

Thank you for joining us. The webinar will begin at 1 p.m.  
You will not hear any audio until we begin the webinar.



# Navigator Program Engagement Webinar #1

Wednesday, July 22, 2020  
1pm – 2pm

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.
- Please use the **Chat/Questions tab/box** to type in and submit your questions.

## Notetakers

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

## Technical Difficulties

- Submit technical difficulty comments/questions via the questions feature so we can assist you.

# Agenda

1. Grant Updates
2. Outreach Activity Reporting
3. Roundtables and Open Enrollment Kick Off Events
4. General Program/Unit Updates
5. Questions/Comments



# Navigator Program: Grant Updates

# Grant Updates

- 41 Navigators returning
  - 23 Navigator entities exceeded FY 19-20 Performance Benchmark
- Amendments
  - DocuSign process recap
  - Administrative Corrections
  - Bonus Payment funds increases

# Grant Updates

- Minimum Enrollment Requirement
  - Terminology change – actual number remains the same as previous year
- Outreach Activities
  - Goals remain consistent with FY 19-20
  - New Categories
  - Social Media Point Maximums
- Reporting



# Navigator Program: Outreach Activity Reporting

# Navigator Program Outreach Activity Goals

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



# Navigator Program Outreach Activity Categories and Points

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

# New Outreach Activity Categories and Points

Activities that Earn Outreach Points		
Category	Point(s) Earned	Qualifying Activity
<b>Outbound/Phone</b>	3	<p>3 points earned per outbound/ phone event logged pre-approved by program in the event portal or bi-monthly report. Examples could be an outbound call campaign to generate new leads, or phone-bank to follow up on existing leads</p> <p>(Note: appointment follow up calls do not constitute phone events.)</p>
<b>Unpaid/Other</b>	Up to 10	<p>Covered California program staff will determine points awarded on a case-by-case basis, not to exceed 10 points for the category in total each grant year. Covered California retains sole discretion to determine the number of points that can be awarded for each Unpaid/Other activity.</p> <p>(Maximum of 10 points for this category per grant year)</p>



## Quick Poll

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How do you use social media platforms?

# Outreach Activity Reporting

- How to report Outreach Activities
  - Part of approved Workplan
  - Submit for points in the same month as activity occurred
    - Within 2 weeks is best practice
- Documentation to support submission
  - Outreach Activity Documentation List
- Future Salesforce build – Events update

# Questions and Comments

- Type your comments in the “chat box” and we will share it out to the group.
- If we need to defer a question to offline/after the webinar has concluded, an email will be sent out to registered attendees with a response.





# **Navigator Program: Roundtables and Open Enrollment Kick Off Events**

# Roundtables

- Save the Date – Wednesday August 12, 2020
- Two Events, web-based:
  - Navigator specific – 9:30am
  - Community Partner/CAC specific – 1 pm

# Open Enrollment Kick Off Events

- Statewide Kick Off
  - Web-based event
  - September 9, 2020
- Navigator-based Kick Offs
  - Account Reps will run webinars specific to their partners
  - September 23, 24, and 29
- CAC statewide event
  - September 30



# Questions and Comments

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# Navigator Program: General Program and Unit Updates

# General Program and Unit Updates

- COVID-19 SEP QLE – through July 31
- Final FY 2019-20 Bi-Monthly Report – due July 30
- Strategic Workplans – due August 1
- Final/Bonus Payment processing

# General Program and Unit Updates

- **Productivity Report**
  - Report issued this month covered full grant year
  - July Productivity report update
- **Account Services Staff Changes**
  - Section Manager position on hold
  - Account Representative coverage

# CalHEERS Release 20.6 - Highlights

- Anti-Duplication
- Enroller History
- Enrollment Information
  
- CalHEERS 20.6 Release Toolkit Agents and Certified Enrollers - <https://hbex.coveredca.com/toolkit/>

# Questions and Comments

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# Next Steps

- Release an FAQ based on this session
- Strategic Workplans
- Final FY 2019-20 Bi-Monthly Report



**Thank You!**