
Covered California

Small Business Health Options Program (SHOP) Advisory Group

August 14, 2013

I. Welcome and Introductions

Small Business Health Options Program (SHOP) Advisory Group

Jeanne Cain

Executive Vice President, Policy
California Chamber of Commerce

David Chase

California Outreach Director
Small Business Majority

Jorge C. Corralejo

Chairman, Founding Member
Latino Business Chamber of Greater
Los Angeles

Virginia Donohue (Chair)

Small Business Owner
Pet Camp

Tana Elizondo

Insurance Agent
Central Valley Life & Health Benefits

Kathleen Hamilton

Director, Government Affairs
The Children's Partnership

Brent Hitchings

Vice President
Sales and Account Management
Blue Shield of California

Alan Katz

Executive Vice President
SeeChange Health

Emily Lam

Senior Director
Healthcare & Federal Issues
Silicon Valley Leadership Group

Gohn Marie McFadden

President and Founder
McFadden & Associates Insurance

John Newman

Executive Director
California Exchange Operations
Kaiser Permanente Health Plan

Carla Saporta

Policy Director
Greenlining Institute

MD Sam Smith

President Elect of CAHU
Independent Agent & CAHU

Micah Weinberg

Senior Policy Advisor
Bay Area Council

Barbara Vohryzek (Ex Officio)

Small Business Advocate
California Governor's Office of
Business and Economic Development

**Covered California Board
Participants**

Paul Fearer
Susan Kennedy



Covered CA SHOP

Dianne Koelzer
SHOP Interim Director
Covered CA

David Zanze
President / Executive Sponsor
Pinnacle Claims Management, Inc.

Alberta Forester
Director, Service Center
Pinnacle Claims Management, Inc.

Anne Gezi
SHOP Manager
Covered CA

Patty Benkowski
VP Operations / Project Director
Pinnacle Claims Management, Inc.

Damian Williams
Chief Information Officer
Pinnacle Claims Management, Inc.

Bobbie Moore
SHOP Technical & Operations Liaison
Covered CA

Steve Mangapit
AVP Operations
Pinnacle Claims Management, Inc.

Mark Noakes
Project Manager
Pinnacle Claims Management, Inc.

Becky Thomas
SHOP Contracts Manager
Covered CA

Chris Patton
VP Agent Sales & Management
Pinnacle Claims Management, Inc.

Natalie Krosel
Manager, PR & Communications
Pinnacle Claims Management, Inc.

Corky Goodwin
Policy Advisor
The Tori Group

Shawn Balsdon
N. Director Agent Sales & Mgmt.
Pinnacle Claims Management, Inc.

Janice Tessen
Director, Eligibility & Enrollment
Pinnacle Claims Management, Inc.

Dan Frey
Agent Advisor
The Tori Group

Rich Hines
S. Director Agent Sales & Mgmt.
Pinnacle Claims Management, Inc.

Pat Flynn & Karen Meyers
SHOP Project Managers
Quantum Consulting



II. SHOP GO-Live Development

SHOP Development - Highlights

1. August 1: SHOP Plans and Rates Announced
2. August 5: General Agent Selection “Intent to Award” Announced
3. Covered CA Website
4. Agent Training & Certification
5. CalHEERS Demo

General Agents

- General Agent Status
 - Warner Pacific
 - LISI
 - Dickerson Employee Benefits
 - Claremont Insurance
- Competitive RFP bid process
- GA Agreement
- Contract Period
- Next Steps

Agent Website & Agent Training

- Agent Page

<http://www.healthexchange.ca.gov/Pages/agents.aspx>

- Pre-Registration

- Purpose
- Status
- Next Steps

- Training and Certification

- In-person and computer-based training
- # Hours
- Cost
- Qualifies for Continuing Education Credits
- Annual Renewal
- Training to begin September 3rd

III. SHOP Draft Proposed State Regulations

SHOP Draft Proposed State Regulations

- Prior Feedback from Advisory Group
- Stakeholder Webinar
- Review SHOP Draft Regulations

SHOP Draft Proposed State Regulations

Article and Sections of the SHOP Draft Proposed State Regulations:

Article 6. Application, Eligibility, and Enrollment Process for the SHOP

Sections:	Table of Contents:
§ 6520	Application Requirements
§ 6522	Eligibility Requirements for Enrollment in the SHOP Exchange
§ 6524	Verification Process for Enrollment in the SHOP Exchange
§ 6526	Qualified Employer Election of Coverage Periods
§ 6528	Initial and Annual Enrollment Periods for Qualified Employees
§ 6530	Special Enrollment Periods for Qualified Employees and Dependents
§ 6532	Employer Payment of Premiums
§ 6534	Coverage Effective Dates for Special Enrollment Periods
§ 6536	Coverage Effective Dates for Qualified Employees
§ 6538	Disenrollment or Termination

SHOP Draft Proposed State Regulations

Article and Sections of the SHOP Draft Proposed State Regulations:

Article 7. Appeals Process

Sections:	Table of Contents:
§ 6622	Employer and Employee Appeals Process
§ 6624	Appeal of Termination of Coverage for Employer and for Employee

IV. Agent Strategy

Agent Strategy

- Agent Recruitment & Strategy
- Sales Training
- Collateral Materials
- Agent Support
- Agent & Other Events
- Agent Agreement/Commission Schedule

Agent Commission Schedule

TO BE APPROVED BY THE BOARD:

SHOP Agent Commission Schedule:

The following is the Agent Commission Schedule for new SHOP business effective January 1, 2014 and later. Agents are vested with this schedule for the business they write under this schedule.

Year 1	6.5%
Year 2	6.2%
Year 3	5.9%
Year 4	5.6%
Year 5	5.3%
Year 6	5.0%

Notes: When annualized premium for a particular case (group) reaches \$500,001 or more in a contract year, the commission rate is dropped to 1.0% for that case (group) only. Also, if the commission schedule were to change in the future, it would only apply to new business written on or after the effective date of the change.

V. SHOP Marketing Activity

SHOP Grantee Program & Launch

- Grantee Program
 - Training & Events
 - Sample Collateral
- Covered CA Launch Event
 - “Flip the Switch”
 - October 1st, 2013
 - Rancho Cordova Call Center

SHOP Key Dates

Activity	Projected Date
Agent Pre-Registration Launch	August 2
General Agent Intent to Award	August 5
General Agent's Review Contract	August 14-August 19
Advisory Group Meeting	August 14
Stakeholder Webinar to Review Proposed Draft State Regulations	August 15
Agent Portal Launch	August 19
General Agents Sign Contracts	August 20
General Agent Press Release	August 21
Board Meeting	August 22
Agent Training & Certification	September through December, 2013
File Proposed State Regulations with Office of Administrative Law	September 3
Covered CA Launch Event	October 1
Open Enrollment Begins	October 1
Fourth Quarter Advisory Group Meeting	October 16
Coverage Begins	January 1, 2014

Next Steps

Open Discussion

VI. Public Comment

Send public comments to SHOP@hbex.ca.gov.

SHOP Value Proposition

- Tax Credit
- Aggregate Premium
- Aggregate Billing
- Employee Choice
- Transparency
- Plans Comparison “Apples to Apples”
- Convenient Platform
- Direct hand-off to Individual Market
- Defined Contribution

Covered CA - Vision and Mission

Vision

The vision of Covered California is to improve the health of all Californians by assuring their access to affordable, high quality care.

Mission

The mission of the Covered California is to increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.



Covered California's Values

Consumer-focused

At the center of the Exchange's efforts are the people it serves, including patients and their families, and small business owners and their employees. The Exchange will offer a consumer-friendly experience that is accessible to all Californians, recognizing the diverse cultural, language, economic, educational and health status needs of those we serve.

Affordability

The Exchange will provide affordable health insurance while assuring quality and access.

Catalyst

The Exchange will be a catalyst for change in California's health care system, using its market role to stimulate new strategies for providing high-quality, affordable health care, promoting prevention and wellness, and reducing health disparities.

Integrity

The Exchange will earn the public's trust through its commitment to accountability, responsiveness, transparency, speed, agility, reliability, and cooperation.

Partnership

The Exchange welcomes partnerships, and its efforts will be guided by working with consumers, providers, health plans, employers and other purchasers, government partners, and other stakeholders.

Results

The impact of the Exchange will be measured by its contributions to expanding coverage and access, improving health care quality, promoting better health and health equity, and lowering costs for all Californians.



Collateral and Messaging

- Preview of the Grantee draft collateral material
- Show the SHOP advertisements and plan for future ads
- Describe the messaging and testing feedback learned from past focus groups and surveys
- Share feedback learned from Grantee training related to materials
- Next steps?

Covered California Governance

Independent Public Entity with Qualified Board

Diana Dooley, Board Chair and Secretary of the California Health and Human Services Agency, which provides a range of health care services, social services, mental health services, alcohol and drug treatment services, income assistance and public health services to Californians

Kim Belshé, Senior Policy Advisor of the Public Policy Institute of California, former Secretary of California Health and Human Services Agency, and former Director of the California Department of Health Services

Paul Fearer, Senior Executive Vice President and Director of Human Resources of UnionBanCalCorporation and its primary subsidiary, Union Bank N.A., Board Chair of Pacific Business Group on Health, and former board chair of Pacific Health Advantage

Robert Ross, M.D., President and Chief Executive Officer of The California Endowment, previous director of the San Diego County Health and Human Services Agency from 1993 to 2000, and previous Commissioner of Public Health for the City of Philadelphia from 1990 to 1993

Susan Kennedy, Nationally-recognized policy consultant, former Deputy Chief of Staff and Cabinet Secretary to Governor Gray Davis, former Chief of Staff to Governor Arnold Schwarzenegger, former Communications Director for U.S. Senator Dianne Feinstein, and former Executive Director of the California Democratic Party



Foundations of Covered California's Success



Commitment to Transparency

- We are very public:
 - Public Records Act: The Public has the right to inspect and/or obtain copies of public records maintained by Covered California.
 - Assume all emails will be in the LA Times
 - Meetings are public
 - Advisory group discussions – individuals’ comments will NOT be treated as “positions” of the organizations they represent, but press and the public will be at quarterly meetings
- Advisory Group members may be contacted by media organizations, but do not “represent” Covered California
- Covered California may informally reach out to some or all of the Advisory Group for input between meetings.

Small Business Health Options Program

Advisory Group Charter

- **Purpose:** To provide advice and recommendations and serve as a sounding board to Covered California to assist in the continual refinement of policies and strategies to ensure we offer a unique value to small businesses that purchase coverage through SHOP.
- **Scope:** Provide input on strategies to raise interest in the SHOP and ensure that it provides value for small employers.
- **Structure:** Advisory Group members are selected for an initial two-year term and meet quarterly. The SHOP Advisory Chairperson will serve a one-year term.