

California Health Benefit Exchange Planning Overview and Update

Peter V. Lee

Executive Director

California Health Benefit Exchange

California Health Benefit Exchange Board Meeting

August 23, 2012

California Health Benefit Exchange

2012 Working Discussion and Decision Calendar

August 23	September 18	October 16
Information and Discussion: <ol style="list-style-type: none"> Exchange Name and Branding SHOP organizational structure Potential Decision: <ol style="list-style-type: none"> Exchange By-Laws and Election of Board Chair Premium Aggregation Individual Exchange Agent Payment Strategy SHOP Policies QHP and Benefit Design Policies Service Center Options 	Information and Discussion: <ol style="list-style-type: none"> Health Plan Solicitation Consumer Assistance/Ombudsman Options Outreach and Education Grant Program Criteria Exchange Blueprint Federal Establishment Support: Level I (1.3) Establishment Grant application Potential Decision: <ol style="list-style-type: none"> SHOP Organizational Structure Stakeholder Consultation Plan Exchange Name and Branding 	Information and Discussion: <ol style="list-style-type: none"> Tribal Consultation Policy Potential Decision: <ol style="list-style-type: none"> Health Plan Solicitation Consumer Assistance/Ombudsman Options Outreach and Education Grant Program Criteria Exchange Blueprint Federal Establishment Support: Level I (1.3) Establishment Grant application

Working Timeline: The Exchange Board may adjust meeting schedules and content.

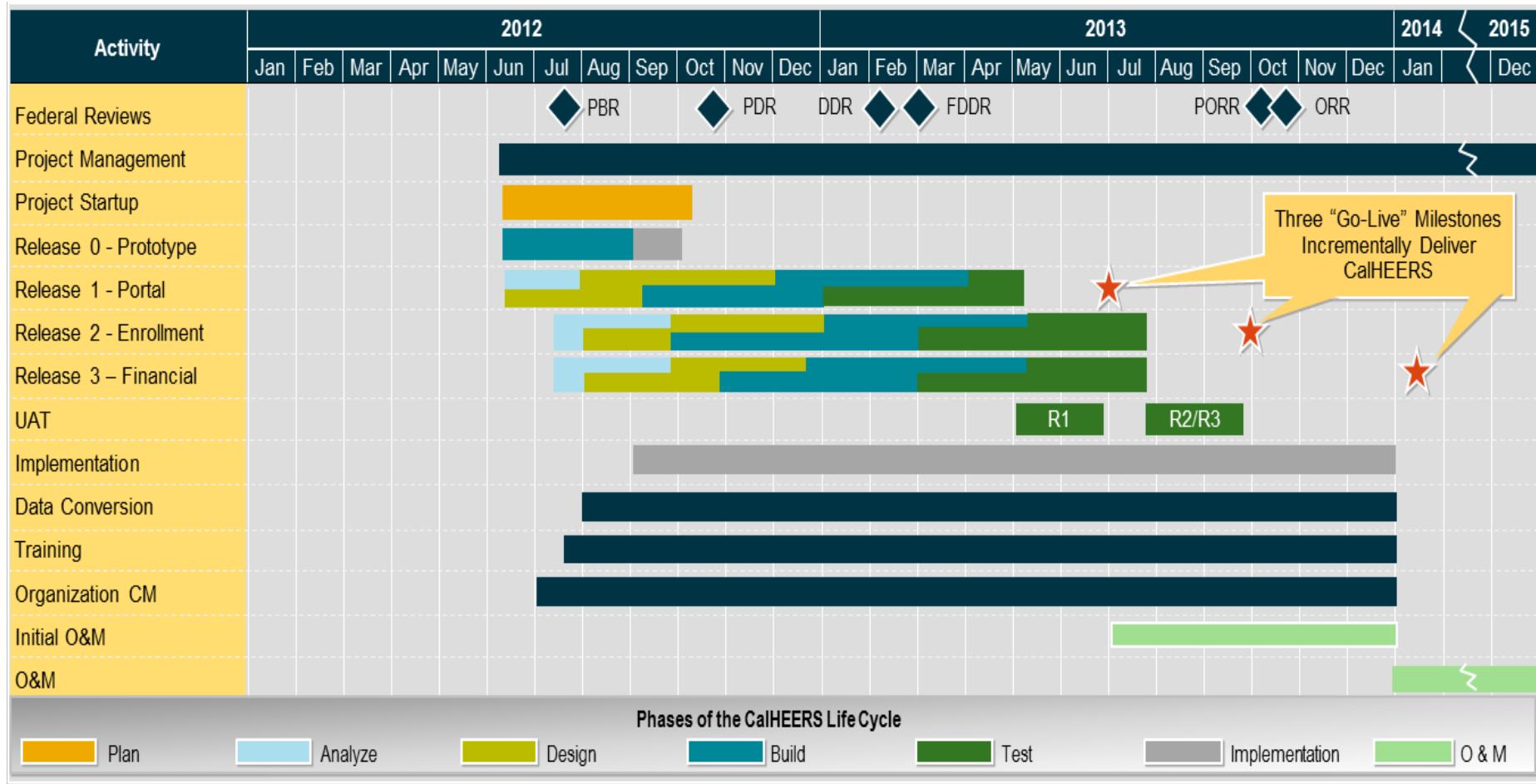
Legislative Update

David Panush

Director, Government Relations

California Health Benefit Exchange

CalHEERS Timeline



CalHEERS 9005

Diamonds indicate federal review milestones

Stakeholder webinar on design issues to be held in October

Branding the Exchange

Chris Kelly

Senior Advisor, Marketing and Outreach

California Health Benefit Exchange

- A brand will never exist on its own. It is part of a big system.
 - Name
 - Tagline
 - Logo
 - Font
 - Color
 - Images
 - Brand communications

Key Brand Characteristics

1. **Trustworthy:** We must balance style with substance in order to leverage the benefits of the government affiliation while mitigating the negatives.
2. **Clear:** Complexity screams of wasteful government bureaucracy. We must use clear symbols and language to avoid this trip, and to make the Marketplace seem like a remedy to what is currently a complex healthcare system.
3. **Universal:** As the nation's most populated and diverse state, the Marketplace must speak to people of every nation, race, creed, religion, political party, and socio-economic bracket.
4. **Innovative:** The Marketplace is a fresh approach to what many feel is a broken healthcare system. We must evoke a feeling of progress.
5. **Breakthrough:** Joining the healthcare industry's sea of sameness is not an option. While shocking our audience is not the right kind of breakthrough, adding a new perspective to the category is a necessity.
6. **Wellness:** Associating the concepts of health and wellness with the Marketplace makes sense in today's environment.
7. **Affordable:** A key feature of the "Exchange" is the access to affordable healthcare insurance.

Naming Process

1. Source names from stakeholders and Ad Agency
2. Review and select top names the are own able based on preliminary research
3. Bring names into research with proposed taglines
4. Select name and taglines
5. Develop logo
6. Lock ups

Names Under Consideration:

- CaliHealth
- CalAccess
- Welquest / Wellquest
 - Click, Compare, Covered
- Covered, CA/Covered, Cal
 - Your destination for affordable healthcare
- PACcess
 - Easy way to find affordable healthcare
- Ursa
 - Where Californians find their healthcare options
- Healthifornia
 - A better state of healthcare
- Eureka
 - Discover affordable healthcare
- Avocado
 - A uniquely California approach to affordable healthcare
- Beneficia/Benefica
- Cal-Vida
- Condor

Traditional Names

Interesting

Timing

- Short list of names approved by 8/24
- Legal / Trademark research starts week of 9/4
- Research Prep, week of 8/27
- Research 9/5 – 9/7
- Board Update 9/18
- Naming completed 9/28
- Logo and tagline development Begins 10/1
- Logo testing and research 10/22
- Project completed 11/1

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