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Open Enrollment Snapshot January 19, 2017





Q & A

Recorded Webinar

Closed Captioning

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





Introduction

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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

Introduction



❖ Reminder

Open Enrollment ends January 31, 2017



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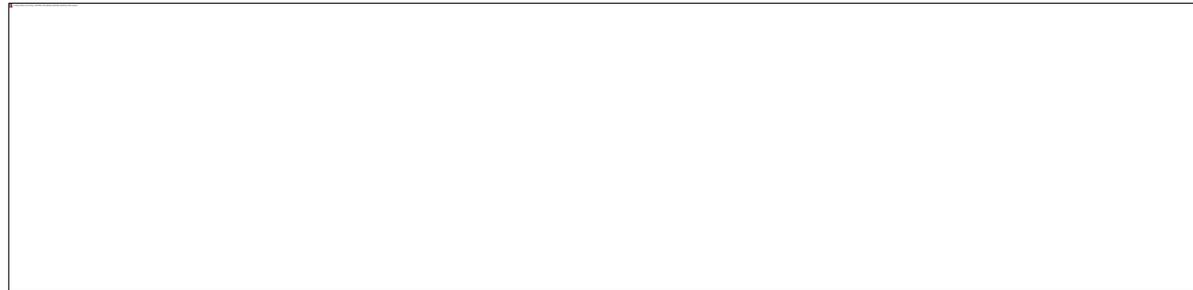


We're Here to Help



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.





We're Here to Help



Enrollment Outreach Strategies

Nearing the end of OE4 – 12 Days

❖ Final push to support consumers

- Partner Toolkit - <http://hbex.coveredca.com/toolkit/>
- Heat maps - http://hbex.coveredca.com/toolkit/subsidy-eligible-maps/PDFs/Subsidy_Eligible_Map_Toolkit.pdf
- 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.





We're Here to Help



❖ 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



Event Portal 

❖ Events & Storefronts

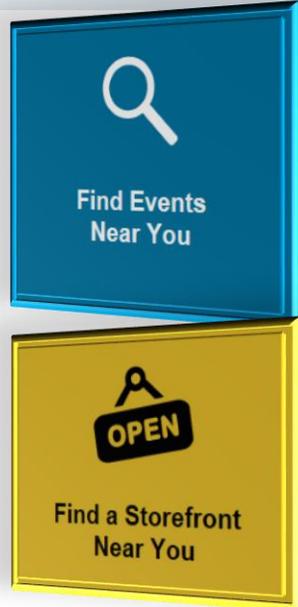
All public community partner events should be submitted via the Event Proposal Portal

<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



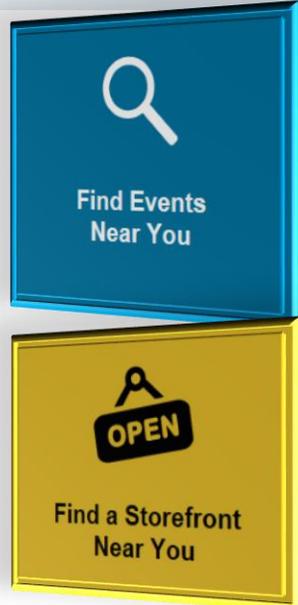
Event Portal 

❖ 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



<https://www.facebook.com/CoveredCA>



<https://www.youtube.com/user/CoveredCA>



<https://twitter.com/coveredca>



<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



❖ Field Operations & Account Services Teams



Sales Area	Field Representative*	Account Representative**
1 Northern California Rating Regions 1, 2, 3	Adam Unger 916-584-4952 Adam.Unger@covered.ca.gov	John Fox 916-224-0153 John.Fox@covered.ca.gov
2 Bay Area Rating Regions 4, 5, 6, 7, 8	Vacant - Contact Daniel Rivas 916-539-5417 Daniel.Rivas@covered.ca.gov	Blake Deering 916-247-3799 Blake.Deering@covered.ca.gov
3 Central Coast Rating Regions 9, 12	Diannah Thomas 916-591-5444 Diannah.Thomas@covered.ca.gov	John Fox 916-224-0153 John.Fox@covered.ca.gov
4 Central Valley Rating Regions 10, 11, 13, 14	Aaron Johnson 916-591-3178 Aaron.Johnson@covered.ca.gov	Blake Deering 916-247-3799 Blake.Deering@covered.ca.gov
5-E Los Angeles - East Rating Region 15	Claudie Kiti Bustamante 916-539-4773 Claudie.KitiBustamante@covered.ca.gov	Jasmine Andrade 916-247-2852 Jasmine.Andrade@covered.ca.gov
5-W Los Angeles - West Rating Region 16	Marc Ross 916-539-5524 Marc.Ross@covered.ca.gov	
6 Inland Empire Rating Region 17	Edith Lara-Trad 916-539-5757 Edith.Lara-Trad@covered.ca.gov	
7 Orange County Rating Region 18	Vacant - Contact Daniel Rivas 916-539-5417 Daniel.Rivas@covered.ca.gov	Shirley Swedlow 916-247-3919 Shirley.Swedlow@covered.ca.gov
8 San Diego County Rating Region 19	Vacant - Contact Daniel Rivas 916-539-5417 Daniel.Rivas@covered.ca.gov	





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Program Updates



❖ Bi- Monthly Progress Reports

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

<http://hbex.coveredca.com/navigator-program/>



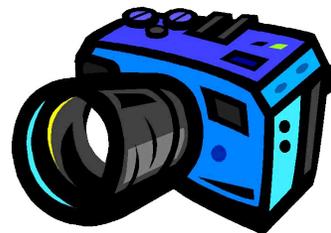


Program Updates



❖ 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.





Program Updates



❖ 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”



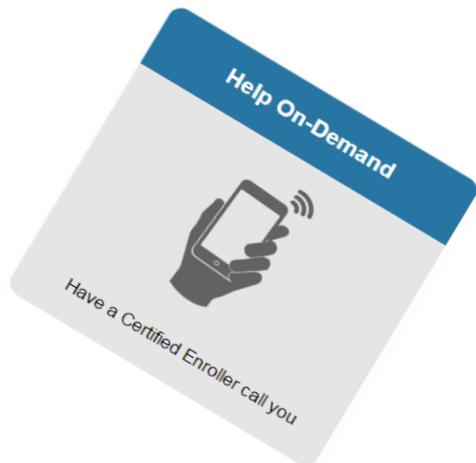


Program Updates



❖ 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.



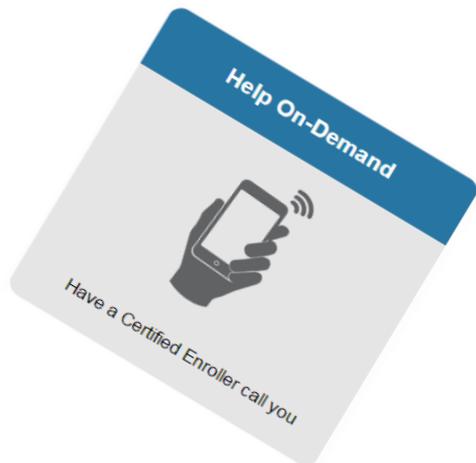


Program Updates

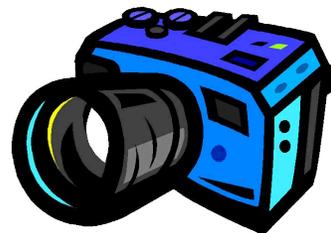


❖ Help on Demand

- 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

Hours of Operation:

Monday thru Friday, 8:00 a.m. to 6:00 p.m.

Saturdays and Sundays, Closed

http://hbex.coveredca.com/toolkit/webinars-briefings/downloads/Service_Centers_Hours_of_Operation.pdf

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.

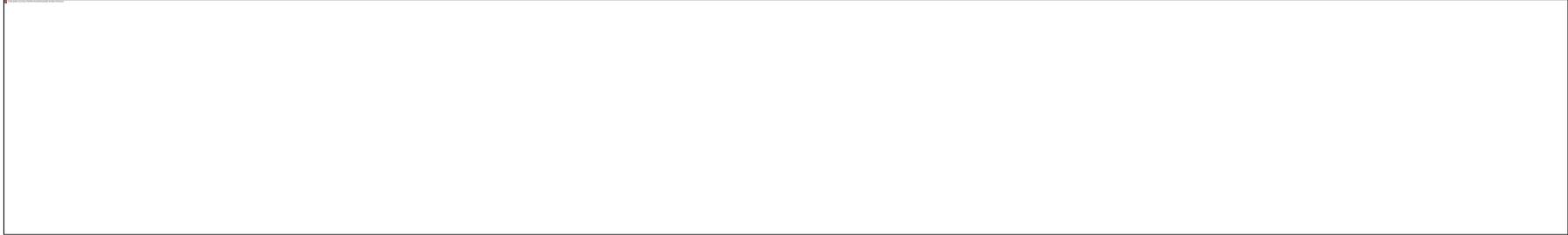
Saturdays, 8:00 a.m. to 6:00 p.m.

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



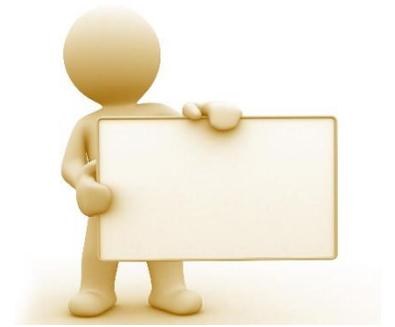


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Upcoming Events



❖ 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



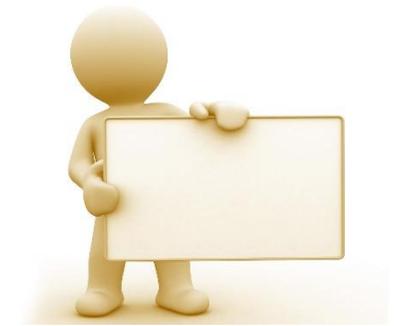
❖ Contract Compliance Site Visits

- 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?





Upcoming Events



1095A Toolkit is available

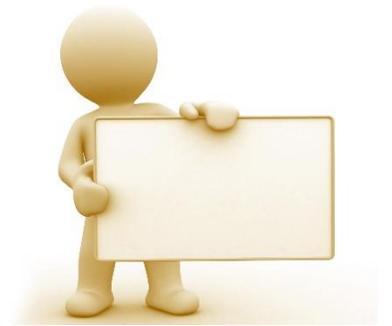
❖ IRS Form 1095-A

- 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.





Upcoming Events



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

(Coming Soon)

- 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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Question & Answers

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