

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.
- ${\it 2-2018}\ Enrollment\ Projections.\ These\ should\ reflect\ anticipated\ enrollment\ for\ the\ Plan\ Year\ 2018.$

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

Region 1			DHI	MO	DPPO							
Region 1	Rating Region	County	2016 Effectuated Enrollment	2017 Enrollment Projection	2016 Effectuated Enrollment	2017 Enrollment Projection						
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Region 1	Region 1	Alpine										
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Statewide Total												
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California Health Benefit Exchange QDP Certification Application for Plan Year 2018 Covered California for Small Business

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 Region 1	Nevada Sierra												
	Mendocino												
Region 1 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 Region 9	Santa Cruz 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												
Statewi	ide Total												

California Health Benefit Exchange QDP Certification Application for Plan Year 2018 Covered California for Small Business Attachment D2 Marketing Plan Flowchart

	APPLICANT NAME																									
OES 2017 2018 Marketing Plan																										
		2017 Q4															2017 Q1									
Media Plan	Costs (rounded)	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	\$																									\Box
Other - Community Events	\$																									\Box
Other - Lead Purchasing	\$																									

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

California Health Benefit Exchange

QDP Certification Application for Plan Year 2018

Covered California for Small Business

Attachment D3 Estimated Annual Marketing Budget by Geography

APPLICANT NAME Estimated Annual Marketing Budget BY GEOGRAPHY Los Angeles/Orange San Francisco-Sacramento **Marketing Activities TOTAL** County Oakland San Jose **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 Ś **OTHER Community Events** \$ \$ TOTAL \$

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