



Library Toolkit

Overview

During Covered California's open enrollment periods, library partners play significant roles in providing communities with access to computers, the internet, and in-person enrollment and education events. These library activities allow local communities to find information on their health coverage options and eligibility for financial assistance through Covered California or Medi-Cal.

To bolster community resources, Covered California will continue to support in-person enrollment, education, and post-enrollment activities in libraries throughout the state. Libraries can assist Californians needing healthcare information and boost Covered California's enrollment and education efforts during the open enrollment period.

The following provides a basic template for organizing a library enrollment event:

Planning:

- Work with local libraries, Covered California's Navigator grantees, Certified Insurance Agents, community organizations, and/or Covered California staff to schedule dates and times for enrollment events.
- Ensure availability of wireless internet and test bandwidth capacity to handle numerous computers/tablets.
- Library staff may receive basic knowledge training online through the various Covered California resources: <http://hbex.coveredca.com/toolkit/>
- Invite the following parties to help plan and participate in the enrollment event:
 - Covered California Certified Insurance Agents
 - Local Covered California Navigator Grantees, Certified Enrollment Counselors, and Community Outreach Network (CON) members
 - Covered California Health Plans
 - County Eligibility Workers
- Additionally, you may contact the following parties for support:
 - Plan-Based Enrollers
- Ensure the library is Americans with Disabilities Act (ADA) compliant.
- If available, provide multi-lingual assistance and consider transportation options to get people to an event.

NOTE: A list of entities that can help enroll residents in your area is available using our "Find Local Help" option on the Covered California website at <https://www.coveredca.com/support/find-an-enroller/>, the Navigator grantee website at <https://hbex.coveredca.com/navigator/>, or the Outreach and Education web page at <http://hbex.coveredca.com/outreach-n-edu/>.

How to Promote Your Event:

- Post event information on the library's website and other calendar of events, including Covered California's website.
- Post event information through social media (e.g., Facebook, X, etc.).
- Engage in social media promotion with assistance from Covered California and other entities.
- Invite local elected officials to help kick off the enrollment event.
- Consider organizing a press conference before the event.
- Disseminate press releases through affiliated channels.
- Distribute and have fliers available in public spaces.
- Consider using Public Service Announcements (PSAs), radio and/or TV spots.
- Partner with co-sponsor organizations to provide health screens, flu shots, or children's activities at your enrollment event to increase turn-out.

How to Enroll Residents and Patrons:

- Residents and patrons could be supported as "drop-in" or schedule an appointment time. If the plan is to schedule appointments, the local Certified Insurance Agents and Navigators should develop and manage the scheduling process.
- Greeters should help walk-in residents and patrons to direct them appropriately
 - Event volunteers and/or Community Outreach Network partners will:
 - Confirm that consumers have the necessary information to enroll (SSN, W2s, 1040s).
 - Track attendance and ensure consumers and patrons have all their documents for enrollment.
 - Direct consumers to an agent or enrollment counselor and make computers available to facilitate self-enrollment (will need to support self-enrollment).
 - Make follow-up appointments, if necessary.
- Covered California's Certified Insurance Agents, Navigator Grantees, Certified Enrollment Counselors, and Community Outreach Network members should be available to answer consumer questions.

Hosting a Library Event

Libraries can also help enroll patrons by making their internet-enabled computers available to the public. The following are important guidelines to keep in mind when residents are enrolling:

What your library needs:

1. Internet-enabled computer stations

Computer stations with fully functional keyboard and mouse input are needed to enroll online. All stations must have reliable internet, whether wireless or tethered.

2. Privacy Set-Up

Please ensure that adequate privacy is provided at all computer stations via booths, privacy props, or adequate spacing between stations. Other patrons in the library should not be able to see the computer screens of individuals enrolling online. Enrollment in a plan involves sensitive and confidential information, such as social security numbers and household income.

3. Internet browser

Internet browsers must meet security and privacy standards before applying for health coverage through the Covered California website. The following are compatible browsers (in alphabetical order):

- Apple Safari
- Google Chrome
- Microsoft Edge
- Mozilla Firefox

While these browsers are all compatible for enrollment, Google Chrome has shown optimal compatibility for online enrollment.

4. Marketing Collateral

Please have printed material available at your library to help consumers get information on their healthcare options before they enroll. Printable materials can be ordered and are also available on our website at <http://hbex.coveredca.com/toolkit/>.

Getting Familiar with Our Website:

Covered California's webpage at www.coveredca.com is a powerful online tool for consumers to get information on their healthcare options and to enroll in an affordable health plan. The following can be found on the Covered California website:

- **Shop and Compare.** An online calculator that can determine what plans are available to the consumer. The calculator can also determine eligibility for monthly premium assistance, which is the consumer's monthly payment to their health insurance company, and eligibility for Medi-Cal.

Covered California

Outreach and Sales Division

OutreachandSales@covered.ca.gov

Page 3 of 5

January 16, 2025



Library Toolkit

- **Basic coverage information.** Basic information for consumers can be found on the “Get Started” tab at the top. It includes easy-to-read pages regarding health and dental plans, financial help, Medi-Cal, and much more.
- **Resources for everyone.** The “How can we help you?” section on the home page includes Frequently Asked Questions and other support topics if you have questions about Covered California or online enrollment.
- **Web chat Functionality.** Online assistance is available throughout the application process. A consumer can use the Web chat functionality to obtain real-time help with the application process.

What is the process of enrolling online?

1. **Ensure consumers have all their personal information needed to enroll.** To enroll, a consumer will have to bring:
 - Proof of Citizenship (Social Security Number, Alien Number, or Naturalization Number)
 - Employer and income information for everyone in the family (such as pay stubs or W-2 Forms)
 - Federal tax information (such as a Form 1040)
 - Information about health insurance that the applicant or any family member obtains if offered through a job.
2. **Help consumers access the main Covered California webpage on their computer stations.** The Covered California home page is <https://www.coveredca.com/>. If you are hosting an enrollment event, you may set the Covered California website as the home page on all computers for the duration of the event.
3. **Ensure patrons are undisturbed throughout the online enrollment process.** Online enrollment can take up to one hour to complete.
4. **Answer questions consumers may have.** Assist consumers by answering basic questions they may have. Service Center representatives stand ready to answer any additional questions library staff or consumers may have at 1-800-300-1506.

Certified Insurance Agent Role:

1. Agents are expected to distribute fair and impartial information concerning enrollment in Covered California Health Plans and affordability programs, such as Medi-Cal.
2. Agents are expected to refer consumers to the applicable state agencies for any enrollee with a grievance, complaint, or question about how a benefit decision was made.
3. Agents are expected to facilitate enrollment for individuals and their families in coverage (Medi-Cal and Covered California Health Plans).

4. Agents are prohibited from contacting libraries directly to change or extend library hours. Covered California representatives will provide all enrollment event dates and times.
5. Agents are not to solicit for unrelated Covered California services including, but not limited to, life insurance, retirement, 401K, financial, and Real estate Services while representing Covered California.

OPTIONAL:

- **Library staff can familiarize themselves with Covered California and the Affordable Care Act.** Online trainings, fact sheets, and frequently asked questions are available on the Covered California website at <http://hbex.coveredca.com/toolkit/>.
- **Know who the certified in-person assisters are in your area.** Community based organizations and insurance agents may help you assist in enrollment and can be located at <https://www.coveredca.com/support/find-an-enroller/>.
- **Partner with Navigator grantees in your area.** Host educational forums and answer questions about Covered California with Navigator Program Grant Partners: <https://hbex.coveredca.com/navigator/>.
- **Join the Community Outreach Network.** Get updates and promotional materials <http://hbex.coveredca.com/community-outreach-network/>.
- **Like us on Facebook and follow us on X.** Keep current on the latest news and announcements:
Facebook: <https://www.facebook.com/CoveredCA>
X: [@CoveredCA](https://twitter.com/CoveredCA)
- **Special Training for Library Staff:** InfoPeople offers special resources, webinars, and training on Covered California for librarians and library staff. Learn more here: <https://infopeople.org>.

Covered California Service Centers



Our Service Centers Representatives stand ready to answer any questions you and your consumers might have. Help is available in numerous languages and can assist with enrollment and other inquiries:

https://hbex.coveredca.com/toolkit/downloads/Service_Centers_Hours_of_Operation.pdf