

The following list is provided to bidders as background information that may provide additional context for consumer journey mapping.

Documents on Public Web Sites

- 1 Fiscal Year 2019/20 Annual Report - highlights vision and mission, strategic pillars, and our progress and commitment towards operational efficiencies, enhanced consumer experience, and provides an enterprise-wide view of our initiatives.
<https://hbex.coveredca.com/financial-reports/PDFs/2019/fy-2019-20-annual-report-final.pdf>
- 2 Programs and Partners - Covered California partners with a variety of organizations throughout California to outreach, educate and enroll eligible Californians in health care coverage through Covered California. Through a variety of programs, all partners become the voice of Covered California and provide assistance in understanding the health care options offered in the Covered California marketplace.
<https://hbex.coveredca.com/partners/>
- 3 Agent agreement - details expectations for consumer support.
<https://www.coveredca.com/agents/become-an-agent/agent-agreements-and-agent-compensation/>
- 4 List of Stakeholder Groups - including Board-approved advisory groups such as Marketing, Outreach & Enrollment Assistance (MOEA), Plan Management Advisory, SHOP, and the Tribal Consultation.
<https://hbex.coveredca.com/stakeholders/>
- 5 Plan Management Stakeholder Page - includes the model contract (with performance guarantee metrics) and the Attachment 7 refresh work that is driving Covered California's strategic vision in molding a new future for cost, quality and transparency of healthcare services for our consumers.
<https://hbex.coveredca.com/stakeholders/plan-management/>

Other Background Documents

- 6 2020 Member Survey Instrument – The California Health Coverage Survey seeks to understand Californians' experiences finding health coverage and getting the care they need. The survey is conducted by NORC at the University of Chicago (NORC) on behalf of Covered California. The survey findings further Covered California's mission to increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities in the state. The questions asked in the survey are designed to help Covered California identify ways to improve health plan options for consumers, improve tools to help consumers choose plans, and improve customer service and assistance made available to consumers.
[See Attachment Titled 2020 Member Survey Instrument](#)
- 7 Marketing Content Personas Deck – Personas developed for specific internal projects and not universally used at Covered California.
[See Attachment Titled CC Content Personas 9.11.19 Final Deck](#)