<b>Instagram</b>	1	1 point earned per month wherein 2 posts are published mentioning Covered California (via in-post “@CoveredCA” linked tagging) (Max 1 point per month per primary Grantee)
<b>LinkedIn</b>	1	1 point earned per month wherein 2 posts are published mentioning Covered California (via in-post “@Covered California” linked tagging) (Max 1 point per month per primary Grantee)

# Navigator Program Outreach Activity Report – May 1, 2020

- Navigators awarded points for outreach activities
- Point targets are set at funding level of grant award
- Navigator Program is at 71% of its total outreach activity goal
- 29% of Navigators are meeting their outreach activity goals
- Entities must submit all outreach activities and supporting documentation via Salesforce by June 15, 2020

**FY 19-20 Outreach Activity as of 4/30/20**

FY 19-20	Core Program Funding	Activity Point	Actual % to Goal	Number of Navigator Entities	Navigator Performance	
					Below Goal	At or Above Goal
Goal	\$6,300,000	4,444		42		
Actual	\$6,300,000	3,141	71%	42	30	12

# Questions and Comments

- Type your comments and questions in the “**Questions**” box and we will share it out



# Navigator Program: FY 20-21 Program Funding Recommendations to the Board

# Navigator Program Enrollment Report – May 2020

Current for FY 19-20 Enrollment as of 4/30/20							
FY 19-20	Core Program Funding	Effectuated Enrollment	Actual % to Goal	Cost Per Enrollment (CPE)	Number of Navigator Entities	Navigator Performance	
						Below Goal	At or Above Goal
Budget	\$6,300,000	36,007		\$175	42		
Actual	\$6,300,000	51,134	42%+	\$123	42	7	35

Proposal for FY 20-21 Enrollment Goals						
Option #	Core Program Funding	Effectuated Enrollment Goal	YOY Change in Goal	YOY Change from Actual	Cost Per Enrollment (CPE)	Performance Incentive Funding
1	\$6,400,000	44,138	+23%	(14%)	\$145	\$100,000
2	\$6,400,000	51,200	+42%	0%	\$125	\$100,000
3	\$6,400,000	58,182	+62%	+14%	\$110	\$100,000

# Navigator Program Proposed Goals per Funding Levels

## Fiscal Year 2020 - 2021

- Mid-point proposal of 51,200 sets next year's goals at today's level through 4/30/20
- Most Navigator entities will be eligible for the same funding level they receive today

Funding Level	FY 19-20 Goals	Proposal 1	Proposal 2	Proposal 3
	<b>36,007</b>	<b>44,138</b>	<b>51,200</b>	<b>58,182</b>
<b>\$50,000</b>	286	345	400	455
<b>\$75,000</b>	429	517	600	682
<b>\$100,000</b>	571	690	800	909
<b>\$125,000</b>	714	862	1,000	1,136
<b>\$150,000</b>	857	1,034	1,200	1,364
<b>\$175,000</b>	1,000	1,207	1,400	1,591
<b>\$200,000</b>	1,143	1,379	1,600	1,818
<b>\$225,000</b>	1,286	1,552	1,800	2,045
<b>\$250,000</b>	1,429	1,724	2,000	2,273
<b>\$275,000</b>	1,571	1,897	2,200	2,500
<b>\$300,000</b>	1,714	2,069	2,400	2,727
<b>\$325,000</b>	1,857	2,241	2,600	2,955
<b>\$350,000</b>	2,000	2,414	2,800	3,182
<b>\$375,000</b>	2,143	2,586	3,000	3,409
<b>\$400,000</b>	2,286	2,759	3,200	3,636
<b>\$425,000</b>	2,429	2,931	3,400	3,864
<b>\$450,000</b>	2,571	3,103	3,600	4,091
<b>\$475,000</b>	2,714	3,276	3,800	4,318
<b>\$500,000</b>	2,857	3,448	4,000	4,545



# NAVIGATOR PROGRAM YEARLY FUNDING LEVELS

- Funding has been steady at \$6.5 MM *and* enrollment is trending up
- Year-over-year engagement from 42 partner organizations
- More than 500 Locations within 15 minute drive time for 85% of all Californians with reach to California's most vulnerable and underserved populations

Grant Year	Total Grant Funding	# of Entities	Grant Funding Range	Number of Effectuations	Average Grant
<b>2020-21</b>	<b>\$6,500,000</b>	<b>42</b>	<b>\$50,000-\$500,000</b>	<b>51,200*</b>	<b>\$154,761*</b>
2019-20	\$6,500,000	42	\$50,000-\$500,000	51,138	\$154,761
2018-19	\$6,475,000	42	\$50,000-\$500,000	44,684	\$154,167
2017-18	\$6,425,000	43	\$50,000-\$500,000	40,355	\$149,419
2016-17	\$7,100,000	46	\$50,000-\$500,000	35,858	\$154,348
2015-16	\$10,550,000	69	\$50,000-\$500,000	40,096	\$152,899
2014-15	\$10,886,569	65	\$25,000-\$500,000	77,457	\$167,486

# Navigator Program Timeline\*

## Fiscal Year 2020 - 2021

Date	Action
May 21, 2020	Program discusses 2020-21 grant cycle proposals and recommendations to the Covered California Board
May 25-30, 2020	Program discusses 2019-20 grant entity performance and proposed 2020-21 funding recommendations
June 1-15, 2020	Program finalizes evaluation and recommendation for 2020-21 grant cycle funding
June 21, 2020	Program seeks Board approval for final 2020-21 grant cycle funding
June 22-25, 2020	Program sends contract via DocuSign for entity to review, sign, and return
June 30, 2010	Program execute entity contracts for FY 20-21 End of grant cycle 2019-20 contract period
July 1, 2020	Start of grant cycle 2020-21 contract period

# Questions and Comments

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# Navigator Program: General Program and Unit Updates

# Navigator Program FY 2019-20 Final Payment Request

- **June 15, 2020 is deadline for final Payment Request**
  - Account Reps will work with any entity claiming outstanding core funding
- **Final (June 2020) numbers will be available early July 2020**
  - Program staff will calculate exact payments due to each Navigator
  - Entities that ***qualify for Bonus Payments*** will be contacted directly with instructions on how to submit and how much to request
  - Entities that ***do not meet their assigned funding effectuated enrollment goal*** will be contacted directly with instructions on how much they can request for payment
- **No reminders will be sent for June 2020 payment requests via Salesforce**

Note: If a Navigator effectuation total falls between the Target and Performance Benchmark, no request will be needed

# Navigator Program Updates

- **Productivity Report**
  - Report issued during May covered up to April 30
  - June Productivity report update
- **Account Services Staff Changes**
  - Section Manager position on hold
  - Account Representative coverage returned to normal
- **Engagement Webinar #4**
  - Resources available on Navigator Program web site

# Covered California Press Releases

- [May 04, 2020, Covered California Launches New Ad Campaign That Focuses on the COVID-19 Pandemic and Encourages the Uninsured to Sign Up for Coverage](#)
- [April 30, 2020, Covered California for Small Business Works to Help Struggling Businesses Keep Employees Covered During the COVID-19 Pandemic](#)
- [April 28, 2020, Covered California Continues to See Strong Consumer Interest in Quality Health Care Coverage During the COVID-19 Pandemic](#)
- [April 14, 2020, Covered California Enrolls Tens of Thousands as Impacts of COVID-19 Pandemic Hits California Households](#)
- [March 24, 2020, Covered California Releases the First National Projection of the Coronavirus \(COVID-19\) Pandemic's Cost to Millions of Americans With Employer or Individual Insurance Coverage](#)
- [March 20, 2020, California Responds to COVID-19 Emergency by Providing Path to Coverage for Millions of Californians](#)

# CalHEERS Release 20.5 on 5/18/20

- **Income Reference and Verification** – provides information related to the Federal COVID-19 (CARES Act) economic impact stimulus payments (also known as Recovery Rebates) or Pandemic Unemployment Compensation due to COVID-19
- **Report a Change** - updated Summary note to state that Release 20.5 allows for all COVID-19 payments
- **CalHEERS Application** - updated the note on Important notes about income section – “Following the 20.5 Release on 5/18/20, the application can accept and process all COVID-19 incomes, including unemployment and tax break stimulus payments”
- **Special Enrollment** – updated summary section to state that the application can now handle all COVID-19 payments



# Questions and Comments

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# Next Steps

- Release an FAQ based on this session
- Schedule one on one calls with Navigator entities on funding level amounts for FY 2020-21
- June Board meeting for approval on program funding recommendations for FY 2020-21



**Thank You!**