**Covered California Plan Year 2021 Plan Naming Conventions**
**Individual Marketplace Health and Dental Plans**

## Instructions

Plan names must be the same for On-Exchange and the mirrored Off-Exchange products.

**CalHEERS Display – Individual Marketplace Plans**
In CalHEERS, the plan name will display on three lines:

Line 1 - Issuer Logo
Line 2 - Plan name limited to 24 characters

**Example:**

The full plan name will appear when the mouse pointer hovers over the second line.

When a specific plan is mentioned or promoted in marketing materials, it should include *Issuer name + plan name* at least once within that marketing material and ideally on the 1st mention (e.g. Covered California Bronze 60 HMO or Covered California Family Dental DHMO). Subsequent plan name mentions within the same marketing material can be the plan name without the Issuer name (e.g. Bronze 60 HMO or Family Dental DHMO).

Example: *[Issuer] Bronze 60 HMO offers you comprehensive health coverage at an affordable price. With the Bronze 60 HMO you can get the protection you need and have peace of mind.*

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Note: Actuarial Value (AV) used in the plan name is the standard AV (e.g. 60, 70, 73, 80, 87, 90, and 94) for that metal tier, not the actual AV of the plan itself.

| **2021 Covered California Individual Market QHP Naming Convention** |
|---|
| [Issuer name] [metal tier name] [AV] [product type] |

**QHP Standard Plan Names**

| | |
|---|---|
| [Issuer] Minimum Coverage PPO | (or EPO or HMO) |
| [Issuer] Bronze 60 PPO | (or EPO or HMO) |
| [Issuer] Silver 70 PPO | (or EPO or HMO) |
| [Issuer] Silver 73 PPO | (or EPO or HMO) |
| [Issuer] Silver 87 PPO | (or EPO or HMO) |
| [Issuer] Silver 94 PPO | (or EPO or HMO) |
| [Issuer] Gold 80 PPO | (or EPO or HMO) |
| [Issuer] Platinum 90 PPO | (or EPO or HMO) |

**HDHP Plan Names**

| | |
|---|---|
| [Issuer] Bronze 60 HDHP PPO | (or EPO or HMO) |

Applicants may choose to include the Network Marketing Name in all 2021 plan names:

| | |
|---|---|
| [Issuer] Silver 70 [Network Marketing Name] PPO | (or EPO or HMO) |

*It is not required to include a network name in the plan name.*

**Alaska Native/American Indian Plan Names**
**Alaska Native/American Indian <300% FPL plans:**

| | |
|---|---|
| [Issuer] $0 Cost Share PPO AI-AN | (or EPO or HMO) |

*If the lowest cost plan to be certified is an HDHP, do not include HDHP in the marketing name.*

**Alaska Native/American Indian >300% FPL plans:**

| | |
|---|---|
| [Issuer] Bronze 60 PPO AI-AN | (or EPO or HMO) |
| [Issuer] Bronze HDHP PPO AI-AN | (or EPO or HMO) |
| [Issuer] Silver 70 PPO AI-AN | (or EPO or HMO) |
| [Issuer] Gold 80 PPO AI-AN | (or EPO or HMO) |
| [Issuer] Platinum 90 PPO AI-AN | (or EPO or HMO) |

**Multi State Plan Names**

| | |
|---|---|
| [Issuer] Silver 70 PPO, an MSP | (or EPO or HMO) |
| [Issuer] Gold 80 PPO, an MSP | (or EPO or HMO) |

**Single Plan Design with Two Different Provider Networks within the same Metal Tier**

| | |
|---|---|
| [Issuer] Silver 70 [Network Marketing Name] PPO | (or EPO or HMO) |

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[Issuer] Silver 70 [Network Marketing Name] PPO (or EPO or HMO)

| **2021 Covered California Individual Market QDP Naming Convention** |
| --- |
| [Issuer name] [plan name] [product type] |

**Children's Only Dental Plans**
[Issuer] Children's Dental PPO
[Issuer] Children's Dental HMO

**Family Dental Plans**
[Issuer] Family Dental PPO
[Issuer] Family Dental HMO