Introduction
Welcome
General Information
Collateral, Events, Storefronts
Demographic Data
Available Resources
Questions and Feedback
Welcome
Message from Covered California Director Peter Lee

“Covered California remains focused on open enrollment. We want to make sure consumers know their options. Health coverage options are available to consumers with financial assistance to help pay for coverage. We will be communicating these important messages to consumers during open enrollment, which goes through Jan. 31, 2017. In the weeks and months ahead, Covered California looks forward to sharing our lessons to inform policy changes nationally.”
Open Enrollment:

November 1, 2016 through January 31, 2017

In order to have coverage begin January 1, 2017, consumers must make a plan selection by December 15, 2016 and also pay the binder payment by December 27, 2016.
Certified Counselor Recertification Training

DEADLINE

December 31, 2016 is the deadline for your returning certified counselors to complete the 2016-17 Recertification Training.

https://learning.coveredca.com/#/login
Collateral, Events, and Storefronts
Each CAE received the message below from KP Corp.com in late Aug, early Sept.

*We are pleased to let you know that your new annual budget for our online store has been set to $250.*

*To visit the Covered California Print Store now, please click on the link below:* 

- [Print Store URL](http://360.kpcorp.com/coveredca)
• Unused funds will not be rolled over into the next fiscal year

• Collateral is ordered only by the CAE through the KP Store
Post or Find events

- Find events - Events Website
- Search events by name, date, language, and/or location (city, zip, and/or county)
- Site is accessed from coveredca.com from “Get Help” and selecting “Find Events Near You”
  - http://www.coveredca.com/get-help/local/events/
- Storefront Website
Posting An Event
https://coveredca.custhelp.com/app/events/admin/propose

• What should be included?
  – Event Name (Must be open to the public)
  – Host Organization – Entity Name (if you are not the host organization)
  – Location and Hours clearly identified

• What if I don’t have all the information yet?
  – Do not submit an event with partial details

• Questions go to events@covered.ca.gov
Demographic Data
The “Optional Data” page within the online consumer application (CalHEERS) consists of four valuable questions and takes less than one minute to complete.
What are the Questions?

- What language should we write to this person in?
- What language do you want us to speak to this person in?
- Is this person of Hispanic, Latino, or Spanish Origin?
- What is this person’s race?
DEMOGRAPHIC DATA

Why is this important?

• The answers help Covered California understand who is getting insured, and more importantly, who remains uninsured.

• We can provide resources (targeted Heat Maps and sales tools) to our partners to better assist them in finding and enrolling the uninsured throughout the state.
Why is this important?

• Helps us determine if there are gaps in services
• Use in conjunction with our carrier partners to promote integrated and targeted outreach strategies and increase investments in reaching the remaining uninsured

“Let’s work together and get to 80% participation!”

– Don’t skip on the data
OUTREACH STRATEGIES
Suggested Strategies

• Work with churches and religious organizations
  • Community fairs/events
  • Develop relationships with faith leaders and faith community members
  • Schedule presentations on Sundays
  • Deliver presentations about Covered California
Suggested Strategies

- Workshops titles should be general and non-specific.
  - Do not use only “workshop”

**Title Examples:**
Community Information
Useful Social Service and Immigration Benefits

- The title should identify the purpose of the workshop.
Suggested Outreach Strategies

- Use linguistically appropriate educational materials
- Covered California Collateral material
  - Eligibility charts
  - Plan comparison charts
- Cultural and community events
  - Events that cater to your targeted population
    - Health fairs
    - Community conferences
Suggested Strategies

• Ethnic radio shows and local ethnic TV stations
  • Consumers tend to reach out after watching or hearing about a specific topic
  • Educates people listening/watching
  • Proven effective marketing tool
AVAILABLE RESOURCES
Available Resources

Community Partner Briefing
NEWS FROM COVERED CALIFORNIA

November 3, 2016

Director’s Corner

Review insights on this year’s open enrollment from Kirk Whelan, Director of Outreach and Sales, and Covered California for Small Business.

What’s New for Open Enrollment
AVAILABLE RESOURCES

Subject: Alert! Outage This Weekend and Rescheduled Open Enrollment Webinar

Online Application Outage

Upcoming Outages

Webinar
Available Resources

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

AVAILABLE RESOURCES

Adding New Counselors
CAC Program Regulations
Entity Primary Contact Resource Guide
Change Request Form
Counselor Resources
Webinar Archive
Enrollment Partner Tool Kit - “One Stop Shop”

http://hbex.coveredca.com/toolkit/
## Available Resources

### 2017 Open Enrollment Toolkit

<table>
<thead>
<tr>
<th>Resource</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Plans Booklet - 2017</td>
<td><a href="#">PDF</a></td>
</tr>
<tr>
<td>Standard Benefit Design Chart - 2017</td>
<td><a href="#">PDF</a></td>
</tr>
<tr>
<td>Family Dental Exclusions and Limitations</td>
<td><a href="#">PDF</a></td>
</tr>
<tr>
<td>Covered California Plans &amp; Benefits in PDF and Video - 2017</td>
<td><a href="#">PDF</a></td>
</tr>
<tr>
<td>Regional Rates in PDF and Video - 2017</td>
<td><a href="#">PDF</a></td>
</tr>
</tbody>
</table>
# Available Resources

<table>
<thead>
<tr>
<th>Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Renewal Quick Guide</strong></td>
</tr>
<tr>
<td><strong>Job Aid: Renewal</strong></td>
</tr>
<tr>
<td><strong>Consent for Verification Quick Guide</strong></td>
</tr>
<tr>
<td><strong>Non-Tax Filer Quick Guide</strong></td>
</tr>
<tr>
<td><strong>2017 Delegation and Delegation Change</strong></td>
</tr>
</tbody>
</table>

## 2017 Renewal Kit
## AVAILABLE RESOURCES

### 2016 Subsidy-Eligible Maps Tool Kit

<table>
<thead>
<tr>
<th>Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Information Guide</strong></td>
</tr>
<tr>
<td><strong>Sales Area 1 - Northern California</strong></td>
</tr>
<tr>
<td><strong>Sales Area 2 - Bay Area</strong></td>
</tr>
<tr>
<td><strong>Sales Area 3 - Central Coast</strong></td>
</tr>
</tbody>
</table>

AVAILABLE RESOURCES

Sales Area 1

These maps represent the range of Covered CA subsidy-eligible target populations within Census Tracts. The subsidy-eligible population range was calculated by data from Covered CA, CalSIM (UCLA) and the American Community Survey (ACS). Be aware that larger Census Tracts are not as populated in comparison to smaller Census Tracts.

The five classes represented on this map have further documentation here.

COVERED CALIFORNIA
August 12, 2015

Subsidy-Eligible Population

- 140 - 209
- 210 - 274
- 275 - 349
- 350 - 414
- > 415

🌟 Storefronts
⚠️ Certified Enrollers
📍 Cities
AVAILABLE RESOURCES

Website: http://www.esri.com/data/esri_data/ziptapestry
How to View Current Traffic Conditions or Typical Traffic Conditions by Day of Week and Time of Day

web site link http://maps.google.com
QUESTIONS AND FEEDBACK