Open Enrollment Snapshot
January 19, 2017
Q & A
Recorded Webinar
Closed Captioning

http://hbex.coveredca.com/stakeholders/webinar/cc-only/
Introduction

We're Here to Help!

Program Updates

Upcoming Events

Q & A

Introduction/Welcome
Agenda

Introduction/Welcome
We’re Here to Help
Program Updates
Upcoming Events
Questions/Answers/Feedback
Introduction

258,158 *
New consumers enrolled

*As of 1/3/2017
Reminder

Open Enrollment ends January 31, 2017
Introduction/Welcome

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We're here to help!
We’re Here to Help

Five Day Extension

Deadline for February 1 Coverage Extended to January 20

The plan selection deadline for a February 1, 2017 coverage start date has been extended to Friday, January 20.
Enrollment Outreach Strategies
Nearing the end of OE4 – 12 Days

❖ Final push to support consumers

• Partner Toolkit - http://hbex.coveredca.com/toolkit/


• Field Team support http://hbex.coveredca.com/toolkit/PDFs/Open_Enrollment_Tool_Kit_FINAL.pdf

• Canvass, Canvass, Canvass
We’re Here to Help

❖ Where to canvass

• Malls
• Housing complexes
• Temp agencies
• Recreational sport facilities
• Fitness, Day care, Urgent Care centers
• Local county offices
• Moving companies,
• DMV offices, EDD one stops, Courthouses.
Support National Days

January 19 – National Popcorn Day (serve popcorn)

January 20 – Martin Luther King Day; Penguin Awareness Day (Zoo)

January 21 – Squirrel Appreciation Day; National Hugging Day; International Hot & Spicy Food Day; National New England Clam Chowder Day; National Granola Bar Day

January 22 – National Blond Brownie Day; National Southern Food Day

http://nationaldays.net/january/
We’re Here to Help

**Field Team Tactics**

- Developed partnerships with local community colleges to outreach and educate
- Working with over 61 of our community colleges participating in the White House Healthy Campus Challenge
- Distribution of flags, banners, window decals, lawn signs, and magnets (first come, first served)
We’re Here to Help

- **Field Team Tactics**
  - Specifically in January
    - Targeting consumers at the city/county level
      - Hotels, salons – part-time employees
  - Overall goal
    - Drive consumers to enrollment partners
We’re Here to Help

Events & Storefronts

All public community partner events should be submitted via the Event Proposal Portal

https://coveredca.custhelp.com/app/events/admin/propose

Site is accessed from coveredca.com from “Get Help” and selecting “Find Events Near You”

http://www.coveredca.com/get-help/local/events/

All public event inquiries about events should be submitted by e-mail to Events@covered.ca.gov.
We’re Here to Help

Events & Storefronts

• Storefront Website

http://www.coveredca.com/get-help/local/storefronts/

All public event inquiries about events should be submitted by e-mail to Storefront@covered.ca.gov.
We’re Here to Help

❖ Social Media

- [Facebook](https://www.facebook.com/CoveredCA)
- [YouTube](https://www.youtube.com/user/CoveredCA)
- [Twitter](https://twitter.com/coveredca)
- [Instagram](https://instagram.com/coveredca/?hl=en)
We’re Here to Help

How Do We Support You?

Newsletters/Announcements
Bi-Monthly Progress Reports
Bi-Weekly Calls/Emails
In-Person Meetings

Webinars
Technical Assistance
Feedback/Grantees
Site Visits
We’re Here to Help

<table>
<thead>
<tr>
<th>Sales Area</th>
<th>Field Representative*</th>
<th>Account Representative**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Northern California</td>
<td>Adam Unger 916-584-4952</td>
<td>John Fox 916-224-0153</td>
</tr>
<tr>
<td>Rating Regions 1, 2, 3</td>
<td><a href="mailto:Adam.Unger@covered.ca.gov">Adam.Unger@covered.ca.gov</a></td>
<td><a href="mailto:John.Fox@covered.ca.gov">John.Fox@covered.ca.gov</a></td>
</tr>
<tr>
<td><strong>2</strong> Bay Area</td>
<td>Vacant - Contact Daniel Rivas 916-539-5417</td>
<td>Blake Deering 916-247-3799</td>
</tr>
<tr>
<td>Rating Regions 4, 5, 6, 7, 8</td>
<td><a href="mailto:Daniel.Rivas@covered.ca.gov">Daniel.Rivas@covered.ca.gov</a></td>
<td><a href="mailto:Blake.Deering@covered.ca.gov">Blake.Deering@covered.ca.gov</a></td>
</tr>
<tr>
<td><strong>3</strong> Central Coast</td>
<td>Diannah Thomas 916-591-5444</td>
<td>John Fox 916-224-0153</td>
</tr>
<tr>
<td>Rating Regions 9, 12</td>
<td><a href="mailto:Diannah.Thomas@covered.ca.gov">Diannah.Thomas@covered.ca.gov</a></td>
<td><a href="mailto:John.Fox@covered.ca.gov">John.Fox@covered.ca.gov</a></td>
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<tr>
<td><strong>4</strong> Central Valley</td>
<td>Aaron Johnson 916-591-3178</td>
<td>Blake Deering 916-247-3799</td>
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<tr>
<td>Rating Regions 10, 11, 15, 14</td>
<td><a href="mailto:Aaron.Johnson@covered.ca.gov">Aaron.Johnson@covered.ca.gov</a></td>
<td><a href="mailto:Blake.Deering@covered.ca.gov">Blake.Deering@covered.ca.gov</a></td>
</tr>
<tr>
<td><strong>5-E</strong> Los Angeles - East</td>
<td>Claudie Kiti Bustamante 916-539-4773</td>
<td>Jasmine Andrade 916-247-2852</td>
</tr>
<tr>
<td>Rating Region 15</td>
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<td><a href="mailto:Jasmine.Andrade@covered.ca.gov">Jasmine.Andrade@covered.ca.gov</a></td>
</tr>
<tr>
<td><strong>5-W</strong> Los Angeles - West</td>
<td>Marc Ross 916-539-5524</td>
<td>Jasmine Andrade 916-247-2852</td>
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<tr>
<td>Rating Region 16</td>
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<td><a href="mailto:Jasmine.Andrade@covered.ca.gov">Jasmine.Andrade@covered.ca.gov</a></td>
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<tr>
<td><strong>6</strong> Inland Empire</td>
<td>Edith Lara-Trad 916-539-5757</td>
<td>Shirley Swedlow 916-247-3919</td>
</tr>
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<td>Rating Region 17</td>
<td><a href="mailto:Edith.Lara-Trad@covered.ca.gov">Edith.Lara-Trad@covered.ca.gov</a></td>
<td><a href="mailto:Shirley.Swedlow@covered.ca.gov">Shirley.Swedlow@covered.ca.gov</a></td>
</tr>
<tr>
<td><strong>7</strong> Orange County</td>
<td>Vacant - Contact Daniel Rivas 916-539-5417</td>
<td>Shirley Swedlow 916-247-3919</td>
</tr>
<tr>
<td>Rating Region 18</td>
<td><a href="mailto:Daniel.Rivas@covered.ca.gov">Daniel.Rivas@covered.ca.gov</a></td>
<td><a href="mailto:Shirley.Swedlow@covered.ca.gov">Shirley.Swedlow@covered.ca.gov</a></td>
</tr>
<tr>
<td><strong>8</strong> San Diego County</td>
<td>Vacant - Contact Daniel Rivas 916-539-5417</td>
<td>Shirley Swedlow 916-247-3919</td>
</tr>
<tr>
<td>Rating Region 19</td>
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<td><a href="mailto:Shirley.Swedlow@covered.ca.gov">Shirley.Swedlow@covered.ca.gov</a></td>
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Q & A
Program Updates

- Bi-Monthly Progress Reports
  - Bi-Monthly vs. Monthly
  - Survey Monkey Software
  - Submission of Events

http://hbex.coveredca.com/navigator-program/
Program Updates

- **Productivity Reports**
  - Monthly grantee enrollments
  - Status of individual enrollments that occurred during the delegation period
  - Tracks the grantee’s progress
  - Current status of individual enrollments
    - Renewals
    - Effectuations
    - Plans Selected
    - Tracks the progress of enrollments
Program Updates

Help on Demand

- Covered California now requires Certified Enrollers to accept a consumer referral within 15 minutes. Once you have accepted the referral within the 15 minute timeframe, the referral will display under your “Status Update.”
- If the referral is NOT accepted/declined within the 15 minute timeframe, the referral will no longer be available to you.
- You must contact the consumer via phone or text based on the consumer’s request in the initial contact, within 15 minutes of acceptance of the referral.
• Help on Demand
  • After the first and subsequent contacts with the consumer, be sure to update the status of your referral on the “Manage Leads” page. This is a requirement per the Help On-Demand Terms of Use.
  • You have three options for your “Preferred Contact Method”
    “Email”
    ”Email and Text”
    ”Email and Push Notifications”
Program Updates

- Help on Demand

- We highly encourage Certified Enrollers to select: “Email and Text,” or “Email and Push Notifications,” to ensure all referrals are accepted within the 15 minute timeframe.
Program Updates

❖ Help on Demand

• Please login to ensure your “Hours of Availability” are saved. The “My Availability” button will automatically turn on and off for you.

• Review the Help on Demand Tool Kit as it is a valuable resource and can help provide answers to your questions.

Email questions to HelpOnDemand@covered.ca.gov
Program Updates

Covered California’s Service Centers
2016 – 2017 Operating Hours

Agent Service Center
Phone: (877) 453-9198
agents@covered.ca.gov

CEC/PBE Help Line
Phone: (855) 324-3147

Covered California for Small Business
Phone: (855) 777-6782
shop@covered.ca.gov

Consumer Service Center
Phone: (800) 300-1506

Hours of Operation:

Through January 28, 2017
Monday thru Friday, 8:00 a.m. to 8:00 p.m.
Saturdays, 8:00 a.m. to 6:00 p.m.
Sundays, Closed

Program Updates

Extended Hours of Operation

Friday, January 20, 8:00 a.m. to 8:00 p.m.

Monday, January 30, 8:00 a.m. to 8:00 p.m.

Review the updated CEC/PBE Help Line schedule for a full list of availability, extended hours of operation, and holiday closures throughout the Open Enrollment season.
Program Updates

- **Collateral Material & Sales Tools**
  - Hosted Open Houses in Northern and Southern Regions
  - If you were unable to attend previous open houses
    - Contact Account Services Team Representative or Regional Sales Team Representative
Upcoming Events

**Advisory Meetings**

- Invitations for upcoming Advisory meetings will be distributed soon.
- Tentative dates
  - February 14th – Northern California
    - Location: Covered California Headquarters
  - February 15th & 16th – Southern California
    - Location: TBD (Tentatively LA Region)
Upcoming Events

Contract Compliance Site Visits

• Tentative Date - March 2017
• Scheduled and conducted by Account Rep/Specialist
• Purpose
  • Ensure compliance with state, federal requirements and provisions of the agreement
  • Current licenses and insurance
  • Enrollment Counselors
    • Are they all certified?
IRS Form 1095-A

- Consumers will begin to receive IRS Form 1095-A from Covered California in the next few weeks.

- **Form 1095-A will be attached to a Covered California notice that will include details on the form and how consumers should use the form during the 2017 tax season.** We encourage you to attend our upcoming webinar on January 31 so we can help you prepare. Look for updated Talking Points, Job Aids, and a 1095 Tool Kit to be announced in an upcoming Community Partner Alert. If you are looking for more information in the meantime, check out the “**What is Form 1095-A**” section on our website.
Register Today: Open Enrollment Update & 1095-A Overview Webinar

On Tuesday, January 31, 2017 the Outreach and Sales team will present a webinar for Certified Enrollers to provide an update on Open Enrollment and how you can help consumers navigate the 2017 tax season, including helpful tips on the IRS 1095-A Form.

Mark your calendar:

Tuesday, January 31, 2017  
10:00 a.m. – 11:00 a.m.

Review our Webinar Registration and Closed Captioning Quick Guide with instructions on how to register and access closed captioning.
Upcoming Events

- Special Enrollment Tool Kit
  - Gear Up
  - Order Sales Tools
    - SEP Posters: Different languages
      - English, Spanish, Chinese, Vietnamese, Korean, Arabic, Armenian, Khmer, Lao, Russian, Ukraine
  - Order online from KP Store
    http://360.kpcorp.com/coveredca
Upcoming Events

CalHEERS Outages:
Sunday, January 22 from 8:00 p.m. to
Monday, January 23, 2016 at 6:00 a.m.
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BEING COVERED IS THE BEST PLAN

COVERED CALIFORNIA
BEING COVERED IS THE BEST PLAN