Amped Up!

Navigator Grantee Program Webinar
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
General Program Information

What’s Next?
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.
Certified Counselor Recertification Training

DEADLINE

December 31, 2016 is the deadline for your returning certified counselors to complete the 2016-17 Recertification Training.
Reminder:
Your Account Services Representative or Specialist can provide information about your program only to the authorized or primary listed in IPAS.
Progress Reports
Progress Reports

• Download Progress Reports from Navigator Website

• Complete and Upload into your “My Files” account

• Email your Account Services Representative or Specialist
## Bi-Monthly Progress Reports

<table>
<thead>
<tr>
<th>Reporting Months</th>
<th>Report Due Dates</th>
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<tbody>
<tr>
<td>September-October 2016</td>
<td>November 10, 2016</td>
</tr>
<tr>
<td>November-December 2016</td>
<td>January 10, 2017</td>
</tr>
<tr>
<td>January-February 2017</td>
<td>March 10, 2016</td>
</tr>
<tr>
<td>March-April 2017</td>
<td>May 10, 2016</td>
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<td>May-June 2017</td>
<td>July 10, 2017</td>
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<td>July-August 2017</td>
<td>September 30, 2017</td>
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Payment Request
## Payment Request Schedule

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Payment</th>
<th>% Paid of Award</th>
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<tbody>
<tr>
<td>October 10, 2016</td>
<td>20% of award</td>
<td>20%</td>
</tr>
<tr>
<td>December 10, 2016</td>
<td>20% of award</td>
<td>40%</td>
</tr>
<tr>
<td>February 10, 2017</td>
<td>20% of award</td>
<td>60%</td>
</tr>
<tr>
<td>May 10, 2017</td>
<td>20% of award</td>
<td>80%</td>
</tr>
<tr>
<td>June 30, 2017</td>
<td>20% of award</td>
<td>100%</td>
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</table>
Productivity Report
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
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.
Event Portal

Community Events Reporting

• Questions regarding posted events or event submissions go to:

Events@covered.ca.gov
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.
Community Partner Application:

Application

Legal Name of Entity*

Fictitious Name, if applicable

Entity Type*
Select one

CEE / CAE Number*
Enter your Certified Enrollment Entity (CEC) number or Certified Application Entity (CAE) number.

http://storefronts.coveredca.com/BecomeAStorefront/
Storefront Toolkit

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

Questions:
Email: Storefronts@covered.ca.gov
Help On Demand: Referral Tool
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.
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
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
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.
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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?
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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
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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

<table>
<thead>
<tr>
<th>Sales Area</th>
<th>Field Representative*</th>
<th>Account Representative**</th>
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<tbody>
<tr>
<td>1 Northern California</td>
<td>Adam Unger</td>
<td>John Fox</td>
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<td>Rating Regions 1, 2, 3</td>
<td>916-584-4952</td>
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<td><a href="mailto:Adam.Unger@covered.ca">Adam.Unger@covered.ca</a></td>
<td><a href="mailto:John.Fox@covered.ca">John.Fox@covered.ca</a></td>
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<td>2 Bay Area</td>
<td>Vacant - Contact Daniel Rivas</td>
<td>Blake Deering</td>
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<tr>
<td>Rating Regions 4, 5, 6, 7, 8</td>
<td>916-539-5417</td>
<td>916-247-3799</td>
</tr>
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<td><a href="mailto:Daniel.Rivas@covered.ca">Daniel.Rivas@covered.ca</a></td>
<td><a href="mailto:Blake.Deering@covered.ca">Blake.Deering@covered.ca</a></td>
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<td>3 Central Coast</td>
<td>Diannah Thomas</td>
<td>John Fox</td>
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<tr>
<td>Rating Regions 9, 12</td>
<td>916-591-5444</td>
<td>916-224-0153</td>
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<td><a href="mailto:Diannah.Thomas@covered.ca">Diannah.Thomas@covered.ca</a></td>
<td><a href="mailto:John.Fox@covered.ca">John.Fox@covered.ca</a></td>
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<td>4 Central Valley</td>
<td>Aaron Johnson</td>
<td>Blake Deering</td>
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<tr>
<td>Rating Regions 10, 11, 13, 14</td>
<td>916-591-3178</td>
<td>916-247-3799</td>
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<td><a href="mailto:Aaron.Johnson@covered.ca">Aaron.Johnson@covered.ca</a></td>
<td><a href="mailto:Blake.Deering@covered.ca">Blake.Deering@covered.ca</a></td>
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<tr>
<td>5-E Los Angeles - East</td>
<td>Claudie Kiti Bustamante</td>
<td>Jasmine Andrade</td>
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<tr>
<td>Rating Region 15</td>
<td>916-539-4773</td>
<td>916-247-2852</td>
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<td><a href="mailto:Claudie.KitiBustamante@covered.ca">Claudie.KitiBustamante@covered.ca</a></td>
<td><a href="mailto:Jasmine.Andrade@covered.ca">Jasmine.Andrade@covered.ca</a></td>
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<tr>
<td>5-W Los Angeles - West</td>
<td>Marc Ross</td>
<td>Jasmine Andrade</td>
</tr>
<tr>
<td>Rating Region 16</td>
<td>916-539-5524</td>
<td>916-247-2852</td>
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<tr>
<td></td>
<td><a href="mailto:Marc.Ross@covered.ca">Marc.Ross@covered.ca</a></td>
<td><a href="mailto:Jasmine.Andrade@covered.ca">Jasmine.Andrade@covered.ca</a></td>
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<tr>
<td>6 Inland Empire</td>
<td>Edith Lara-Trad</td>
<td>Shirley Swedlow</td>
</tr>
<tr>
<td>Rating Region 17</td>
<td>916-539-5757</td>
<td>916-247-3919</td>
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<tr>
<td></td>
<td><a href="mailto:Edith.Lara-Trad@covered.ca">Edith.Lara-Trad@covered.ca</a></td>
<td><a href="mailto:Shirley.Swedlow@covered.ca">Shirley.Swedlow@covered.ca</a></td>
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<tr>
<td>7 Orange County</td>
<td>Amy DeMarco</td>
<td>Shirley Swedlow</td>
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<tr>
<td>Rating Region 18</td>
<td>916-539-4904</td>
<td><a href="mailto:Shirley.Swedlow@covered.ca">Shirley.Swedlow@covered.ca</a></td>
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<tr>
<td>8 San Diego County</td>
<td>Vacant - Contact Daniel Rivas</td>
<td>Blake Deering</td>
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<tr>
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<td>916-539-5417</td>
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Resources
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
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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.
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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
Regional Efforts

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/
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.>
Resources

News/Updates

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

Online Application Outage

Upcoming Outages

Webinar
Resources

Contact Information

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916.228.8773

John Fox
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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

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

Monday thru Friday, 8:00 a.m. to 6:00 p.m.
Saturdays and Sundays, Closed

Resources

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