
Covered California

Small Business Health Options Program (SHOP) Advisory Group

November 5, 2014

Small Business Health Options Program (SHOP) Advisory Group

I. Welcome and Introductions

SHOP Advisory Group

II. Service Center

Service Center Statistics

- Update and Overview
- Questions and Discussion
- Public Comment

Service Center Statistics

Pinnacle Service Center Statistics Period April thru September 2014

Call Statistics	Apr	May	Jun	Jul	Aug	Sep	Target
Offered	23153	19999	19721	23194	23731	26443	
Handled	17542	19139	18277	21958	20885	21355	
Abandoned	5068	846	508	1236	2842	5023	
% Abandoned	21.89%	3.36%	7.36%	5.32%	11.97%	19%	5% or less
Transferred	273	277	188	403	288	314	
Avg Calls Offered/day	1052	953	944	1062	1131	1260	
Avg Calls Handled/day	797	912	873	1004	995	1017	
Avg Talk Time	15:55	9:03	8:44	8:40	9:26	10:29	15 minutes
Avg Handle Time	16:29	10:10	9:49	9:35	10:21	11:28	17 minutes
Service Level	45.34%	97.42%	91.34%	95.04%	85.53%	66.67%	80% or better
Speed of Answer	13:08	1:29	3:07	2:24	6:26	12:28	80% in 20 minutes or less

Service Center Statistics

E-mail Volume Period April thru September 2014

	April	May	June	July	Aug	Sept
Email volume	1,455	1,591	1,433	1,351	1,616	2,860
Turnaround time	4 day	1 day	1 day	1 day	1 day	1 day

Service Center Staffing As of October 30, 2014

Call Center staffing			
	FTE	Temp	Total
<i>CSR</i>	40	10	50
<i>Leads</i>	5		5

SHOP Advisory Group

III. SHOP Operations

SHOP Operations

- Enrollment Statistics
- Case Processing Statistics
- Questions and Discussion
- Public Comment

SHOP Operations

Enrollment Statistics

SHOP Cases & Lives Sold By Effective Date

	# Groups	Subscribers	Dependents	Total Members
1/1/2014	490	2,449	1,256	3,705
2/1/2014	242	1,013	484	1,497
3/1/2014	233	1,147	434	1,581
4/1/2014	258	1,061	450	1,511
5/1/2014	206	893	331	1,224
6/1/2014	158	679	300	979
7/1/2014	126	540	326	866
8/1/2014	105	488	206	694
9/1/2014	99	438	160	598
Grand Total	1,917	8,708	3,947	12,655
Average	----	4.54	2.06	6.60

SHOP Operations

Enrollment Statistics

Groups Sold by Sales Channel & Effective Date

Sales Channel	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total	% of Total
Agent Assisted	109	71	46	80	66	55	39	34	30	530	33.40%
Agent plus GA	271	125	129	118	93	77	64	54	53	984	62.00%
Employer											
Direct	110	46	58	60	47	26	23	17	16	403	25.40%
Grand Total	490	242	233	258	206	158	126	105	99	1,917	100.00%

Lives Sold by Sales Channel & Effective Date

Sales Channel	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total	% of Total
Agent Assisted	801	434	269	467	344	331	315	162	173	3296	26.05%
Agent plus GA	2,435	868	1,092	865	676	525	470	452	388	7771	61.41%
Employer											
Direct	469	195	220	179	204	123	81	80	37	1588	12.55%
Grand Total	3,705	1,497	1,581	1,511	1,224	979	866	694	598	12,655	100.00%



SHOP Operations

Enrollment Statistics

Lives Sold by Carrier & Effective Date

Effective Date	Blue Shield	CCHP	HealthNet	Kaiser	Sharp	WHA	Grand Total
1/1/2014	521	31	1,053	2,003	54	26	3,688
2/1/2014	237	16	467	724	38	13	1,495
3/1/2014	194	32	490	838	7	6	1,567
4/1/2014	199	40	521	744	37	3	1,544
5/1/2014	128	5	430	647	3	11	1,224
6/1/2014	146	10	251	560	1	11	979
7/1/2014	61	7	400	377	3	18	866
8/1/2014	88	9	208	356	18	15	694
9/1/2014	53	10	203	318	8	6	598
Grand Total	1,627	160	4,023	6,567	169	109	12,655
% of Total	12.86%	1.26%	31.79%	51.89%	1.34%	0.86%	100.00%

SHOP Operations

Billed Lives (Subs + Dependents) Sold by Rating Region & Effective Date

Region #	Region Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	Region % of Total
1	Rural North/Sierra	56	6	3	14	27	6	6	12	3	133	1.05%
2	Wine County	333	126	85	98	101	39	45	37	67	931	7.36%
3	Great Sacramento Region	233	42	45	66	33	53	55	56	41	624	4.93%
4	San Francisco	157	52	80	121	91	24	31	55	42	653	5.16%
5	Contra Costa	236	66	59	79	53	24	55	28	61	661	5.22%
6	Alameda	434	115	111	128	95	68	52	39	29	1071	8.46%
7	Santa Clara	213	96	121	158	140	54	57	73	19	931	7.36%
8	San Mateo	116	56	75	59	37	11	22	11	5	392	3.10%
9	Monterey Bay	60	21	66	28	52	32	37	42	17	355	2.81%
10	Central Valley North	107	19	48	11	14	72	24	3	28	326	2.58%
11	Central Valley South	98	37	6	11	24	13	44	11	2	246	1.94%
12	South Coast	66	27	56	24	33	45	9	28		288	2.28%
13	Southern Desert		7	3		9					19	0.15%
14	Kern	15	16	25	8	8	20	85	9	15	201	1.59%
15	Los Angeles East	335	137	178	209	139	134	115	73	92	1412	11.16%
16	Los Angeles West	451	263	261	175	132	150	70	112	70	1684	13.31%
17	Inland Empire	310	131	133	104	65	52	41	39	38	913	7.21%
18	Orange County	174	104	113	112	85	113	57	22	35	815	6.44%
19	San Diego	294	174	99	139	86	69	61	44	34	1000	7.90%
Total		3,688	1,495	1,567	1,544	1,224	979	866	694	598	12,655	100.00%



SHOP Operations

Enrollment Statistics

Group Size (# of Employees) by Sales Channel

Sales Channel	Group Size									Grand Total
	1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	
Agent Assisted	409	85	21	10	0	2	2	0	0	529
Agent plus GA	722	190	45	15	8	3	0	1	1	985
Employer Direct	315	60	16	6	4	1	1	0	0	403
Grand Total	1446	335	82	31	12	6	3	1	1	1917
% of Total	75.43%	17.48%	4.28%	1.62%	0.63%	0.31%	0.16%	0.05%	0.05%	100.00%

SHOP Operations

Current SHOP Application Turnaround Time

- 95.5% completed in less than 2 days
- 100% completed in less than 4 days
- 93.9% invoiced in less than 2 days
- 100% invoiced in 3 days

SHOP Advisory Group

IV. Health Plans

SHOP Health Plans

- New Plan Designs
- Embedded Pediatric Dental
- New Adult Dental
- New Dental Carrier
- Public Comment

SHOP Advisory Group

V. Agent Update & SHOP Sales

General Agent Commission Update

Next Scheduled Payment	Payment Through Month
11/14/14	August 2014

Agent Commission Update

Next Scheduled Payment	Payment Through Month
11/14/14	August 2014
11/21/14	September 2014
12/07/14	October 2014
12/24/14	November 2014

Carrier Payment Update

Next Scheduled Payment	Payment Through Month
11/14/14	August 2014
11/26/14	September 2014

SHOP Sales

Certified Agent Update as of October 2014

- Covered California Certified Agents– 12,461
- Number of Agents that have started or completed the new CBT's – 1,842
- Agents that have completed the exam - 421

SHOP Sales

SHOPWorks



SHOPWORKS SPECIAL OFFER!

SIGN NEW BUSINESS GET FREE MARKETING



SHOP for health insurance now.

**GET A CREDIT
ON YOUR TAXES
FOR THE ENTIRE YEAR**

SHOPWORKS is a new set of tools provided by the Covered California Small Business Health Options Program (SHOP) to give Certified Insurance Agents ideas, materials and resources that will help them sell and support SHOP health insurance plans to small businesses in California.

Sign new SHOP business with an effective date of 1/1, 12/1 or 1/1 and you can qualify for a mailing of 1000 **FREE POSTCARDS** – including customization, printing, postage and prospect list names – for every group with 10 employees or more! Choose your mailing from a selection of professionally designed mailers courtesy of **SHOPWORKS**.

Call today to learn how to order your free mailing!

(844) 332-8384 SHOPWORKS@covered.ca.gov

SHOPWORKS Marketing tools for Agents

Customizable Postcards

Small Business Health Options Program (SHOP)

The Small Business Health Options Program (SHOP) from Covered California is open for business. Now is a great time to get the word out to clients and new prospects about how you can help them find a health plan that will fit their budget and their business on the SHOP Exchange.



The 1000 customizable postcards let you deliver messages about our services and products along with all of your agency and contact information including website, email, agency name, license number, address, phone and fax!


Mailing examples: include prepopulating lists of leads which can be targeted by zip code, business type and size, city, county or radius from an address.





Each postcard has network able fields that include:

- Name
- Address
- Insurance License Number
- Phone and Fax Numbers
- Email Address
- Website URL
- 40 character message from your agency


Postcard Choices (click on card to see full-size version)



TO ORDER
call 916.228.8709 email SHOPWORKS@Covered.CA




BIG HEALTH INSURANCE CHOICES

WE'LL FIND THE RIGHT PLAN FOR YOU

MICHELLE

SHOPWORKS Marketing tools for Agents

Customizable Postcards Order Form



[GO BACK](#)

CUSTOMIZATION INFORMATION

Name _____ Insurance Lic. # _____

Agency Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website _____ Email _____

40 character message line _____

SEMINAR INFORMATION (Postcards SEMINAR NO SHOP card)

SEMINAR 1 Date _____ Location _____

Address _____ City _____ Zip _____

SEMINAR 2 Date _____ Location _____

Address _____ City _____ Zip _____

SEMINAR 3 Date _____ Location _____

Address _____ City _____ Zip _____

SEMINAR 4 Date _____ Location _____

Address _____ City _____ Zip _____

PROSPECTING LIST

CUSTOM MAILING LIST TO BE PROVIDED BY AGENT

ZIP codes 5-9 10-24 25-49 50-99 Other _____

Counties _____

Radius from an address _____ miles from Address _____

MAILING CAM PAIGNS

<input type="checkbox"/> campaign: 100 postcards mailed 1 time	POSTCARD 1 Type: NO SHOP	POSTCARD 2 Type: NO SHOP
<input type="checkbox"/> campaign: 1000 postcards 100 mailed 2 times	SWC1	SWD1
<input type="checkbox"/> campaign: 1000 postcards mailed 1 time	SWD1	
<input type="checkbox"/> campaign: 2000 postcards 1000 mailed 2 times	SWC1	SWD1
<input type="checkbox"/> custom campaign: _____ postcards mailed _____ times	SWC1	SWD1

SWC: all 1000 postcards mailed on the same date. SWD: all 1000 postcards mailed on different dates. SWC1: all 1000 postcards mailed on the same date. SWD1: all 1000 postcards mailed on different dates.

POSTCARDS AS LOW AS 35¢

Includes printing, customization, postage and prospecting list.

CO-OP pricing available to Certified Insurance Agents with active SHOP business

TO ORDER
call 916.228.8709 email SHOPWORKS@Covered.CA.gov

SHOP Sales

SHOPWorks

- Goals: SHOP sales collateral imprinted with Certified Insurance Agent contact information on the desks of 250,000 business owners by the end of 2014
- Program launched on 10/21/14
- To date we have received orders for over 66,000 pieces
- We are at 25% to goal with 10 more weeks to go!

SHOP Sales

Renewal Process Timeline

Date	Event
October 15, 2014	Rates approved by CDI & DMHC
October 25, 2014	SHOP Renewal kits are processed
October 31, 2014	Quoting engines (Health Connect, GAs, etc.) make rates available
October 31, 2014	SHOP renewals mailed to groups
December 15, 2014	Change paperwork returned to Covered California
January 2015	Changes are made at the carrier

SHOP Sales

Renewal Kit Contents

1. Employer Letter	6. Employee Enrollment Worksheet
2. Program Changes	7. Employer Change Forms
3. Renewal Options	8. Employee Change Forms
4. Renewal Premium Notification	9. Alternate Contribution Scenarios
5. Current Employer Contribution	<ul style="list-style-type: none">▪ Employee Worksheet Changes▪ Who to call

SHOP Sales



Important Information about SHOP Renewal** Action Required***

SHOP | P.O. Box 7010 | Newport Beach, CA 92658

October 15, 2014

SHOP Case Number ID: «Group_Num»

«Contact_First_Name» «Contact_Last_Name»
«Group_Name»
«Address_1»
«Address_2»
«City», «State_» «Zip»

Dear «Contact_First_Name»,

Thank you for choosing the Covered California Small Business Health Options Program (SHOP) as your choice for quality, affordable health coverage for your employees.

This notice is to inform you that your health plan is scheduled to renew «Renewal Date»». If you would like to continue with your current coverage without any adjustments, no action is required from you at this time.

This coming plan year, Covered California SHOP is pleased to provide you with more great choices for employee health coverage! Included below is a list of exciting new additions to our current offerings.

New Options for 2015 Plan Year

- Dual Tier Choice** – Provides employees with more plan options by allowing employers to offer coverage from two adjoining metallic tiers – Bronze + Silver, Silver + Gold, or Gold + Platinum – rather than from just one. The result is greater employee choice at no additional cost to the employer.
- Alternative Benefit Plans** – Several SHOP carriers now offer expanded benefit plans in addition to their Covered California standard benefit plan designs giving employees even more health coverage options.
- Adult Dental Plans** – Covered California now offers stand-alone dental coverage that employees can select as part of their SHOP coverage. Dental benefits are employee paid, allowing for expanded benefit offerings without increasing benefits costs for the employer.
- Pediatric Dental Plans** – These plans are now included as part of several of SHOP's health plans. Employees should review their medical selections carefully before purchasing separate pediatric dental coverage to prevent purchasing duplicative coverage for their children. Pediatric Dental Plans will continue to be an option for child dependent coverage. For 2015, only one benefit level is being offered for stand-alone pediatric dental and is equivalent to the High Option (85%)

Plan Renewal Worksheets

Dental Worksheet						
Employee Name	Example Group Name		8/3/2014			
Effective Date			EE or ER			
Employer Rating Area						
Text Box						
Dental Plans	Pediatric (SADP)		Family			
	Pediatric	Rate	Pediatric	Rate	Adult	Rate
Access Dental	Children's HMO		Family HMO		Family HMO	
Blue Shield	Children's HMO		Family HMO		Family HMO	
Delta	Children's HMO		Family HMO		Family HMO	
Guardian	Children's HMO		Family HMO		Family HMO	
Liberty Dental	Children's HMO		Family HMO		Family HMO	
Managed Dental Care	N/A		N/A		N/A	
MetLife	Children's HMO		N/A		N/A	
Premier Access	Children's HMO		Family HMO		Family HMO	
Safeguard	Children's HMO		Family HMO		Family HMO	
Dental Health Services	N/A		N/A		N/A	

*Family dental plans offer both adult and child dental options. If a child is enrolled in the family dental coverage, all children must enroll.

Small Business Health Options Program (SHOP) Change Request Form for Employees

Check here if changes are to be effective at renewal. For assistance call 800-454-3376

EMPLOYER INFORMATION
Employer Name: _____
Employer Address: _____
City: _____ State: _____ Zip: _____

REASON FOR CHANGE (CHECK ALL THAT APPLY)
 New enrollment
 New hire
 Not paid to full-time employees
 Use change of dependent
 Use dependent coverage
 Add dependent (dependent coverage)
 Add dependent (dependent coverage)
 Add dependent (dependent coverage)
 Add dependent (dependent coverage)

PLEASE PROVIDE THE DETAIL REGARDING YOUR CHANGES IN THE RESPECTS:
 1. For each health plan, list name & tier.
 2. For each health plan, list name & tier.

NEW EMPLOYEE Complete Information Below. **EXISTING EMPLOYEE** Complete Information Below.

1. First Name: _____ Last Name: _____
 2. City: _____ State: _____ Zip: _____
 3. Date of Birth (MM/DD/YYYY): _____
 4. Social Security Number: _____
 5. Health Plan: _____
 6. Health Plan: _____
 7. Health Plan: _____
 8. Health Plan: _____

Employee Change Request Form

NEW HEALTH AND DENTAL PLAN CHOICES

IMPORTANT: Plan changes are only allowed at renewal. However, employees who experience a qualifying event (eg. become a new dependent) are able to change their coverage outside of the renewal period.

Not all health plans listed may be available. Please check with your employer for the list of available health plans in your area.

Health Plan	Bronze	Silver	Gold	Platinum
Blue Shield	<input type="checkbox"/> Bronze 60 HMO	<input type="checkbox"/> Silver 70 HMO	<input type="checkbox"/> Gold 80 HMO	<input type="checkbox"/> Platinum 90 HMO
Children's Community Health Plan	<input type="checkbox"/> Bronze 60 HMO w/CHD	<input type="checkbox"/> Silver 70 HMO w/CHD	<input type="checkbox"/> Gold 80 HMO w/CHD	<input type="checkbox"/> Platinum 90 HMO w/CHD
Health Net	<input type="checkbox"/> Bronze 60 PPO	<input type="checkbox"/> Silver 70 PPO	<input type="checkbox"/> Gold 80 PPO	<input type="checkbox"/> Platinum 90 PPO
Palmer Permanente	<input type="checkbox"/> Bronze 60 USA HMO	<input type="checkbox"/> Silver 70 USA HMO	<input type="checkbox"/> Gold 80 HMO	<input type="checkbox"/> Platinum 90 HMO
Sharp	<input type="checkbox"/> Bronze 60 HMO w/CHD	<input type="checkbox"/> Silver 70 HMO Network 1 w/CHD (Central Inland)	<input type="checkbox"/> Gold 80 HMO Network 2 w/CHD (Central Inland)	<input type="checkbox"/> Platinum 90 HMO Network 1 w/CHD (Central Inland)
Western Health Advantage	<input type="checkbox"/> Bronze 60 HMO w/CHD	<input type="checkbox"/> Silver 70 HMO w/CHD	<input type="checkbox"/> Gold 80 HMO w/CHD	<input type="checkbox"/> Platinum 90 HMO w/CHD

SHOP Renewal Cover Letter



Dental Plans

	PEDIATRIC DENTAL PLANS	FAMILY DENTAL PLANS**
Access Dental	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO
Blue Shield	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO
Delta Dental	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO
Guardian	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO
Liberty Dental	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO
Managed Dental Care	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO
MetLife	<input type="checkbox"/> Children's Dental PPO	None
Premier Access	<input type="checkbox"/> Children's Dental PPO	<input type="checkbox"/> Family Dental PPO
Safeguard	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO
Dental Health Services	<input type="checkbox"/> Children's Dental HMO	<input type="checkbox"/> Family Dental HMO

**Family dental plans offer both adult and child dental options. If a child is enrolled in the family dental coverage, all children must enroll.

NEED HELP WITH YOUR FORM? Contact your employer or your employer's Covered California Certified Insurance Agent for questions, visit CoveredCA.com or call us at 877-454-3376. For assistance with questions regarding your renewal, please contact your employer's Covered California Certified Insurance Agent.

SHOP Advisory Group

VI. Marketing & Outreach

Marketing & Outreach

- Small Business Outreach
- Agent Marketing
- Small Business Marketing
- Questions and Discussion
- Public Comment

Small Business Outreach

- Update from SHOP Grantees

SHOP Marketing Activities

Small Business Audience

SHOP Customer Research

Target = small businesses

Baseline NORC Research
(June-July 2013)

**NORC Tracking Survey
(Feb-April 2015)**

SHOP Advertising Campaign

Target = small businesses

Advertising Campaign
(Mar – Jun 2014)
(Email, Print, Digital – English only)

Advertising Campaign
(Aug – early Nov 2014)
(Print, Digital, Mobile, Paid Social, Paid Search –English / Spanish)

**Advertising Campaign
(Jan – June 2015)**

“Welcome to Answers” Video (TBD)

SHOP Social Media

Target = employees of small businesses

Leveraging Covered CA Social Channels
(June – ongoing)
(FB, Twitter, G+)

**Considering LinkedIn channel
(TBD)**

SHOP Collateral

Target = small businesses, agents

Agent Kit, Trifold, Factsheets, 12-page brochure (2013-2014)

Updated Agent Kit, Trifold (English, Spanish, Chinese, Vietnamese, Korean), Factsheets (13 languages), 4-page booklet (English, Spanish) (2014-2015)

SHOP Collateral Update

Trifold brochures (English, Spanish, Chinese, Vietnamese, Korean)

- Currently available on KP Print Store; Customizable versions available soon
- Being uploaded to CoveredCA.com

The image displays a collection of 12 trifold brochures for Covered California's SHOP (Small Business Health Options Program). The brochures are arranged in a grid and are available in five languages: English, Spanish, Chinese, Vietnamese, and Korean. Each brochure features the Covered California logo and various images of small business owners and employees. The topics covered include:

- Getting started:** Discusses the advantages of offering health insurance, budget considerations, and the role of a Certified Insurance Agent.
- Eligibility:** Explains who is eligible for SHOP, including small businesses with 1-50 employees and self-employed individuals.
- Benefits:** Details the types of health plans available, including medical, dental, and vision coverage, and the option for a Health Reimbursement Arrangement (HRA).
- How SHOP works:** Describes the process of selecting a plan, enrolling employees, and managing the program.
- Other topics:** Includes information on tax-credit eligibility, why to use a Certified Insurance Agent, and how SHOP can benefit small businesses.

English

Spanish

Chinese



SHOP Collateral Update

SHOP Fact Sheet(13 languages)

- All translations completed; standard versions & customizable versions available soon
- Being uploaded to CoveredCA.com

FACT SHEET
Small Business Health Options Program (SHOP)

Affordable Health Insurance for Small Businesses

In 2010, the federal government approved a law – the Patient Protection and Affordable Care Act – to increase the number of Americans with health insurance and cut the cost of health care. The state of California developed Covered California™, a marketplace where individuals and small businesses can buy quality, affordable health insurance.

Employers today find that offering health insurance allows them to attract and retain employees and keep their workforce healthy, happy and productive. Covered California's Small Business Health Options Program (SHOP) is available to employers with 50 or fewer employees, and makes it easy for them to offer their employees a choice of affordable health insurance plans. Enrollment in SHOP is available year-round.

Covered California Offers Variety and Quality

Covered California's SHOP offers small businesses a choice of competitively priced health insurance plans from private insurance companies to both the employer and their employees can find a plan that fits their needs and budget.

Health insurance plans through Covered California offer standardized health benefits at four different levels of coverage: Bronze, Silver, Gold and Platinum. Employers can choose one or two plan levels of coverage to offer employees and define the amount they will contribute towards employees' premium. The new option to select two coverage levels, called "Split the Cost," allows employers to select two adjoining metal tiers – Bronze & Silver, Silver & Gold, or Gold & Platinum – instead of just one. Each employee may then choose a health plan from within the employer's defined levels of coverage. Defined coverage levels make it easy to compare health plans. Premiums and out-of-pocket costs are directly related with the level of coverage selected.

Level of Coverage	Percentage of premium paid by health plan	Percentage of premium paid by individual
Bronze	90%	10%
Gold	80%	20%
Silver	70%	30%
Platinum	60%	40%

Small Business Tax Credits

Small businesses offering health insurance through Covered California may qualify for federal tax credits to offset part of the cost. To qualify for the credit, employers must have fewer than 25 full-time equivalent employees, pay employees an average annual salary of less than \$50,000, and contribute at least 50 percent of the employee premium costs.

Employers with fewer than 50 full-time equivalent employees can begin enrolling late in 2014. However, they will be eligible for the maximum tax credit amount if the maximum gross annual premium is \$5,000 per employee or \$10,000 per family for self-employed individuals, regardless of how many employees are covered under the employer's selected plan.

There are credits available for a total of two consecutive years.

All health insurance plans available through Covered California cover the same essential health benefits such as abortion, visits, hospital care, emergency care, care for pregnant women, infants and children, and prescription drugs.

Employers whose employer does not offer dependent coverage may be eligible to buy it through Covered California's Individual Marketplace.

Small Business Eligibility for SHOP

- To offer coverage through Covered California's SHOP, employers must have at least one full-time or more than 50 part-time employees and must remain cost-effective and pay contribution requirements. Coverage must be offered to all full-time employees (30 or more hours per week) and may also be offered to part-time employees at the employer's discretion.
- Eligible employers may enroll through Covered California's SHOP year-round throughout the year.
- Starting in 2016, eligibility guidelines for Covered California's SHOP will change to include employers with 100 or fewer eligible employees.

Example of small business enrolling for credit to health insurance. Enroll SHOP with 50 full-time equivalent employees.

Employees	With the applicable maximum
50	50%
50	50%
50	50%

FOR MORE INFORMATION AND TO ENROLL

Visit CoveredCA.com/small-business | Call (877) 688-6888

SHOP Collateral Update

SHOP 4-page Booklet(English & Spanish)

- Finalizing Spanish Translation
- Will be available on KP and coveredca.com in 4-6 weeks

Health Insurance Made Easy for Small Businesses
Small Business Health Options Program (SHOP)

The Small Business Health Options Program (SHOP)
Covered California's Small Business Health Options Program (SHOP) is a health insurance marketplace specifically designed for small businesses.

SHOP provides small businesses with 50 or fewer full-time employees a choice of competitively priced health insurance plans from private insurance companies, so both the employer and their employees can find a plan that fits their needs and budget.

What is the SHOP marketplace?
Covered California's Small Business and individual health insurance marketplace is a one-stop place with a variety of health insurance plans with different levels of benefits, costs, and optional health coverage options. SHOP also allows employers in their state to help their own and their employees' health insurance needs.

Employers can choose one of the plan levels of coverage for their employees and either enroll or they will automatically enroll in their employee plan. But employees may choose a health plan that meets their needs better. The employees' choice of coverage. Employees may also choose to offer dependent coverage and have the option to enroll in dependent coverage.

Health insurance from the employer through SHOP health insurance plans is available throughout the year. Once an employer's health plan coverage ends, employees have a guaranteed issue right to enroll in a new health plan for 90 days after the plan year ends.

Covered California is the only place where qualified small businesses can choose a health plan that meets their needs better. The marketplace is available to help you for the cost of providing health coverage to employees.

Health Insurance Made Easy for Small Businesses
Small Business Health Options Program (SHOP)

Do we have to offer employees insurance?
No, the health care decisions and employment decisions are up to you. You can choose to offer health insurance to your employees to help them meet their needs and budget. If you do, you must offer the same health insurance to all full-time employees who work for you.

What are our plan options?
Beginning October 1, 2014, Covered California's SHOP offers small businesses the ability to provide employees with more choices for health coverage at no additional cost by introducing a new model called "Over The Counter."

With Over The Counter, employers select their contribution level and offer a plan on behalf of their employees. Employees select their plan from a menu of plans.

Small businesses that offer health insurance to their employees can choose to offer health insurance to their employees through SHOP. This allows employees to choose a health plan that meets their needs and budget.

Who is eligible to participate?
Small businesses with at least one but no more than 50 full-time employees are eligible to participate in SHOP. Employees who are not eligible to enroll in SHOP through Covered California are not eligible to enroll in SHOP through Covered California. Employees who are not eligible to enroll in SHOP through Covered California are not eligible to enroll in SHOP through Covered California.

Adult Dental
Employees will now have the option to enroll in dental coverage for their employees. The SHOP marketplace offers dental coverage for employees. Employees can choose to offer dental coverage for their employees. Employees can choose to offer dental coverage for their employees.

How will SHOP help our business?
Covered California's SHOP marketplace offers a variety of health insurance plans that can help you meet your business needs. SHOP marketplace offers a variety of health insurance plans that can help you meet your business needs.

Business costs and support. SHOP marketplace offers a variety of health insurance plans that can help you meet your business needs. SHOP marketplace offers a variety of health insurance plans that can help you meet your business needs.

Will our business be eligible for tax credits?
Small businesses with 25 or fewer full-time employees may be eligible for the Small Business Health Care Tax Credit. The tax credit can help you offset the cost of providing health insurance to your employees. To qualify for a tax credit, your business must meet certain requirements.

Find a Certified Insurance Agent available near you at CoveredCA.com.

Workman Tax Credit is a percentage of insurance benefits up to \$500.

Health Insurance Made Easy for Small Business
Small Business Health Options Program (SHOP)

When can small businesses enroll?
Small businesses have the option to enroll whenever they choose. Once an employer enrolls, employees and dependents are guaranteed issue for 90 days from the employer's effective date. Newly hired employees may be added during the plan year.

Next steps
Covered California makes it easy for employers to apply for coverage, using the SHOP Application for Employers. All SHOP application forms are available at CoveredCA.com/SmallBusiness.

To apply, employers will need:

- Employer name as reported to the Employer Development Department (EDD)
- Employer Identification Number (EIN)
- State Employer Identification Number (SEIN)
- A copy of their most recent tax return
- DEIC provided by the employer
- Total number of employees
- Total number of full-time employees
- Total number of part-time employees working 20 or more hours per week (including part-time employee coverage)
- Employee names, including address, telephone, date of birth, Social Security number or the identification number
- Dependent information of all employees, including date of birth or date of death (if age of dependent)

Obtain more information
Contact the Small Business Health Options Program (SHOP) Customer Support Center at 1-800-404-3889 or visit CoveredCA.com. Call 1-800-404-3889 for more information.



Agent Marketing

Covered California SHOP Print Advertising



October



November



December

“Choice, Value, Control ” Ad Campaign
California Broker

Agent Marketing

Covered California Email Campaigns

SHOP
for REAL
Choice

NEW Dual Tier Choice
gives you more reasons
to sell Covered California
SHOP

**NEW Dual Tier Choice gives employers real options
and employees real choice**

SHOP's new Dual Tier Choice, available October 1, 2014, lets employers offer health plans from two adjoining Metal Tiers – Bronze + Silver, Silver + Gold or Gold + Platinum. Employees get more choice with multiple plans from multiple carriers, all compatible with the Covered California Individual Exchange.

COVERED CALIFORNIA

CoveredCA.com/small-business (877) 453-9198

SHOP
for REAL
Control

NEW Dual Tier Choice
gives employers even
more reason to
SHOP
for health coverage

**NEW Dual Tier Choice lets employers control their cost
while employees control their health**

SHOP's new Dual Tier Choice, available October 1, 2014, lets employers offer health plans from two adjoining Metal Tiers – Bronze + Silver, Silver + Gold or Gold + Platinum. Employees get more control over their health plans with a choice of multiple plans from multiple carriers, all compatible with the Covered California Individual Exchange, while employers control their cost with Defined Contribution.

COVERED CALIFORNIA

CoveredCA.com/small-business (877) 453-9198

“Dual Tier Choice” Email Campaign
September – October

Agent Marketing

Dual Tier & What's New Flyer

**NEW AT SHOP
DUAL TIER
Choice**

Dual Tier Choice

Now employees can access multiple choices for multiple years by having them all as a package. A benefit package that includes Vision, Life, and Dental.

REAL OPTIONS for employers
With the new Dual Tier Choice option, employers select their own benefit level and retention plan for each year, now offer the adjusting their terms to employees instead of just one.

REAL CHOICE for employees
Employees get more choice with multiple plans from multiple carriers, all compatible with the Covered California Individual Exchange. Employees choose which plan provides the best coverage and most affordable price.

REAL VALUE for every one
With the opportunity to compare benefit plans at a variety of price points, employees get more choice and coverage more closely tailored to their needs - without additional cost to their employer.

coveredcalifornia.com/benefitsolutions (877) 433-9999

Available early October

What's New!

NOW THERE'S
EVEN MORE TO
LOVE ABOUT
SHOP

Rate Changes
For rates effective January 1, 2015, SHOP will change the medical option calculation rates. Employees responsible will now be based on the non-calculator, rather than employer-specific rates, which may provide cost savings or more plan options, depending on the financial condition of your business.

Adult Dental
Employees will now have the option of offering adult dental coverage for adults. Beginning January 1, 2015, dental benefits are employer-paid with no additional cost to employers, allowing businesses to expand benefits offerings without increasing benefits costs.

Alternative Benefit Plans
For coverage in nonmedical effectiveness or after January 1, 2015, SHOP has expanded benefit plan options for employees - depending on your business. Check the benefit plan materials on the SHOP website for information on these and other benefit plan changes.

NEW Dual Tier Choice
Dual Tier Choice lets employees choose employees with more options for benefit plan choices. The Dual Tier Choice option is available for coverage beginning on or after October 1, 2014.

With this new option, employees select their own benefit level and retention plan for each year, now offer the adjusting their terms to employees instead of just one. The employee selects which plan from the Dual Tier Choice option provides the best coverage and most affordable price. Because employees have the opportunity to compare benefit plans at a variety of price points, the result is greater employee choice and coverage more closely tailored to individual needs - without additional cost to the employer.

coveredcalifornia.com/benefitsolutions (877) 433-9999

Available November

Agent Marketing

SHOP Point of Sale Brochure



Discover a new choice for health insurance

Welcome to SHOP

The Small Business Health Options Program, aka SHOP, from Covered California, offers small businesses in California a simple way to buy health insurance for their employees. Our goal is to give small businesses a choice in how they buy health insurance for their employees. SHOP offers a choice in how they buy health insurance for their employees. SHOP offers a choice in how they buy health insurance for their employees.

SHOP Health Plans

Health	Basic	Gold	Platinum
ACA	ACA	ACA	ACA

New Choices for employers and employees

- Employers can choose to buy health insurance for their employees through SHOP.
- Employees can choose to buy health insurance for themselves through SHOP.
- Employees can choose to buy health insurance for their families through SHOP.

How to SHOP

1. Choose a health insurance plan.
2. Enter your business information.
3. Review your plan options.
4. Get a quote.

Defined Contribution for self-employed

SHOP offers a new choice for self-employed individuals. They can now choose to buy health insurance for themselves through SHOP.



Frequently Asked Questions

How do I know if my business qualifies for SHOP?

- 1. Your business must be a small business.
- 2. Your business must be in California.
- 3. Your business must be a for-profit business.
- 4. Your business must have at least one employee.
- 5. Your business must not be a government contractor.
- 6. Your business must not be a health care provider.

Who is an eligible employee?

Employees who are eligible to enroll in SHOP include those who:

- 1. are not self-employed or a partner in a business.
- 2. are not a full-time employee of a government contractor.
- 3. are not a full-time employee of a health care provider.

Does a business still qualify if they add employees?

Yes, a business can still qualify for SHOP if they add employees. The number of employees a business can have is limited to 100.

Does every employee have to participate?

No, not every employee has to participate. The employer can choose to offer SHOP to all employees or to a subset of employees.

How to get a quote

Employers can get a quote for SHOP health insurance by visiting the SHOP website or by calling 1-800-454-4545.

Do I have to pay the entire premium?

Yes, employers must pay the entire premium for SHOP health insurance. Employees do not have to pay anything.

Available early October

Agent Marketing

SHOPWORKS Marketing Tools for Agents

COVERED CALIFORNIA

INTRODUCING
SHOPWORKS
Marketing tools for Agents

Do you have questions about health insurance options for your business?

HEALTH
SOMEONE CAN

BIG HEALTH INSURANCE CHOICES

JUST BECAUSE YOU HAVE A SMALL BUSINESS DOESN'T MEAN YOU SHOULDN'T GET BIG CHOICES.

ES. IN IS ARE **HERE**

SHOPWORKS is a new set of tools provided by the Covered California Small Business Health Options Program (SHOP) to give Certified Agents ideas, materials and resources that will help them sell and support SHOP health insurance plans to small businesses in California.

The first set of tools available from **SHOPWORKS** is a collection of postcards that can be customized, printed and mailed to prospects. These professionally-designed mailers help Agents market products and services and generate leads who are interested in the new health insurance choices available to small employers through the SHOP Exchange.

[Click to learn more](#)

or call 877.453.9198 to speak with a SHOPWORKS coordinator

Agent Marketing

Coming Soon!

- SHOP & Tax Credit Fact Sheets, SHOP Brochures – Now Customizable!
- Updated SHOP Eligibility Guidelines
- SHOP 2015 Plan Summary Booklet
- SHOP Materials & Agent Kit – Online
- Agent Library: Archived Communications, Job Aids & Sales Tools

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Small Business Health Options Program (SHOP)

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Health Net

Barbara Vohryzek (Ex Officio)

Small Business Advocate
California Governor's Office of
Business and Economic Development

**Covered California Board
Participants**

Paul Fearer
Susan Kennedy



Covered California Governance

Independent Public Entity with Qualified Board

Diana Dooley, Board Chair and Secretary of the California Health and Human Services Agency, which provides a range of health care services, social services, mental health services, alcohol and drug treatment services, income assistance and public health services to Californians

Kim Belshé, Senior Policy Advisor of the Public Policy Institute of California, former Secretary of California Health and Human Services Agency, and former Director of the California Department of Health Services

Paul Fearer, Senior Executive Vice President and Director of Human Resources of UnionBanCalCorporation and its primary subsidiary, Union Bank N.A., Board Chair of Pacific Business Group on Health, and former board chair of Pacific Health Advantage

Robert Ross, M.D., President and Chief Executive Officer of The California Endowment, previous director of the San Diego County Health and Human Services Agency from 1993 to 2000, and previous Commissioner of Public Health for the City of Philadelphia from 1990 to 1993

Susan Kennedy, Nationally-recognized policy consultant, former Deputy Chief of Staff and Cabinet Secretary to Governor Gray Davis, former Chief of Staff to Governor Arnold Schwarzenegger, former Communications Director for U.S. Senator Dianne Feinstein, and former Executive Director of the California Democratic Party



Small Business Health Options Program Advisory Group Charter

- **Purpose:** To provide advice and recommendations and serve as a sounding board to Covered California to assist in the continual refinement of policies and strategies to ensure we offer a unique value to small businesses that purchase coverage through SHOP.
- **Scope:** Provide input on strategies to raise interest in the SHOP and ensure that it provides value for small employers.
- **Structure:** Advisory Group members are selected for an initial two-year term and meet quarterly. The SHOP Advisory Chairperson will serve a one-year term.