



**MARKETING, OUTREACH AND ENROLLMENT ASSISTANCE ADVISORY  
GROUP MEETING**

June 1, 2016, 1:00pm- 4:00pm

# CHAIR'S WELCOME

Anthony Wright, Chair

# OPEN ENROLLMENT 3 UPDATE

Peter V. Lee, Executive Director

# COVERED CALIFORNIA: MEMBERSHIP BY RACE/ETHNICITY

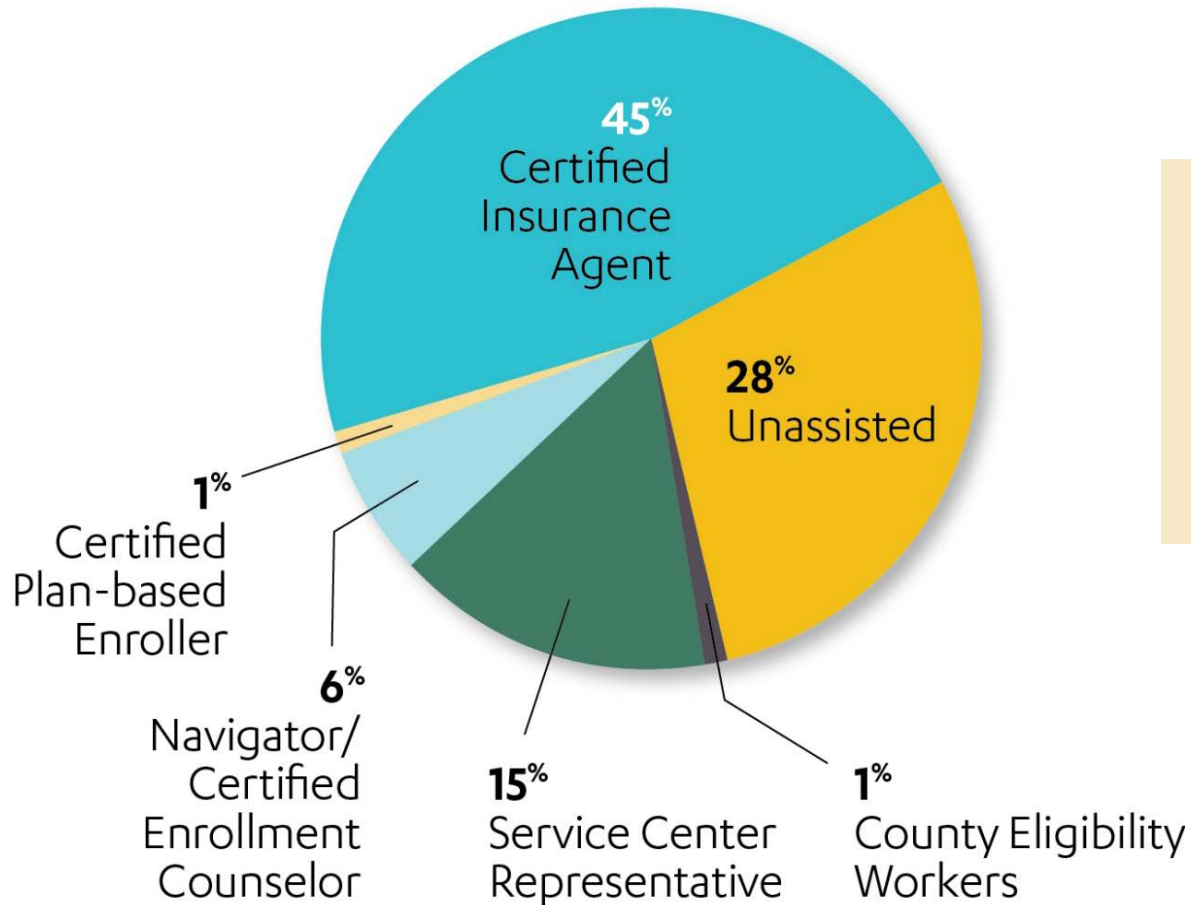
Race / Ethnicity Roll-up by Subsidy Eligibility		
Race / Ethnicity	Subsidy Eligible	
	Members enrolled in OE3 (as of 2/6/16)	CalSIM estimate of eligible population
Asian	19%	20%
Black or African American	3.7%	5%
Latino	34.1%	37%
Other	7.2%	4%
White	35.9%	33%
(nonrespondent)	30.2%	
<b>Grand Total</b>	<b>100%</b>	

- Covered California’s enrollment has improved to better reflect the demographic mix of subsidy eligible Californians.
- Covered California has identified successful outreach strategies learned from the last three open enrollments
- We will use these strategies to maximize marketing and outreach funding and ensure we reach our enrollment goals

\* All % calculations for race/ethnicity, except the non-respondents, are calculated out of respondents only. Non-respondent % is of total population of enrollees.

# COVERED CALIFORNIA: DIVERSE SERVICE CHANNELS PROVIDE THE KEYS TO HELPING CONSUMERS ENROLL

Service Channel Preferences in Third Open Enrollment (2016)

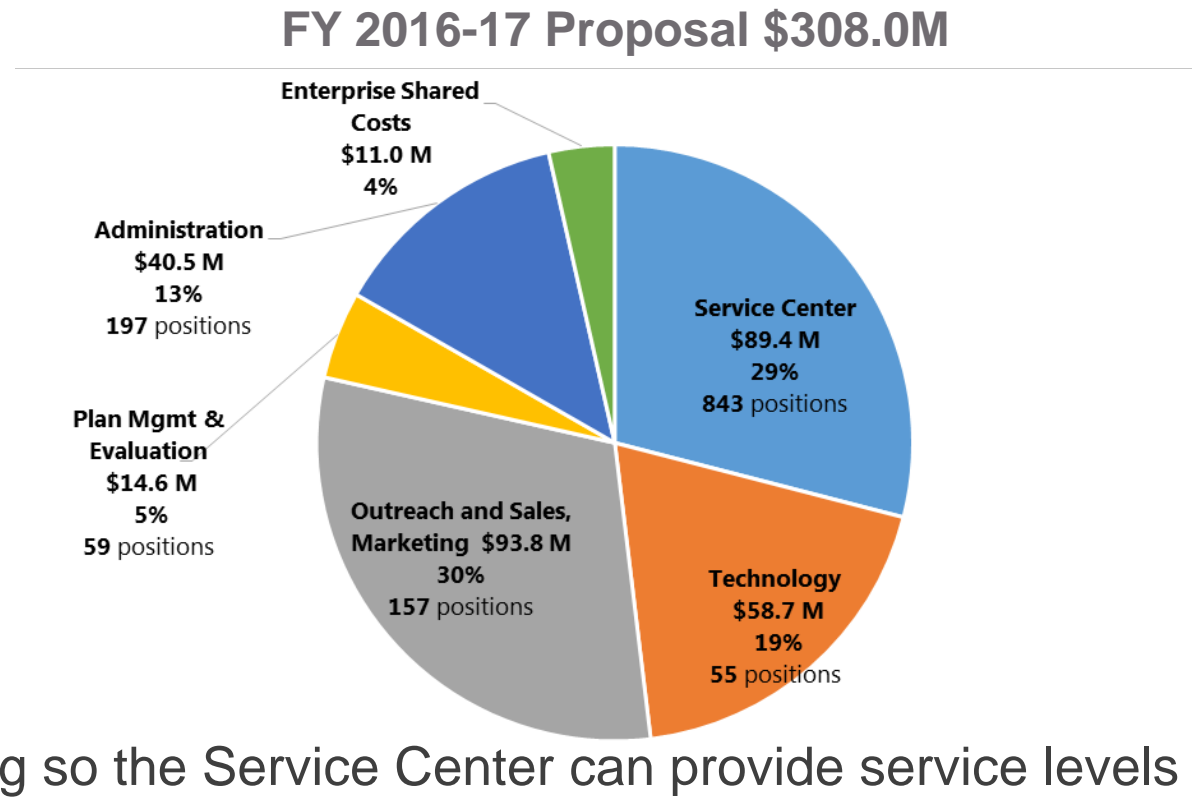


Certified Insurance Agents and Certified Enrollment Counselors continue to reach California's diverse population as evidenced by the number of enrollees from the various ethnic groups.

# **COVERED CALIFORNIA: MAY PROPOSED FY 2016-17 BUDGET HIGHLIGHTS**

- **The coming fiscal year is the first year for Covered California to operate with no federal funds.**
- **The FY 2016-17 budget is \$308 million, a reduction of over \$100 million from the FY 2014-15 budget.**
- **The Covered California FY 2016-17 proposed budget and multi-year forecast is balanced with prudent reserves.**
- **The budget provides resources for:**
  - **The Service Center that are comparable to current service levels.**
  - **Outreach, Sales, and Marketing to fund statewide efforts to meet enrollment and retention goals.**
- **Enrollment forecast presumes modest growth over the next few years, largely as a result of the enacted increase to the minimum wage.**

# COVERED CALIFORNIA: MAY PROPOSED FY 2016-17 BUDGET



- Provides funding so the Service Center can provide service levels comparable to FY 2015-16
- A significant investment in IT infrastructure to drive efficiencies throughout the organization and provide better customer service
- **Sufficient funding to support statewide outreach and marketing efforts including a \$5 million Navigator program and \$36.0 million for paid media.**

# MARKETING UPDATE

Colleen Stevens, Director of Marketing



# MARKETING: DISCUSSION TOPICS

1. May Proposed FY 16/17 budget
2. Special Enrollment marketing efforts
3. Research efforts to inform Open Enrollment Planning

# MARKETING: MARKETING & OUTREACH HAS WORKED

- The numbers of uninsured Californians have declined significantly since the launch of the ACA.
  - California's uninsured rates:
    - 23.7% in 2013\*
    - 16.7% in 2014\*
    - 8.1% in 2015\*
  - Remaining uninsured estimates:
    - Subsidy eligible: 500-615K\*\*
    - Not subsidy eligible: 460 K\*\*

\*Centers for Disease Control and Prevention (CDC) survey

\*\*Price Waterhouse Coopers Covered California 2016-2022 Market Analysis and Planning report

# MARKETING: MAY PROPOSED FY 16/17 MARKETING BUDGET

- FY 16/17 advertising contract budget, which supports all paid media efforts is \$36M (pending board approval), a \$14 million reduction YOY.
- To ensure our budget dollars are working hard to continue to reach the uninsured populations and drive enrollment, Marketing plans to:
  - Leverage the existing creative assets where possible to minimize production costs and maximize the media investment.
  - Focus the majority of our media efforts in the Open Enrollment window.
  - Validate the allocation of budgets during the Special Enrollment window (July-Oct 2016) to measure if and how the reduction of media spend in these months impacts enrollment. We will compare weekly enrollment data YOY as well as to the current Special Enrollment window (Feb-June 2016).

# MARKETING: 2016 SPECIAL ENROLLMENT EFFORTS

- Target Audience: CA residents who have had a Qualifying Life Event
- Message priority: Losing health coverage, moving, leaving the military, getting married, having a baby.
- Supporting messages: Financial help, enrollment help.

## SE Feb 1 – June 30

Budget: \$6 million

Channel strategy: leverage media channel(s) by segment that best drive (1) brand awareness; (2) considerations and conversions.

Target:

MS  
AA  
HS  
Asian

Channel:

Radio, Digital  
Radio  
Radio, Digital  
Radio

Digital includes: Display Ads, Paid Search, Paid Social

## SE extension July 1 – Oct 9

Budget: \$2.25 million

Channel strategy: leverage media channel(s) by segment that best drive consideration and conversions.

Target:

MS  
AA  
HS  
Asian

Channel:

Digital  
Digital  
Radio, Digital  
Radio

# MARKETING: CONSUMER RESEARCH EFFORTS

## Four-phase research plan to inform Open Enrollment 4 planning

### 1. March: Neuroscience Ad Testing

- Unique testing methodology utilizing wireless sensors attached to the torso and of 85 respondents
- Used EEG and eye tracking software to measure neural engagement and emotional response to 4 of our TV ads
- Multi-Segment (ethnically diverse groups) and Spanish dominant Latinos

### 2. May-June: Qualitative In-Person Focus Groups

- 25 in-person focus groups in LA, Riverside, Oakland, San Francisco and Orange County
- Motivators and barriers for enrollment among the uninsured (subsidy and non-subsidy eligible) and insured privately (off exchange, not employer sponsored)
- Multi-Segment (ethnically diverse groups), African American, Hispanic (Spanish dominant & bilingual), Asian (Cantonese, Mandarin, Korean and Vietnamese)

### 3. June-July: Quantitative Online Message Testing

- Utilize learnings and results from phase 2 to develop succinct message points
- Statewide sample of 700 people who are currently uninsured (subsidy and non-subsidy eligible)
- Multi-Segment (ethnically diverse groups) and Spanish dominant Latinos

### 4. July: New Creative Testing

- Test (qualitative or quantitative TBD) new or updated OE4 ads developed based on learnings from phases 1-3 to validate creative/message direction



# FEEDBACK

# OUTREACH AND SALES UPDATE

Kirk Whelan, Outreach and Sales Director

Drew Kyler, Outreach and Sales Acting Deputy Director

# OUTREACH AND SALES: WHO WE ARE

**5** Units | **58** Staff | **5** Programs

Program Name	Account Management (3 Units)	Business Analytics (1 Unit)	Distribution Services (1 Unit)
1. Agent Program	<ul style="list-style-type: none"> <li>• Agent Agreements &amp; Extracts</li> <li>• Agent/CEC Service Center</li> <li>• Field Team Support</li> </ul>	<ul style="list-style-type: none"> <li>• Heat Maps</li> <li>• Enrollment Data by Sales Channels</li> <li>• SEP Resource Maps</li> </ul>	<ul style="list-style-type: none"> <li>• Storefront Program</li> <li>• Events Website</li> <li>• E-News Brief &amp; Alerts</li> <li>• Webinars</li> <li>• Case Escalations</li> <li>• Agent/CEC Portals</li> <li>• Technical Support</li> <li>• Certification &amp; Recertification</li> </ul>
2. Navigator Grant Program	<ul style="list-style-type: none"> <li>• Navigator Contracts</li> <li>• IPAS (CEC admin portal)</li> <li>• Regional Account Managers</li> <li>• Collateral Materials Management</li> </ul>		
3. Certified Application Counselor (CAC) Program 4. Plan-Based Enroller (PBE) & 5. Medi-Cal Managed Care Plans (MMCP)	<ul style="list-style-type: none"> <li>• CAC Contracts</li> <li>• PBE and MMCP Contracts</li> <li>• Field Team Support</li> </ul>		



# OUTREACH AND SALES: WHAT WE DO

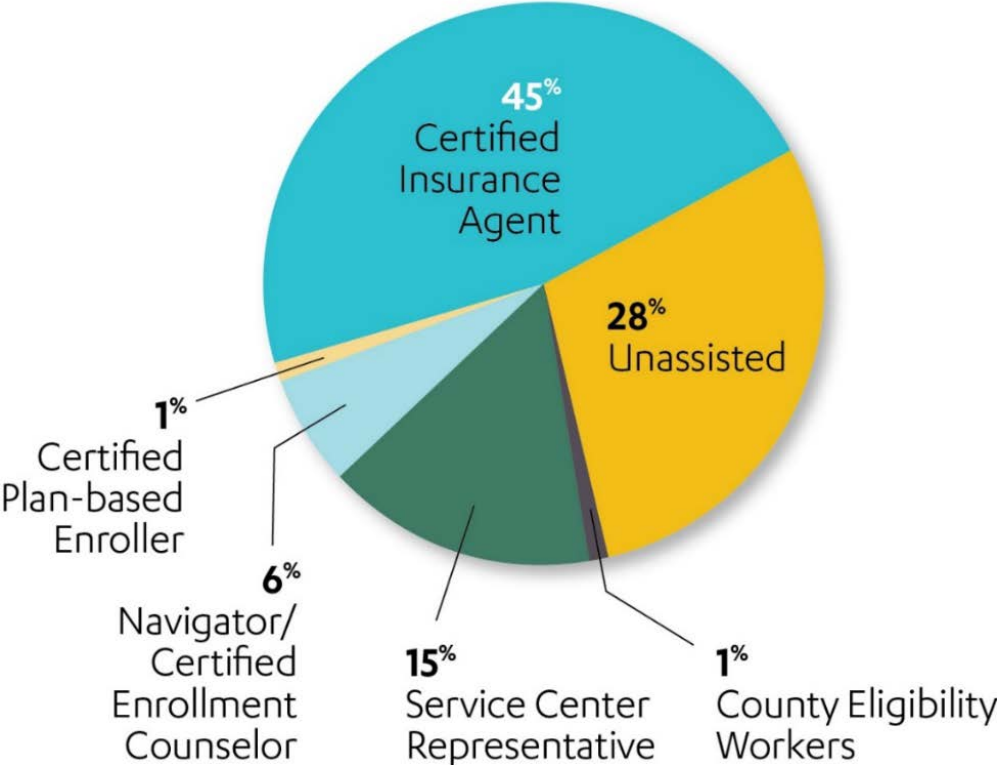
- Created regional **heat maps** to identify the locations of the remaining subsidy eligible consumers
- Developed and manage the **storefront and events websites** and other programs
- Train, communicate, and support – both in-person and technical to **15,000+** Certified Enrollment Representatives
- Enroll and renew over **55%** of Covered California consumers

# OUTREACH AND SALES: CERTIFIED ENROLLER TACTICS

- Storefronts
- Enrollment Events
- Canvassing
- Call Centers
- Websites
- Existing Customers
- Referrals
- Advertising
- Sponsorships
- Clinics
- Phone Banks
- Workshops
- Networking

# OUTREACH AND SALES: SERVICE CHANNEL PREFERENCES

53% enrolled with Certified Partner





# OUTREACH AND SALES:

## DIVERSE POPULATIONS OUTREACH

- Navigator Grant Program
- Heat Maps identifying uninsured ethnic populations
- Fostering relationships with sales channel partners serving diverse populations
- Building community organizations engagement with sales channel partners

# OUTREACH AND SALES: DIVERSE POPULATIONS OUTREACH

Ethnicity	Projected Eligible Population <sup>1</sup>	First Open Enrollment (2014)	Second Open Enrollment (2015)	Third Open Enrollment (2016)
Asian	21%	23%	18%	20%
African-American	5%	3%	4%	4%
Latino	38%	31%	37%	36%
White	34%	35%	34%	34%
Other	4%	8%	6%	7%

Covered California's Third Open Enrollment succeeded in enrolling **439,000** individuals.

An independent study conducted by the Kaiser Family Foundation<sup>2</sup> confirmed Covered California's success at enrolling Latinos.

Covered California enrollees are more racially diverse than Californians with private coverage — 60 percent identify as a race/ethnicity other than white and Latinos make up 36 percent of the total.

<sup>1</sup> CalSIM version 1.91 Statewide Data Book 2015-2019  
<http://bit.ly/1Que1NV>

<sup>2</sup> Henry J. Kaiser Family Foundation. 2015. "Coverage Expansions and the Remaining Uninsured: A Look at California During Year One of ACA Implementation." Menlo Park, CA.

# OUTREACH AND SALES: DIVERSE POPULATIONS OUTREACH

## Certified Insurance Agents and Certified Enrollment Counselors continue to reach key populations:

- Certified Enrollment Counselors continue to reach Latinos, and especially consumers who prefer Spanish, in large numbers.
- Asian consumers much more likely to enroll with Certified Insurance Agents.

# OUTREACH AND SALES: OE3 TEAM STRATEGY

- Territory Management Plans
- Sales Program Staff Training
- Sales Analytics
- Service Center Readiness
- Access Codes/Passwords
- Field Team – on the ground support

# OUTREACH AND SALES: OE3 RECAP & REVIEW

**Objective:** To build **trust** and **credibility** with our sales channel partners.

## WORKED WELL:

- Storefront Program
- Heat Maps of the Uninsured Subsidy Eligible
- Newsletters & Toolkits
- Webinar Trainings
- Outreach and Sales Field Team
- Collateral Materials & Sales Tools

## CONTINUE TO IMPROVE ON...

- Agent/CEC Service Center
- Agent/CEC Delegations
- Agent of Record changes with carriers
- Agent/CEC Portals
- Pay Now Functionality
- Medi-Cal County Liaison Support
- Carriers Support to Agents/CECs



# OUTREACH AND SALES: WHITE HOUSE “HEALTHY COMMUNITIES CHALLENGE”



- November 6, 2015 through January 31, 2016
- **Oakland** and **Long Beach** plus 18 other cities throughout the nation
- Covered California collaborated with federal, state, and local community partners.
- **Oakland – 5<sup>th</sup> place** and **Long Beach – 13<sup>th</sup> place**

No.	City (DMA Name)	New Marketplace Plan Selections During Open Enrollment	Marketplace-Eligible Uninsured at the Start of Open Enrollment	Ratio of New Plan Selections to Eligible Uninsured
1	MILWAUKEE	38,376	51,000	0.752
2	CHICAGO	130,852	178,000	0.735
3	ATLANTA	200,960	304,000	0.661
4	DETROIT	62,399	95,000	0.657
5	<b>OAKLAND</b>	<b>83,723</b>	<b>134,000</b>	<b>0.625</b>
13	<b>LONG BEACH</b>	<b>217,347</b>	<b>480,000</b>	<b>0.453</b>

# OUTREACH AND SALES: WESTFIELD MALLS & RALPH STORES

- 9 Westfield Malls
- 23 Ralph Stores
- Coordinated Certified Insurance Agents to table and educate consumers about Covered California and set appointments for enrollment.



# OUTREACH AND SALES: CANVASSING NEIGHBORHOODS

- Final push on the last week of OE3
- On the ground canvassing in the regional hot spots handing out the **Covered California *End of OE and Penalty*** flyer
- Reached over 20,000 consumers where they live, work and play and drove consumers to enrollment partners.





# OUTREACH AND SALES: MOST EFFECTIVE NAVIGATORS

# of Entities	Average # of Individuals Enrolled, Renewals, and Retention	Average cost per Individual Enrolled, Renewed, and Retained
10	4,136	\$87
Funded Amounts	Total Number of Individuals Enrolled, Renewed, and Retained	Cost per Individual Enrolled, Renewed, and Retained
\$500,000	7,508	66.60
\$300,000	7,209	41.61
\$500,000	6,492	77.02
\$500,000	4,119	121.39
\$500,000	3,884	128.73
\$200,000	3,137	63.76
\$300,000	2,706	110.86
\$500,000	2,536	197.16
\$100,000	1,974	50.66
\$200,000	1,794	111.48

In contrast, the 10 entities that had the highest cost averaged \$950 per individual

# OUTREACH AND SALES: NAVIGATOR FUNDING

Total Award	Current 2015-16 (\$10.5M)	2016-17 (\$5M)
\$500,000	5	2
\$425,000 - \$475,000	0	0
\$300,000 - \$425,000	6	3
\$200,000 - \$300,000	9	3
\$100,000 - \$200,000	22	9
\$50,000 - \$100,000	27	30
	<b>69</b>	<b>47</b>

# OUTREACH AND SALES: NAVIGATOR FUNDING

Regions	# of Entities	
	Current 2015-16	\$5M 2016-17
Bay Area	4	3
Central Coast	1	1
Central Valley	8	5
Inland	6	3
Los Angeles	26	18
Northern	12	9
Orange	6	3
San Diego	6	5
<b>TOTAL</b>	<b>69</b>	<b>47</b>

# OUTREACH AND SALES: NAVIGATOR FUNDING

Targeted Populations	% of Entities	
	Current 2015-16 (69)	\$5M 2016-17 (47)
Latinos	99%	100%
African American or Black	88%	89%
Asian	58%	55%
Native American	3%	4%
Caucasian	93%	91%
Targeted Populations	% of Entities	
	Current 2015-16 (69)	\$5M 2016-17 (47)
LBGT	49%	48%
Young Adults	80%	74%
Faith Based	4%	4%

# OUTREACH AND SALES: SEP STRATEGY PLAN



- Facilitated **SEP Kickoff Meetings**
- Build **Partnerships with Private and Public Institutions**



- Developed **Storefronts**
- Distributed **the SEP Tool Kit**



- Developed **SEP Maps** and **SEP Sales Tools**
- Staff and Trained **Agent/CEC Service Center Reps.**



- On-the-ground **Field Support**
- Shared **Best Practices & Goals**
- Assuring **SEP Integrity**

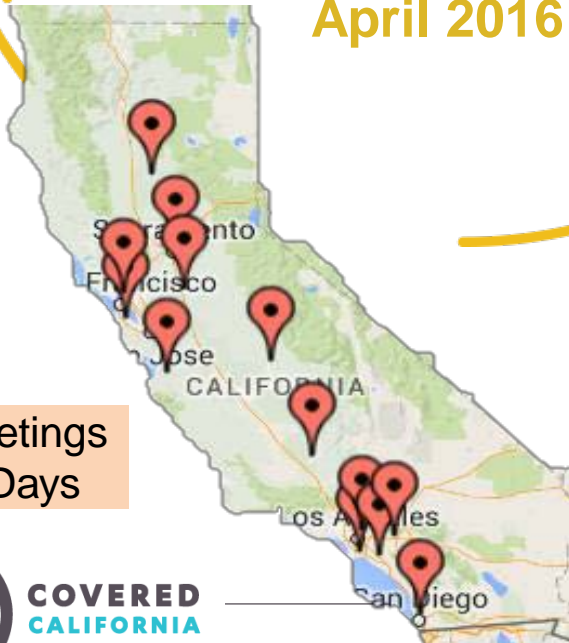


# The Power of Synergy

2016

**SPECIAL ENROLLMENT  
OUTREACH KICKOFF MEETINGS**

**April 2016**



13 Meetings  
in 8 Days



- **Open to all Certified Enrollers – Agents, Navigators**
- **13 meetings statewide in eight days**
- **Over 600 participants**

## Topics Covered

- Review of Open Enrollment
- Panel - Certified Enrollment Representatives
- Special Enrollment Period Strategies & Best Practices
- Enrollment Tools & Resources

## Lots of Positive Feedback

“Thank you for a great meeting yesterday! Lots of good information!”

**-Linda M. Quinlan, Certified Insurance Agent**

“Thank you in advance for everything you do.” - **Silvia Gomez,**

**CEC with Altura**

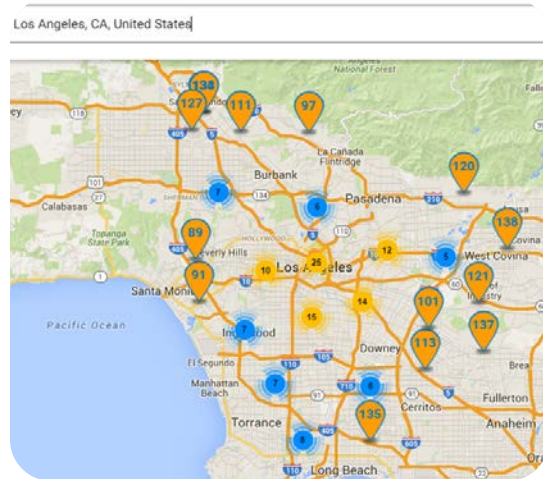
# OUTREACH AND SALES: PARTNERSHIPS

- **State Workforce Investment Board (WIB) Rapid Response Teams**
  - Provided information about Covered California to consumers being terminated from employment and losing employer sponsored coverage
- **Insurance Agencies**
  - Helped introduced them to public and private entities where consumers go to during QLE may be eligible for SEP.
- **Local County Health Agencies**
  - Coordinated Sales staff at their meetings and partners at their outreach events.
- **Local Chambers of Commerce**
  - Coordinated our Sales partners at their outreach and enrollment opportunities.
- **Local Health, Dental, and Vision Carriers**
  - Coordinated with Sales partners for outreach and enrollment opportunities.
- **Local Malls and Stores**
  - Sales partners had booths at the locations for outreach and enrollment opportunities.

# OUTREACH AND SALES: STOREFRONT PROGRAM

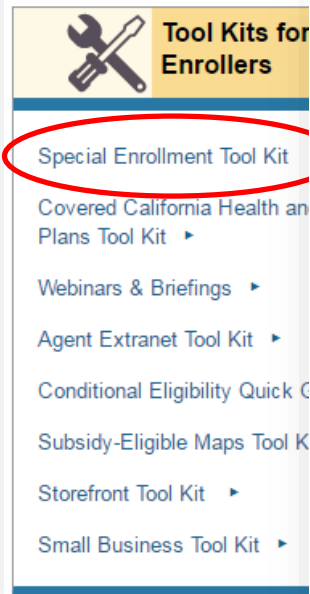
- **547** Storefronts

- Certified Insurance Agent or Certified Enrollment Entity offices
- Open year round to provide in-person enrollment assistance
- **Developing more** in hot zones where the uninsured eligible remains...
- Storefront Finder Tool on <http://www.coveredca.com/get-help/local/>



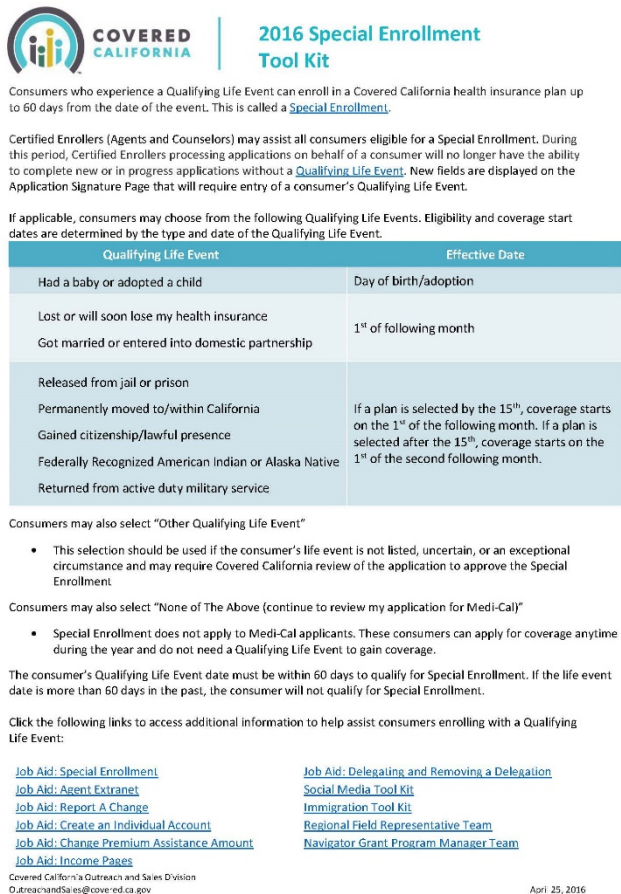
# OUTREACH AND SALES: SEP TOOL KIT

## Enrollment Partner Tool Kit



Tool Kits for Enrollers

- Special Enrollment Tool Kit
- Covered California Health and Plans Tool Kit
- Webinars & Briefings
- Agent Extranet Tool Kit
- Conditional Eligibility Quick Connect
- Subsidy-Eligible Maps Tool Kit
- Storefront Tool Kit
- Small Business Tool Kit



**COVERED CALIFORNIA** | 2016 Special Enrollment Tool Kit

Consumers who experience a Qualifying Life Event can enroll in a Covered California health insurance plan up to 60 days from the date of the event. This is called a [Special Enrollment](#).

Certified Enrollers (Agents and Counselors) may assist all consumers eligible for a Special Enrollment. During this period, Certified Enrollers processing applications on behalf of a consumer will no longer have the ability to complete new or in progress applications without a [Qualifying Life Event](#). New fields are displayed on the Application Signature Page that will require entry of a consumer's Qualifying Life Event.

If applicable, consumers may choose from the following Qualifying Life Events. Eligibility and coverage start dates are determined by the type and date of the Qualifying Life Event.

Qualifying Life Event	Effective Date
Had a baby or adopted a child	Day of birth/adoption
Lost or will soon lose my health insurance	1 <sup>st</sup> of following month
Got married or entered into domestic partnership	
Released from jail or prison	If a plan is selected by the 15 <sup>th</sup> , coverage starts on the 1 <sup>st</sup> of the following month. If a plan is selected after the 15 <sup>th</sup> , coverage starts on the 1 <sup>st</sup> of the second following month.
Permanently moved to/within California	
Gained citizenship/lawful presence	
Federally Recognized American Indian or Alaska Native	
Returned from active duty military service	

Consumers may also select "Other Qualifying Life Event"

- This selection should be used if the consumer's life event is not listed, uncertain, or an exceptional circumstance and may require Covered California review of the application to approve the Special Enrollment.

Consumers may also select "None of The Above (continue to review my application for Medi-Cal)"

- Special Enrollment does not apply to Medi-Cal applicants. These consumers can apply for coverage anytime during the year and do not need a Qualifying Life Event to gain coverage.

The consumer's Qualifying Life Event date must be within 60 days to qualify for Special Enrollment. If the life event date is more than 60 days in the past, the consumer will not qualify for Special Enrollment.

Click the following links to access additional information to help assist consumers enrolling with a Qualifying Life Event:

<a href="#">Job Aid: Special Enrollment</a>	<a href="#">Job Aid: Delegating and Removing a Delegation</a>
<a href="#">Job Aid: Agent Extranet</a>	<a href="#">Social Media Tool Kit</a>
<a href="#">Job Aid: Report A Change</a>	<a href="#">Immigration Tool Kit</a>
<a href="#">Job Aid: Create an Individual Account</a>	<a href="#">Regional Field Representative Team</a>
<a href="#">Job Aid: Change Premium Assistance Amount</a>	<a href="#">Navigator Grant Program Manager Team</a>
<a href="#">Job Aid: Income Pages</a>	

Covered California Outreach and Sales Division  
OutreachandSales@covered.ca.gov

April 25, 2016

- Job Aids:
  - Special Enrollment
  - Agent Extract
  - Report A Change
  - Create an Individual Account
  - Change Premium Assistance Amount
  - Income Pages
  - Delegating and Removing a Delegation
- Social Media Tool Kit
- Immigration Tool Kit
- Regional Field Representatives and Navigator Grant Account Managers Contact Information



# OUTREACH AND SALES: SEP RESOURCE MAPS




**IDENTIFY**  
the local  
**RESOURCES**  
where consumers  
who may be  
experiencing a  
**QLE**, seeking  
services, and be  
eligible for **SEP**.

- 1 - Unemployment Benefits
- 2 - Job Switchers
- 3 - Applying for a business License
- 4 - New legal and permanent residents
- 5 - Movers
- 6 - Entering and graduating students

# OUTREACH AND SALES: SEP SALES TOOLS

## Fact Sheet (front and back)




### Special Enrollment


**What is special enrollment?**

You can typically only enroll in a health insurance plan through Covered California during a set time called "open enrollment." Once open enrollment ends, you can enroll or make changes to your health insurance plan only if you experienced a qualifying life event. In most cases you have 60 days from the date of the qualifying life event to enroll in a health insurance plan or change your existing plan through Covered California. If you know ahead of time when you are going to lose your health coverage, you will also have an additional 60 days to enroll before that date to prevent any gaps in coverage.


**Examples of qualifying life events:**




Lost your health coverage




Got married



Moved outside your plan's coverage area



Had a baby







Turned 26

To find out about other qualifying life events, visit [CoveredCA.com](http://CoveredCA.com).

Covered California is open year-round to help you if you find yourself in need of health coverage. We have a network of certified enrollment representatives available to help you enroll in health coverage that is right for you.

To find free, local, confidential help near you, visit [CoveredCA.com/get-help/local](http://CoveredCA.com/get-help/local)



**Is financial help available?**

Yes. Covered California is the only place that offers financial help to get health coverage. The amount of financial help depends on your household income, family size, and where you live. In general, the lower your income, the more financial help you may receive. Use the chart below to help determine if you qualify.

Maximum annual income to qualify for financial help		
Family Size	Medi-Cal	Covered California
1	\$16,394	\$47,080
2	\$22,107	\$63,720
3	\$27,820	\$80,360
4	\$33,533	\$97,000

\*For larger households, please visit the Shop&Compare Tool at CoveredCA.com to find out if your family qualifies.

**When will my coverage begin?**

You will need to plan ahead to avoid gaps in health coverage. It helps to know that in general, the start date for health coverage depends on the date you enroll. If you enroll by the 15<sup>th</sup> day of the month, your coverage will start on the first day of the next month. If you enroll after the 15<sup>th</sup> day of the month, your health coverage will start on the first day of the second month.

**How do I enroll?**

You can enroll online by visiting [CoveredCA.com](http://CoveredCA.com). On our website you can also find free, local, confidential help from certified enrollment representatives to help you enroll in a health plan.

If you qualify for **Medi-Cal**, you can enroll anytime. To find out if you or someone in your family is eligible, you can apply at [CoveredCA.com](http://CoveredCA.com) or call your county human services agency.

# NEED HEALTH INSURANCE?

If you recently moved, got married, or lost your health coverage...





...you may be eligible to **ENROLL TODAY.**



For more information and enrollment help near you, contact:

[CoveredCA.com](http://CoveredCA.com)

# OUTREACH AND SALES: SEP SALES TOOLS

## Storefront Signage



## Social Media



## Other Sales Tools...

**Car Magnets** | **Storefront Flags** | **Window Decals**



# OUTREACH AND SALES: COMMUNICATION

[Agent Website](#) | [Partner Toolkit](#) | [Peter's Blog](#) | [Contact Us](#)



## Agent Briefing

News from Covered California

May 3, 2016

### ONLINE APPLICATION

#### Update to the Online Application – CalHEERS Release 16.4

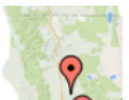
The Individual Marketplace online application, also known as CalHEERS, will undergo an update in two weeks, known as Release 16.4. Review the [16.4 CalHEERS Release Notes for Certified Enrollers](#) to stay up-to-date on important changes to the online application.

### SPECIAL ENROLLMENT


#### “The Power of Synergy” 2016 Special Enrollment Outreach Campaign Wraps Up

The Covered California Outreach and Sales Team facilitated 13 meetings statewide from San Diego to Chico for certified enrollment partners to come together, share best practices and strategies on how to outreach and educate their communities about special enrollment.

At each of the meetings, a panel of certified enrollment partners shared



[IPAS Homepage](#) | [Partner Toolkit](#) | [Peter's Blog](#) | [Contact Us](#)



## Community Partner Briefing

News from Covered California

Volume: 2, Issue: 6

July 16, 2015

### ELIGIBILITY





#### Affordable Care Act: Consumers By Premiums

Report, the Centers for Medicare and Medicaid Services (CMS) announced the results of two key provisions of the Patient Protection and Affordable Care Act on health insurance premiums.

### OUTREACH

#### California Launches Community-Campaign to Enroll Consumers

announced Tuesday it is expanding the program to communities where consumers can gain and maintaining health coverage.

Follow Us:    


Active on social media? Follow us on Facebook, Twitter, YouTube, and Instagram.

#### IN THIS ISSUE

- [Affordability](#)
- [Consumer Outreach](#)
- [Renewal](#)
- [Consumer Notices](#)
- [Community Partners](#)
- [Health Reform](#)

#### REMINDERS

- [Share the “You’re In” Web Page With Clients](#)
- [Appointment of Representatives’ Form](#)
- [Social Media Survey Results](#)



## Agent Alert

Breaking News from Covered California

### Return Mail Extract Coming Soon to Agent Extranet

Covered California uploads important reports, such as your [book of business](#) in the Agent Extranet (see [Agent Extranet Job Aid](#) to get access). Beginning Wednesday, May 18 a new monthly report will be provided that identifies consumers in your book of business for whom we have received returned mail and who require an update to their mailing address in order to receive important communication from Covered California.

Please help consumers update their mailing and residence address, phone number, and email address. Review our [Return Mail Extract Quick Guide](#) for more information about the new Return Mail Extract available to you.

### Join us for our next Webinar: Online Application Feature Release and other Updates from the Covered California Outreach and Sales Team

Next Thursday, May 19, Covered California will present a webinar for outreach and sales partners. Attend this webinar to learn more about the next system update to the online application (CalHEERS) Feature Release 16.4, tips about how to help consumers with Conditional Eligibility, and a review of quick tips for Special Enrollment.

Mark your calendars:

**Thursday, May 19, 2016**  
**11:00 a.m. - 12:00 p.m.**

To register for this webinar, please use the following link [here](#).

Review our [Webinar Registration and Closed Captioning Quick Guide](#) with instructions on how to register and access closed captioning.



# OUTREACH AND SALES: SALES SERVICE CENTER



- Certified Insurance Agents
- Certified Enrollment Counselors
- Certified Plan-Based Enrollers
- Certified Medi-Cal Managed Care Enrollers



## • Service Center Hours



- Monday through Friday, 8:00 a.m. to 6:00 p.m.
- Saturdays and Sundays, Closed
- Agent Service Center schedule for availability.

# FEEDBACK

# COMMUNICATIONS UPDATE

Lizelda Lopez, Deputy Director of Communications and Public Relations

**Covered California  
Communications and Public Relations**

***SPECIAL ENROLLMENT 2016***



# COMMUNICATIONS: KEY DATES AND PROJECTS

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- **Mid-July 2016 Plans and Rates Announcement**
  - News conference
  - Press release
  - Community partner content
- **June – Oct 2016 Targeted Segment Outreach**
  - African American
  - API
  - Latino
  - LGBT

# COMMUNICATIONS:

## TARGETED SEGMENTS OUTREACH– SPECIAL ENROLLMENT

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### Objectives:

1. Coordinated approach across Communications, Marketing, Sales and External Affairs
2. Delivery of messages focused on enrollment, linkage and retention
3. Content creation and distribution channel identification and engagement

# COMMUNICATIONS:

## TARGETED SEGMENTS OUTREACH– SPECIAL ENROLLMENT

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### Strategic Focal Points:

1. Research
2. Channels of Distribution
3. Content
4. Production
5. Events

# COMMUNICATIONS:

## TARGETED SEGMENTS OUTREACH– SPECIAL ENROLLMENT

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### 1. Research

Working with Sales to determine where uninsured live.  
Researching major CBOs, Partners, Media in those regions.



# COMMUNICATIONS:

## TARGETED SEGMENTS OUTREACH– SPECIAL ENROLLMENT

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### 2. Channels of Distribution

- Media
- Digital/Video
- Broadcast
- Social Media

# COMMUNICATIONS:

## TARGETED SEGMENTS OUTREACH– SPECIAL ENROLLMENT

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### 3. Content

- Media – Print-ready articles
- Digital/Video – :30 or less for posting on stakeholder sites or events
- Broadcast – radio / TV appearances
- Social – customized for stakeholders social
- Visual/Presentation – PPT for events

# COMMUNICATIONS:

## TARGETED SEGMENTS OUTREACH– SPECIAL ENROLLMENT

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### 4. Events

- Identification/List – Community and stakeholders
- Stakeholder/Navigator Engagement
- Logistics

# FEEDBACK

# BREAKOUT SESSIONS

Subcommittee	Room	Conference Line
African American	Pyramid	(888) 808-6929 Code: 4305054
Asian/ Pacific Islander	Berryessa	(888) 273-3658 Code: 9055629
Latino	Tahoe	Stay on Webinar
LGBTQ	Castaic	(888) 808-6929 Code: 5207089

# SUBCOMMITTEE BREAKOUT SESSION

MARKETING	COMMUNICATIONS	SALES
<p>Understanding the challenges with the remaining uninsured what are key drivers that will influence enrollment from your community during OE4?</p>	<p>Research has shown that it will be harder to convince the remaining uninsured to apply. What messaging have you seen or used that has been effective in encouraging individuals in your community who have so far gone without coverage to apply and determine their coverage options or SEP eligibility?</p>	<p><b>Removing Barriers:</b> How can Covered California's certified enrollment population remove enrollment barriers for SEP and OE4 in your community?</p> <p><b>Outreach and Enrollment Strategies:</b> What can Covered California's certified enrollment population do to better outreach and enroll your communities for SEP and OE4?</p>