San Diego County Taxpayers Association

Taxpayers watchdog since 1945

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December 14, 2012

Diana S. Dooley, Chair
Covered California
560 J Street, Suite 290
Sacramento, CA 95814

Dear Chairperson Dooley:

The San Diego County Taxpayers Association is a non-profit, non-partisan organization, dedicated to promoting accountable, cost-effective and efficient government and opposing unnecessary taxes and fees.

Consistent with our mission, our Healthcare Committee has been following the implementation of the California Health Benefit Exchange. I would like to share with you the following recommendations regarding the implementation of the exchange. We anticipate these recommendations will be adopted by our Board of Directors in January.

1. Invest in marketing and communication efforts based on collaboration with providers, community agencies, schools, brokers and other community partners. It is important to recognize the existing efforts at the local level.
2. Work to ensure that eligibility systems are seamlessly connected including CalHEERS, County and State systems, and local call centers such as 211-San Diego.
3. Establish and monitor clearly defined quantitative and qualitative standards for network adequacy based on continuity, choice and geographic access to care.
4. Establish an evaluation plan that identifies quantitative and qualitative metrics, methods and milestones to be used to assess and monitor the success of the exchange including enrollment and coverage, accessibility, and the financial stability of the exchange.

If you have any questions, please feel free to contact me at (619) 234-6423.

Sincerely,

Lani Lutar
President and CEO

LL/sdk

cc: Covered California Board Members
Executive Director Peter V. Lee