



**California Health Benefit Exchange
QDP Certification Application for Plan Year 2018
Covered California for Small Business
Attachment C1 Current & Projected Enrollment**

Please provide the following for each product (DHMO/DPPO) in the individual market:

- 1 - Effectuated Enrollment as of April 1, 2017. Applicants not currently contracted should leave 2017 effectuated columns blank.
- 2 - 2018 Enrollment Projections. These should reflect anticipated enrollment for the Plan Year 2018.

Data submitted must be consistent with all SERFF templates and any other application submissions.

Rating Region	County	DHMO		DPPO	
		2016 Effectuated Enrollment	2017 Enrollment Projection	2016 Effectuated Enrollment	2017 Enrollment Projection
Region 1	Alpine				
Region 1	Del Norte				
Region 1	Siskiyou				
Region 1	Modoc				
Region 1	Lassen				
Region 1	Shasta				
Region 1	Trinity				
Region 1	Humboldt				
Region 1	Tehama				
Region 1	Plumas				
Region 1	Nevada				
Region 1	Sierra				
Region 1	Mendocino				
Region 1	Lake				
Region 1	Butte				
Region 1	Glenn				
Region 1	Sutter				
Region 1	Yuba				
Region 1	Colusa				
Region 1	Amador				
Region 1	Calaveras				
Region 1	Tuolumne				
Region 2	Napa				
Region 2	Sonoma				
Region 2	Solano				
Region 2	Marin				
Region 3	Sacramento				
Region 3	Placer				
Region 3	El Dorado				
Region 3	Yolo				
Region 4	San Francisco				
Region 5	Contra Costa				
Region 6	Alameda				
Region 7	Santa Clara				
Region 8	San Mateo				
Region 9	Santa Cruz				
Region 9	Monterey				
Region 9	San Benito				
Region 10	San Joaquin				
Region 10	Stanislaus				
Region 10	Merced				
Region 10	Mariposa				
Region 10	Tulare				
Region 11	Fresno				
Region 11	Kings				
Region 11	Madera				
Region 12	San Luis Obispo				
Region 12	Ventura				
Region 12	Santa Barbara				
Region 13	Mono				
Region 13	Inyo				
Region 13	Imperial				
Region 14	Kern				
Region 15	Los Angeles				
Region 16	Los Angeles				
Region 17	San Bernardino				
Region 17	Riverside				
Region 18	Orange				
Region 19	San Diego				
Statewide Total					



California Health Benefit Exchange
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Attachment C2 California Off Exchange Enrollment

Please provide current enrollment as of April 1, 2017 for each line of business.

Membership for employer based coverage should be reported based on member residence address as opposed to employer location.

Data submitted must be consistent with all SERFF templates and any other application submissions.

Rating Region	County	Employer Based			Individual Market	Government Payers		
		CalPERS	Large Group	Small Group	Non-Mirrored Off Exchange	Tricare	Medi Cal	Medicare
Region 1	Alpine							
Region 1	Del Norte							
Region 1	Siskiyou							
Region 1	Modoc							
Region 1	Lassen							
Region 1	Shasta							
Region 1	Trinity							
Region 1	Humboldt							
Region 1	Tehama							
Region 1	Plumas							
Region 1	Nevada							
Region 1	Sierra							
Region 1	Mendocino							
Region 1	Lake							
Region 1	Butte							
Region 1	Glenn							
Region 1	Sutter							
Region 1	Yuba							
Region 1	Colusa							
Region 1	Amador							
Region 1	Calaveras							
Region 1	Tuolumne							
Region 2	Napa							
Region 2	Sonoma							
Region 2	Solano							
Region 2	Marin							
Region 3	Sacramento							
Region 3	Placer							
Region 3	El Dorado							
Region 3	Yolo							
Region 4	San Francisco							
Region 5	Contra Costa							
Region 6	Alameda							
Region 7	Santa Clara							
Region 8	San Mateo							
Region 9	Santa Cruz							
Region 9	Monterey							
Region 9	San Benito							
Region 10	San Joaquin							
Region 10	Stanislaus							
Region 10	Merced							
Region 10	Mariposa							
Region 10	Tulare							
Region 11	Fresno							
Region 11	Kings							
Region 11	Madera							
Region 12	San Luis Obispo							
Region 12	Ventura							
Region 12	Santa Barbara							
Region 13	Mono							
Region 13	Inyo							
Region 13	Imperial							
Region 14	Kern							
Region 15	Los Angeles							
Region 16	Los Angeles							
Region 17	San Bernardino							
Region 17	Riverside							
Region 18	Orange							
Region 19	San Diego							
Statewide Total								

APPLICANT NAME
 OES 2017 2018 Marketing Plan

Media Plan	Costs (rounded)	2017 Q4												2017 Q1												
		4-Sep	11-Sep	18-Sep	25-Sep	2-Oct	9-Oct	16-Oct	23-Oct	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan	29-Jan	5-Feb	12-Feb	19-Feb
Television	\$																									
Radio	\$																									
Out-of-Home	\$																									
Print (Newsprint, Magazine, Freestanding)	\$																									
Direct Mail	\$																									
Shared Mail	\$																									
Search Engine Marketing	\$																									
Digital (display, video, mobile, radio)	\$																									
Social media	\$																									
E-mail marketing	\$																									
Other - Community Events	\$																									
Other - Lead Purchasing	\$																									

*Please add weeks, if needed
 *Use darker color to indicate media heavy up

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 Attachment D3 Estimated Annual Marketing Budget by Geography

APPLICANT NAME								
Estimated Annual Marketing Budget								
Marketing Activities	BY GEOGRAPHY							TOTAL
	Los Angeles/Orange County	San Francisco-Oakland San Jose	Sacramento Stockton Modesto	San Diego	Fresno Visalia	Inland Empire	Other Areas	
AGENT COMMUNICATIONS								
Agent briefings/webinars								\$ -
Newsletters								\$ -
Point of Sale Collateral to support agents								\$ -
EMPLOYER MARKETING								
Print Advertising (Newsprint, Magazine, Trade publications)								\$ -
Radio Advertising								\$ -
Search Engine Marketing								\$ -
Digital Advertising (display, video, mobile)								\$ -
Social media								\$ -
E-mail marketing								\$ -
Direct mail								\$ -
Lead purchasing								\$ -
Other advertising/promotional activities								\$ -
OTHER								
Community Events								\$ -
								\$ -
TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Note: Include only marketing activities/budget pertaining to Small Business.