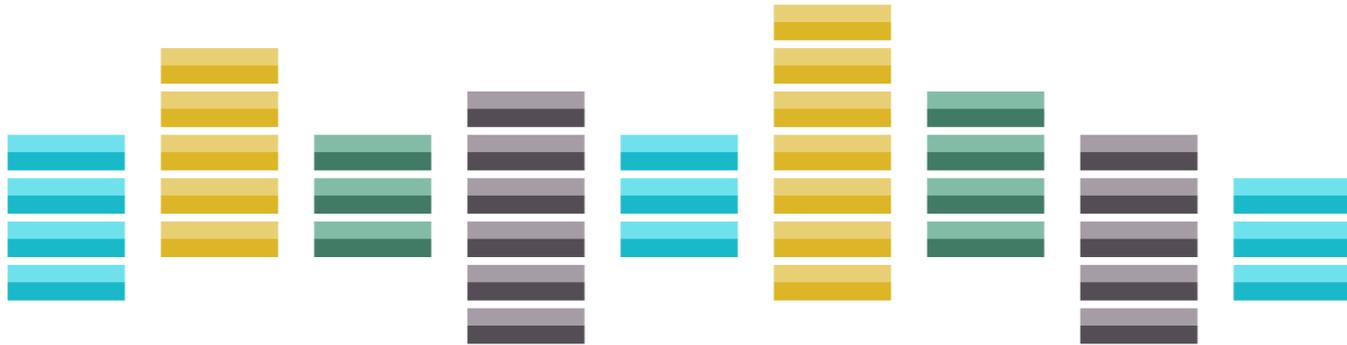


Amped Up!

Navigator Grantee Program Webinar

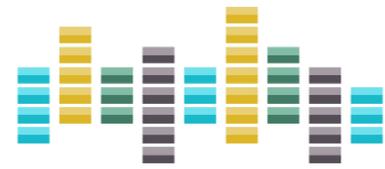


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Welcome



Closed Captioning:

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



Agenda

- General Program Information
 - Reports
 - Payment Requests
- Events Portal & Storefronts
- Help on Demand
- Collateral Budgets
- Regional Efforts
- Resources
- Questions & Answers



СВІТЛОВИЙ
COAEPED



General Program Information

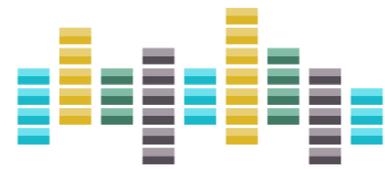


What's Next?



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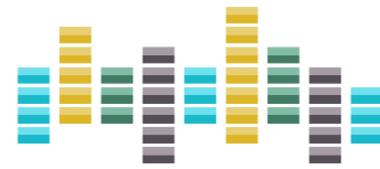
Reminders

Open Enrollment:

Start Date: November 1, 2016

End Date: 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.

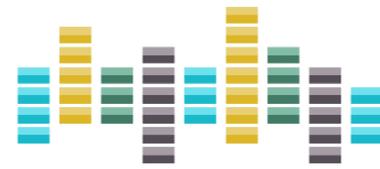


Reminders

Certified Counselor Recertification Training

DEADLINE

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

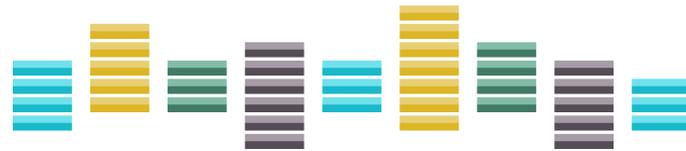


Grantee Contacts

Reminder:

Your Account Services Representative or Specialist can provide information about your program only to the authorized or primary listed in IPAS.

Progress Reports



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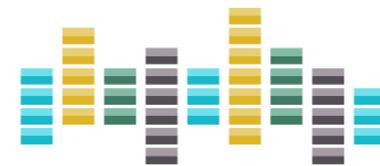
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СОЛЕКЕД

Progress Reports



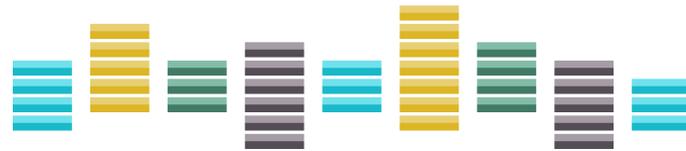
- Download Progress Reports from Navigator Website
<http://hbex.coveredca.com/>
- Complete and Upload into your “My Files” account
- Email your Account Services Representative or Specialist

Progress Report Schedule



Bi-Monthly Progress Reports	
Reporting Months	Report Due Dates
September-October 2016	November 10, 2016
November-December 2016	January 10, 2017
January-February 2017	March 10, 2016
March-April 2017	May 10, 2016
May-June 2017	July 10, 2017
July-August 2017	September 30, 2017

Payment Request



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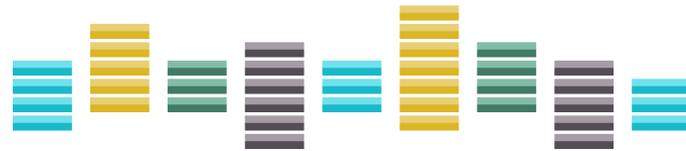
САГІЉОВИЯ
СОЛЕКЕД

Payment Request Schedule



Submission Dates		
Timeline	Payment	% Paid of Award
October 10, 2016	20% of award	20%
December 10, 2016	20% of award	40%
February 10, 2017	20% of award	60%
May 10, 2017	20% of award	80%
June 30, 2017	20% of award	100%

Productivity Report



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Productivity Reports



This report provides:

- monthly grantee enrollments,
- status of individual enrollments that occurred during the delegation period, and
- tracks the progress of the grantee as they strive to reach their enrollment goals.

Productivity Reports



Current status of individual enrollment

- Renewals
- Effectuations
- Plans selected
- Consumers sent to Medi-Cal

Also, the report is based on the previous month's production and tracks the progress of enrollments.

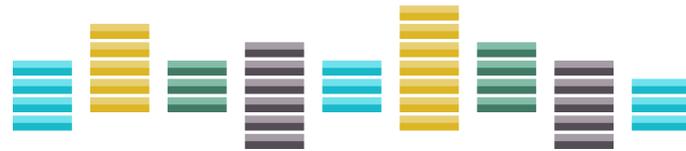
Productivity Reports



- Reports will be uploaded into the entities' "My Files" in IPAS by the end of the third week of each month

NOTE: Due dates are subject to change based on the availability of enrollment data from CalHEERS.

Event Portal & Storefronts



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Event Portal



- Must be open to the public
- Location and hours must be clearly identified
- Event would ideally be promoted using other methods (i.e. social media, radio ads, etc.)

Event Portal



- Consumers can search events by name, date, language, and or location (city, zip, county)
- Site is accessed from coveredca.com from “Find Local Help” and select “Find Events Near You”
- Allow 2-4 business days for the event to appear in the portal.



Community Events Reporting

- Questions regarding posted events or event submissions go to:

Events@covered.ca.gov



Community Partner Storefront Program

To be considered for the Storefront Program, please submit a completed application.

- Approved storefronts will be listed under “Find a Storefront Near Me” directory.
- Available co-branded, pre-approved signage designs are also available to download and use.

Storefronts



Community Partner Application:



Community Partner Storefront Program

Application

Legal Name of Entity*

Fictitious Name, if applicable

Entity Type*

CEE / CAE Number*

Enter your Certified Enrollment Entity (CEC) number or Certified Application Entity (CAE) number.

<http://storefronts.coveredca.com/BecomeAStorefront/>



Storefront Toolkit



Storefront Tool Kit

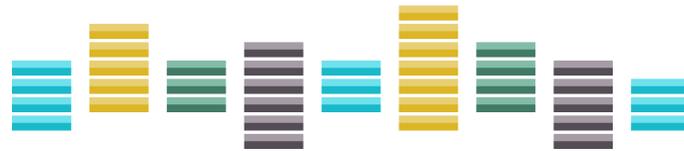


http://hbex.coveredca.com/toolkit/storefronts/Storefront_Tool_Kit_FINAL.pdf

Questions:

Email: Storefronts@covered.ca.gov

Help On Demand: Referral Tool



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Help On Demand



Connecting Consumers to You Directly!

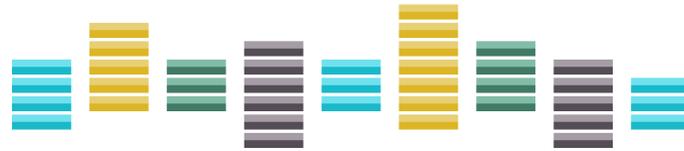
- This new tool will immediately send alerts to a designated phone or desktop when a consumer requests enrollment assistance from Covered California's Help webpage.
- The consumer's contact information will be delivered directly to an enroller via a custom app and enroller will have 15 minutes to call the consumer back. It will be "Uber" cool.

Help On Demand



Information about the tool with an invitation will be sent to the Navigator grantees' authorized contact to participate in the program in 2-3 weeks.

Collateral Budgets



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Collateral Budgets

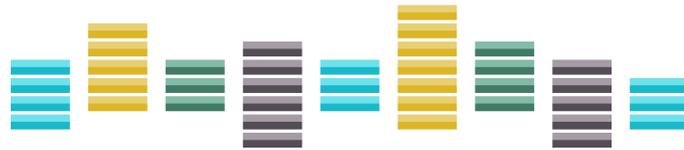


- Allocated budgets of \$1,000 per grantee
- Unused funds will not be rolled over into the next fiscal year
- Collateral is ordered only by the lead entity

Please direct collateral related questions to:

Darlene.murphy@covered.ca.gov

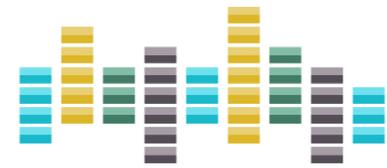
Regional Efforts



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Regional Efforts



Demographic Data



The “**Optional Data**” page within the online application (CalHEERS) consists of **four valuable questions** and takes **less than one minute to complete**.

Regional Efforts



Demographic Data

- 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?

Regional Efforts



Demographic Data – Here's Why!

- 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

Regional Efforts



Demographic Data – Here's Why!

- 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

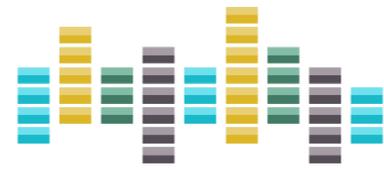
Regional Efforts



Regional Field Team

- Community Partners
 - Public Outreach
 - Enrollment campaigns
- Open Enrollment and Special Enrollment Support
- Work directly with Certified Insurance Agents

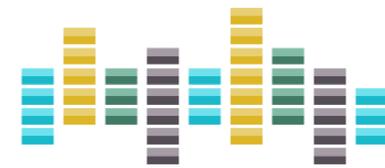
Regional Efforts



Account Services Team

- Administer and support Navigator Grant Program and Certified Application Program (non-agents)
- Ensure contracts are in compliance
- Provide sales insights to increase enrollments and to retain consumers in Covered California

Regional Efforts

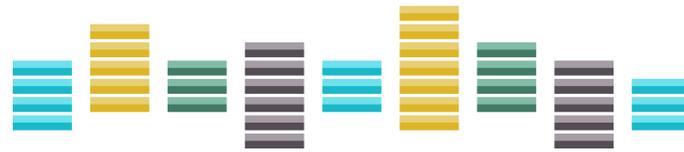


Outreach & Sales Field Operations & Account Services Teams



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 - <i>Contact Daniel Rivas</i> 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	Amy DeMarco 916-539-4904 Amy.DeMarco@covered.ca.gov	Shirley Swedlow 916-247-3919 Shirley.Swedlow@covered.ca.gov
8 San Diego County Rating Region 19	Vacant - <i>Contact Daniel Rivas</i> 916-539-5417 Daniel.Rivas@covered.ca.gov	

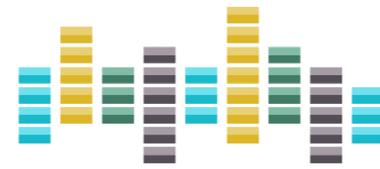
Resources



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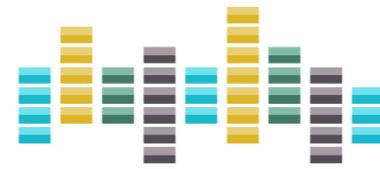
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Regional Efforts



Suggested Outreach 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 CC



Suggested Outreach Strategies

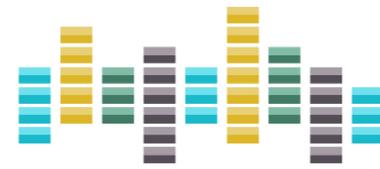
- Workshops titles should be general and non-specific
 - Do not use only “workshop”

Title Examples:

Community Information

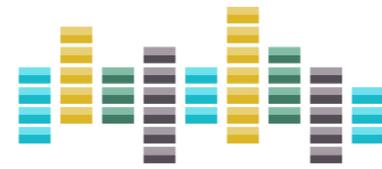
Useful Social Service and Immigration Benefits

- The title should identify the purpose of the workshop.



Suggested Outreach Strategies

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



Suggested Outreach 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

Resources



Enrollment Partner Tool Kit - "One Stop Shop"

 **Tool Kits for Enrollers**

- Webinars & Briefings ▶
- 2016 Renewal Tool Kit ▶
- IRS Form 1095-A Tool Kit ▶
- Small Business Tool Kit ▶

 **Tool Kits for Outreach**

- School Educator Partner Tool Kit ▶

 **Presentations and Handouts**

- Covered California 101 Presentation ▶
- Printable Materials, such as brochures and fact sheets ▶

 **Resources for Event Hosting and Storefronts**

- Customizable Radio Spots ▶
- Library Tool Kit ▶

 **Logos and Branding**

- Covered California logos and brand style guides ▶

<http://hbex.coveredca.com/toolkit/>

Resources



News/Updates



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



News/Updates

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



Online Application Outage

Upcoming Outages

Webinar

Resources



Account Services Team



Drew Kyler
Branch Chief
Sales and Outreach



Lydia Hernandez-Luna
Account Services Manager



Darlene Murphy
Account Services Specialist
Sales Area 5



Tonya Thomas
Account Services Specialist
Sales Area 5 & 6



Jasmine Andrade
Account Services Rep.
Sales Areas 5



Blake Alexander Deering
Account Services Rep.
Sales Areas 2, 3, 4, 6



John Fox
Account Services Rep.
Sales Areas 1



Shirley Swedlow
Account Services Rep.
Sales Areas 5, 7, 8



Contact Information

Lydia Hernandez-Luna

Account Services Manager

Lydia.Hernandez@covered.ca.gov

916.228-8753

Tonya Thomas

Account Services Specialist

Tonya.Thomas@covered.ca.gov

916.228.8227

Darlene Murphy

Account Services Specialist

Darlene.Murphy@covered.ca.gov

916.228.8483

Jasmine Andrade

Los Angeles

Account Services Representative

Jasmine.Andrade@covered.ca.gov

916.228.8494

Blake Alexander Deering

Central Valley / Central Coast

Account Services Representative

Blake.Deering@covered.ca.gov

916.228.8773

John Fox

Northern California

Account Services Representative

John.Fox@covered.ca.gov

916-228-8772

Shirley Swedlow

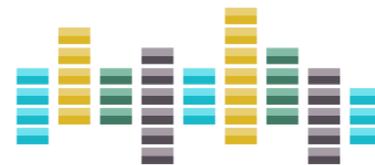
San Diego / Orange County

Account Services Representative

Shirley.Swedlow@covered.ca.gov

916-228-8529

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

Hours of Operation:

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

Saturdays and Sundays, Closed

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

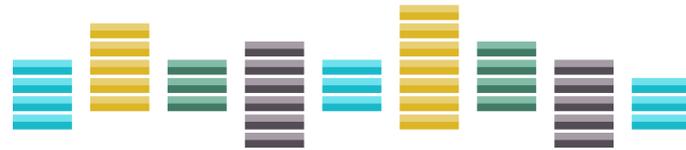
http://hbex.coveredca.com/toolkit/webinars-briefings/downloads/Service_Centers_Hours_of_Operation.pdf

Resources



Order Online:
<http://360.kpcorp.com/coveredca>

Questions & Answers



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