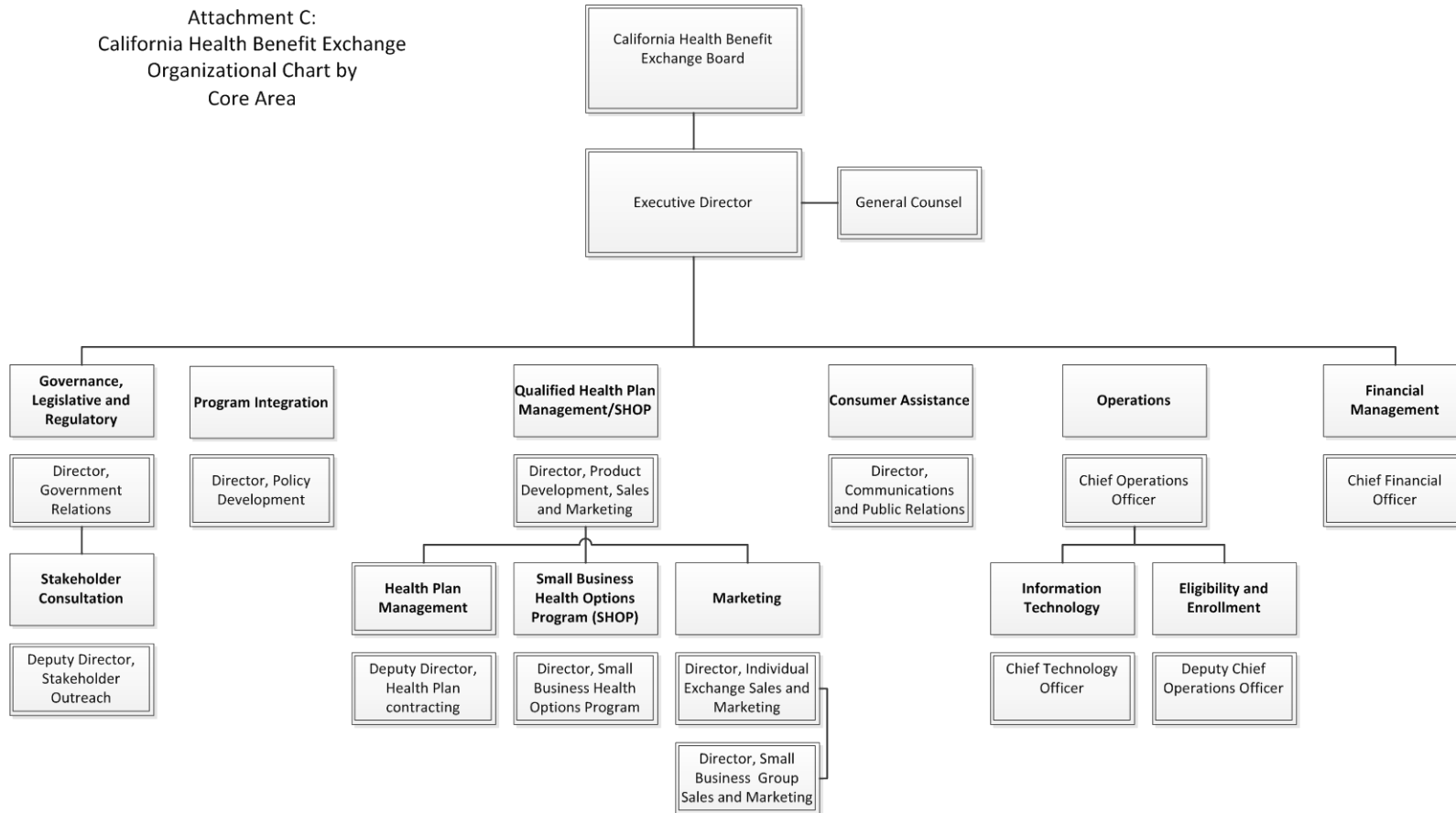


Attachment C:
California Health Benefit Exchange
Organizational Chart by
Core Area



Governance, Legislative and Regulatory

- Legislative Analysis and reporting
- Stakeholder program management

Program Integration

- Grant Management
- Data Analysis

Health Plan Management

- Cert/decert/recert
- Plan Oversight
- Quality Monitoring

SHOP

- Agent support
- Employer eligibility/enrollment
- Premium billing and collection

Marketing

- Agent relations
- Product performance
- Collateral development

Consumer Assistance

- Public relations
- Outreach and education
- Program evaluation
- Media Relations

Information Technology

- CalHEERS Project Oversight
- Privacy and security

Eligibility and Enrollment

- Eligibility and enrollment
- Service Center implementation

Financial Management

- Budget
- Accounting
- Program integrity
- Audits