



QDP Certification Application for Plan Year 2019

Attachment C1 Current & Projected Enrollment

OE6 Estimated Media Spend by Designated Market Area

Please provide the following for each product (DHMO/DPPO) in the individual market:

1 - Effectuated Enrollment as of April 1, 2018. Effectuated means binder payment has been received for enrollees. Applicants not currently contracted should leave 2018 effectuated columns blank.

2 - 2019 Enrollment Projections. These should reflect anticipated enrollment for the Plan Year 2019.

Data submitted must be consistent with all SERFF templates and any other application submissions.

Rating Region	County	DHMO		DPPO	
		2018 Effectuated Enrollment	2019 Enrollment Projection	2018 Effectuated Enrollment	2019 Enrollment Projection
Region 1	Alpine				
Region 1	Del Norte				
Region 1	Siskiyou				
Region 1	Modoc				
Region 1	Lassen				
Region 1	Shasta				
Region 1	Trinity				
Region 1	Humboldt				
Region 1	Tehama				
Region 1	Plumas				
Region 1	Nevada				
Region 1	Sierra				
Region 1	Mendocino				
Region 1	Lake				
Region 1	Butte				
Region 1	Glenn				
Region 1	Sutter				
Region 1	Yuba				
Region 1	Colusa				
Region 1	Amador				
Region 1	Calaveras				
Region 1	Tuolumne				
Region 2	Napa				
Region 2	Sonoma				
Region 2	Solano				
Region 2	Marin				
Region 3	Sacramento				
Region 3	Placer				
Region 3	El Dorado				
Region 3	Yolo				
Region 4	San Francisco				
Region 5	Contra Costa				
Region 6	Alameda				
Region 7	Santa Clara				
Region 8	San Mateo				
Region 9	Santa Cruz				
Region 9	Monterey				
Region 9	San Benito				
Region 10	San Joaquin				
Region 10	Stanislaus				
Region 10	Merced				
Region 10	Mariposa				
Region 10	Tulare				
Region 11	Fresno				
Region 11	Kings				
Region 11	Madera				
Region 12	San Luis Obispo				
Region 12	Ventura				
Region 12	Santa Barbara				
Region 13	Mono				
Region 13	Inyo				
Region 13	Imperial				
Region 14	Kern				
Region 15	Los Angeles				
Region 16	Los Angeles				
Region 17	San Bernardino				
Region 17	Riverside				
Region 18	Orange				
Region 19	San Diego				



Statewide Total	-	-	-	-
-----------------	---	---	---	---



**QDP Certification Application for Plan Year 2019
Attachment C2 California Off Exchange Enrollment**

OE6 Estimated Media Spend by Designated Market Area

Rating Region	County	Employer-Based			Individual Market	Government Payers		
		CalPERS	Large Group	Small Group	Non-Mirrored Off-Exchange	Tricare	Medi-Cal	Medicare
Region 1	Alpine							
Region 1	Del Norte							
Region 1	Siskiyou							
Region 1	Modoc							
Region 1	Lassen							
Region 1	Shasta							
Region 1	Trinity							
Region 1	Humboldt							
Region 1	Tehama							
Region 1	Plumas							
Region 1	Nevada							
Region 1	Sierra							
Region 1	Mendocino							
Region 1	Lake							
Region 1	Butte							
Region 1	Glenn							
Region 1	Sutter							
Region 1	Yuba							
Region 1	Colusa							
Region 1	Amador							
Region 1	Calaveras							
Region 1	Tuolumne							
Region 2	Napa							
Region 2	Sonoma							
Region 2	Solano							
Region 2	Marin							
Region 3	Sacramento							
Region 3	Placer							
Region 3	El Dorado							
Region 3	Yolo							
Region 4	San Francisco							
Region 5	Contra Costa							
Region 6	Alameda							
Region 7	Santa Clara							
Region 8	San Mateo							
Region 9	Santa Cruz							
Region 9	Monterey							
Region 9	San Benito							
Region 10	San Joaquin							
Region 10	Stanislaus							
Region 10	Merced							
Region 10	Mariposa							
Region 10	Tulare							
Region 11	Fresno							
Region 11	Kings							
Region 11	Madera							
Region 12	San Luis Obispo							
Region 12	Ventura							
Region 12	Santa Barbara							
Region 13	Mono							
Region 13	Inyo							
Region 13	Imperial							
Region 14	Kern							
Region 15	Los Angeles							
Region 16	Los Angeles							
Region 17	San Bernardino							
Region 17	Riverside							
Region 18	Orange							
Region 19	San Diego							
Statewide Total		-	-	-	-	-	-	-

OE6 Estimated Media Spend by Designated Market Area

OE5 2018-2019 Media Plan

Media Plan	Costs (rounded)	2018 Q4												2019 Q1													
		3-Sep	10-Sep	17-Sep	24-Sep	1-Oct	8-Oct	15-Oct	22-Oct	29-Oct	5-Nov	12-Nov	19-Nov	26-Nov	3-Dec	10-Dec	17-Dec	24-Dec	31-Dec	7-Jan	14-Jan	21-Jan	28-Jan	4-Feb	11-Feb	18-Feb	
Television	\$																										
Radio	\$																										
Out-of-Home	\$																										
Print (Newsprint, Magazine, Freestanding)	\$																										
Direct Mail	\$																										
Shared Mail	\$																										
Search Engine Marketing	\$																										
Digital (display, video, mobile, radio)	\$																										
Social media	\$																										
E-mail marketing	\$																										
Other - Community Events	\$																										
Other - Lead Purchasing	\$																										

*Please add weeks, if needed
 *Use darker color to indicate media heavy up

OE6 Estimated Media Spend by Designated Market Area

OE5 2018-2019 Media Plan

Media Plan	Costs (rounded)	2018 Q4												2019 Q1													
		3-Sep	10-Sep	17-Sep	24-Sep	1-Oct	8-Oct	15-Oct	22-Oct	29-Oct	5-Nov	12-Nov	19-Nov	26-Nov	3-Dec	10-Dec	17-Dec	24-Dec	31-Dec	7-Jan	14-Jan	21-Jan	28-Jan	4-Feb	11-Feb	18-Feb	
Television	\$20M																										
Radio	\$1.5M																										
Out-of-Home	\$1M																										
Print (Newsprint, Magazine, Freestanding)	\$1M																										
Direct Mail	\$1M																										
Shared Mail	\$0																										
Search Engine Marketing	\$250k																										
Digital (display, video, mobile, radio)	\$300k																										
Social media	\$500k																										
E-mail marketing	\$250k																										
Other - Community Events	\$200k																										
Other - Lead Purchasing	\$50k																										

*Please add weeks, if needed
 *Use darker color to indicate media heavy up

