

OUTREACH & MARKETING UPDATE

Oscar Hidalgo, Director of Communications & Public Relations | May 23, 2013





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COVERING CALIFORNIA FAMILIES

Starting in January 2014, individuals and families will have many new options for health insurance through Covered California. For families that qualify, financial assistance will help make insurance more affordable. [Read More](#) ▶

222 DAYS 17 HRS 3 MINS

UNTIL NEW COVERAGE BEGINS FOR MILLIONS OF CALIFORNIANS

Health care coverage begins January 1, 2014



LATEST NEWS

Covered California today announces affordable health plans to public.

[GO TO NEWS CENTER](#)



COST-ESTIMATE CALCULATOR

Starting in 2014, most people will be required to have health insurance.

[ESTIMATE YOUR COST](#)



NEED HELP NOW?

If you need coverage before 2014, click below.

[COVERAGE NOW](#)

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Health Plan Booklet Available for Download
13 Health Insurance Providers Represented
[Click to Download \(5mb PDF\) »](#)



Watch the Press Conference LIVE
This press event begins today at 9:00 a.m.



Download Health Plans Summary Booklet
A comprehensive rundown of the 13 Health Insurance Providers



Covered California's Silver Plan
A comparison of the three lowest Silver Plans Offered in California

OUTREACH & EDUCATION »



May 14, 2013 — Covered California awards community organizations \$37 million in grants for outreach and education

The grants will be used to conduct outreach and education programs, starting in 2014.

SHOP NEWS »



April 4, 2013 — Covered California takes major step toward launching new health care options for small business

Contract Awarded to Pinnacle Claims Management, Inc. to Administer Marketplace...

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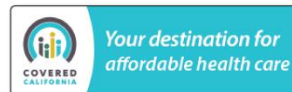
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LINK TO US

Official Covered California buttons to link to us from your website

Add the Covered California logo button to your website and make it easier to connect with us. Covered California offers the hosted button graphics below for you to use on your website. Choose your preferred button option, select and copy its corresponding HTML code snippet and paste it into your web page's HTML code wherever you'd like it to appear.

NOTE: No other artwork may be used to link back to the CoveredCA.com website. By using the buttons below, you agree to use the code snippet and accompanying artwork as is. This means that the code snippet and artwork may not be changed or altered in any way. If your website requires a different size option not represented here, you may contact the [Covered California webmaster](#) to request a custom size.



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Website statistics

- **Social Media traffic**
 - **900+** on Facebook
 - **700+** on Twitter
- **Number of website visits**
 - **63,555** – of which **43,432** are unique visitors
- **Average time spent viewing**
 - **3 mins. 22 sec.**



Media Relations

Hirings

- **Filled 10 positions on media team including:**
 - Deputy Director
 - Ethnic media
 - Spanish speaker
 - Writer/editor
 - Web/graphics and web content staff
- **Field hiring (includes LA & SF area)**



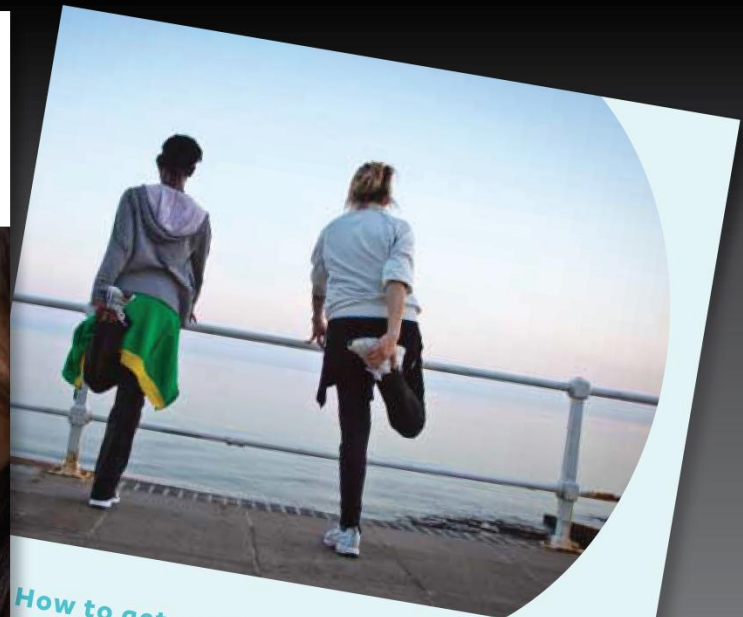
Collateral

Changes in health care are coming

GET THE INFORMATION AND COVERAGE YOU NEED FROM COVERED CALIFORNIA



Covered California is the new online marketplace that will make it simple and affordable for you to get quality health insurance and where you may get financial help to pay for that insurance.



How to get more information

For more information, please visit [CoveredCA.com](https://www.coveredca.com). Our website will help you learn about the changes that are coming to health care in California and will help you determine if you are eligible for financial help. You can also call us at **1-888-975-1142**.

CoveredCA.com
Your destination for affordable health care



Collateral

- **Due mid July**
- **Key word testing**
- **Fullfillment center**
 - **Ordering made easy**
 - **Provides easy access to our stakeholders**



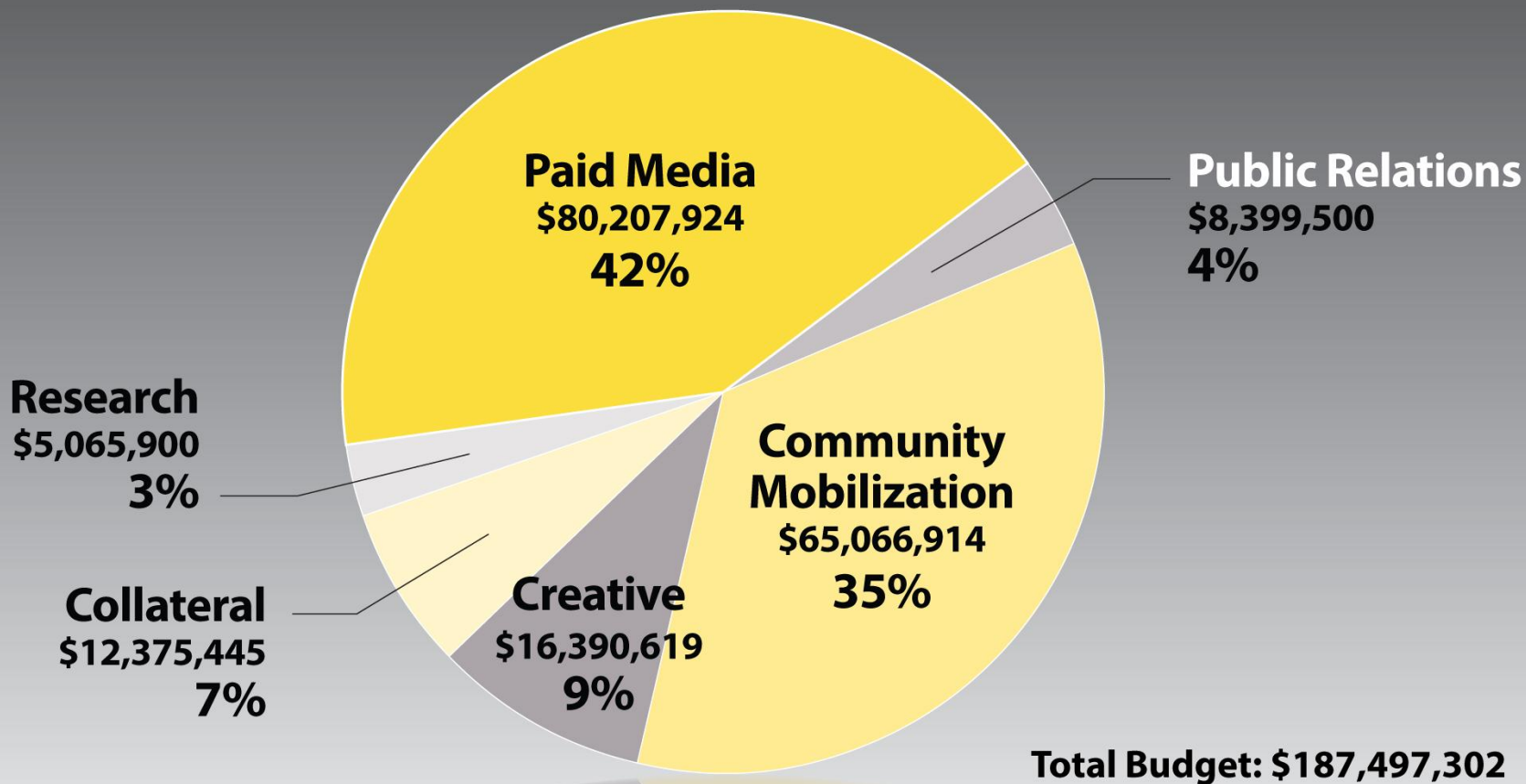
Paid Media

- Paid media is designed to reach broad and targeted audiences in urban and rural markets across the state.
- **Will target all muticultural channels and allow messages in 13 threshold languages.**
- Paid media has a “halo” effect on all aspects of the outreach and education program, improving performance in those areas.



Targeting Potential Enrollees

California's Subsidy Eligible





2013 Timeline

Consumer-friendly Website Launched

FEB

Town Halls Begin

APR

\$37 million in Outreach & Education Grants

MAY

Development: Paid Media

JUN

Media Buying Begins

Outreach & Education Grantees Attend Events

JUL

Launch Paid Media

Assisters Training Concludes

AUG

OCT

Mini-Call Center Opens

LIVE Web Chat Series Begins

Announce Qualified Health Plans
May 23

Paid SEM

Finalize Phase 1 Collateral

Full Service Center Opens

Open Enrollment Begins

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OUTREACH, MARKETING, AND EDUCATION GRANT PROGRAM FUNDING

Sarah Soto-Taylor, Deputy Director | May 23, 2013



\$37 million in grants through a competitive grant application process.

The Outreach and Education Grant Program runs from July 2013 – December 2014.

OUTREACH AND EDUCATION GRANT PROGRAM

203 Applications were received requesting over \$128,000,000.

48 Organizations (over 250 subcontractors)	\$34 Million	\$3 Million
43 to reach individual consumers; 5 to reach small businesses	Individual Market Place Grants	Small Business Health Options Program Market Place Grants

OUTREACH AND EDUCATION GRANT PROGRAM



OUTREACH AND EDUCATION GRANT PROGRAM

43 Individual Market Place and 5 SHOP Proposals

Estimated reach: 9 million consumers and 221,000 small businesses in all 58 counties.

Grantees will reach consumers in 13 languages: Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog, and Vietnamese.



OUTREACH AND EDUCATION GRANT PROGRAM

Individual Marketplace Grantees:

ORGANIZATIONS AND FUNDING			
Access California Services \$500,000	California Black Health Network \$1,000,000	California School Health Centers Association \$377,000	Council of Community Clinics \$770,000
AHMC Health Foundation \$500,000	California Council of Churches \$750,000	Catholic Charities of California, Inc. \$859,000	East Bay Agency for Children \$425,000
Asian Pacific American Legal Center \$1,000,000	California Health Collaborative \$940,000	Central Valley Health Network \$750,000	Fresno Healthy Communities Access Partners \$760,000
Bienestar Human Services, Inc. \$500,000	California NAACP \$600,000	Coalition for Humane Immigrant Rights of Los Angeles \$940,000	Infoline of San Diego County (2-1-1 San Diego) \$1,000,000
CA State University Los Angeles \$1,250,000	California Rural Indian Health Board, Inc. \$300,000	Community Health Councils \$1,000,000	JWCH Institute, Inc. \$1,000,000

OUTREACH AND EDUCATION GRANT PROGRAM

Individual Marketplace Grantees:

ORGANIZATIONS AND FUNDING			
Loma Linda University Medical Center \$990,000	Sacramento Employment and Training Agency \$1,000,000	Social Advocates for Youth (SAY), San Diego, Inc. \$500,000	The Los Angeles Gay and Lesbian Community Services Center \$1,000,000
Los Angeles County Federation of Labor, AFL-CIO \$1,000,000	San Bernardino Employment and Training Agency \$750,000	Solano Coalition for Better Health \$250,000	The Regents of the University of California (UC Berkeley School of Public Health) \$1,000,000
Los Angeles Unified School District \$990,000	Santa Cruz County Human Services Department \$500,000	St. Francis Medical Center of Lynwood Foundation \$750,000	UC Davis, Center for Reducing Health Disparities \$1,000,000
Planned Parenthood Mar Monte, Inc. \$694,000	SEIU Local 521 \$1,000,000	The Actors Fund \$435,000	United Ways of California \$1,000,000
Redwood Community Health Coalition \$830,000	SEIU ULTCW \$1,000,000	The East Los Angeles Community Union \$980,000	University of Southern California \$500,000

OUTREACH AND EDUCATION GRANT PROGRAM

Individual Marketplace and SHOP Grantees:

ORGANIZATIONS AND FUNDING		
Valley Community Clinic \$250,000	SHOP:	California Asian Pacific Chamber of Commerce \$600,000
Ventura County Public Health \$700,000		California Association of Non-Profits \$300,000
Vision y Compromiso \$1,000,000		California Hispanic Chambers of Commerce Foundation \$600,000
		California Small Business Education Foundation \$500,000
		Small Business Majority \$1,000,000

OUTREACH AND EDUCATION GRANT PROGRAM

Implementation, Monitoring, and Evaluation

Education messages will be the focus of the campaign.

- Use the on-line calculator for an assessment of possible subsidy levels available to the consumer.
- Review plan choices and benefit levels.
- Encourage consumers to fill out “Contact Me” form.

Monitoring and Evaluation will be on-going.

- Grant Program Administrative System is the on-line monitoring tool that the Grantee will use to submit event feedback and monthly monitoring reports.
- Field Monitors will “de-conflict” activities and events.
- Assessing feasibility and timeline of a formal evaluation.

OUTREACH AND EDUCATION GRANT PROGRAM

Gap Analysis

No gaps in proposals recommended for funding based on geography or targeted populations on a statewide level.

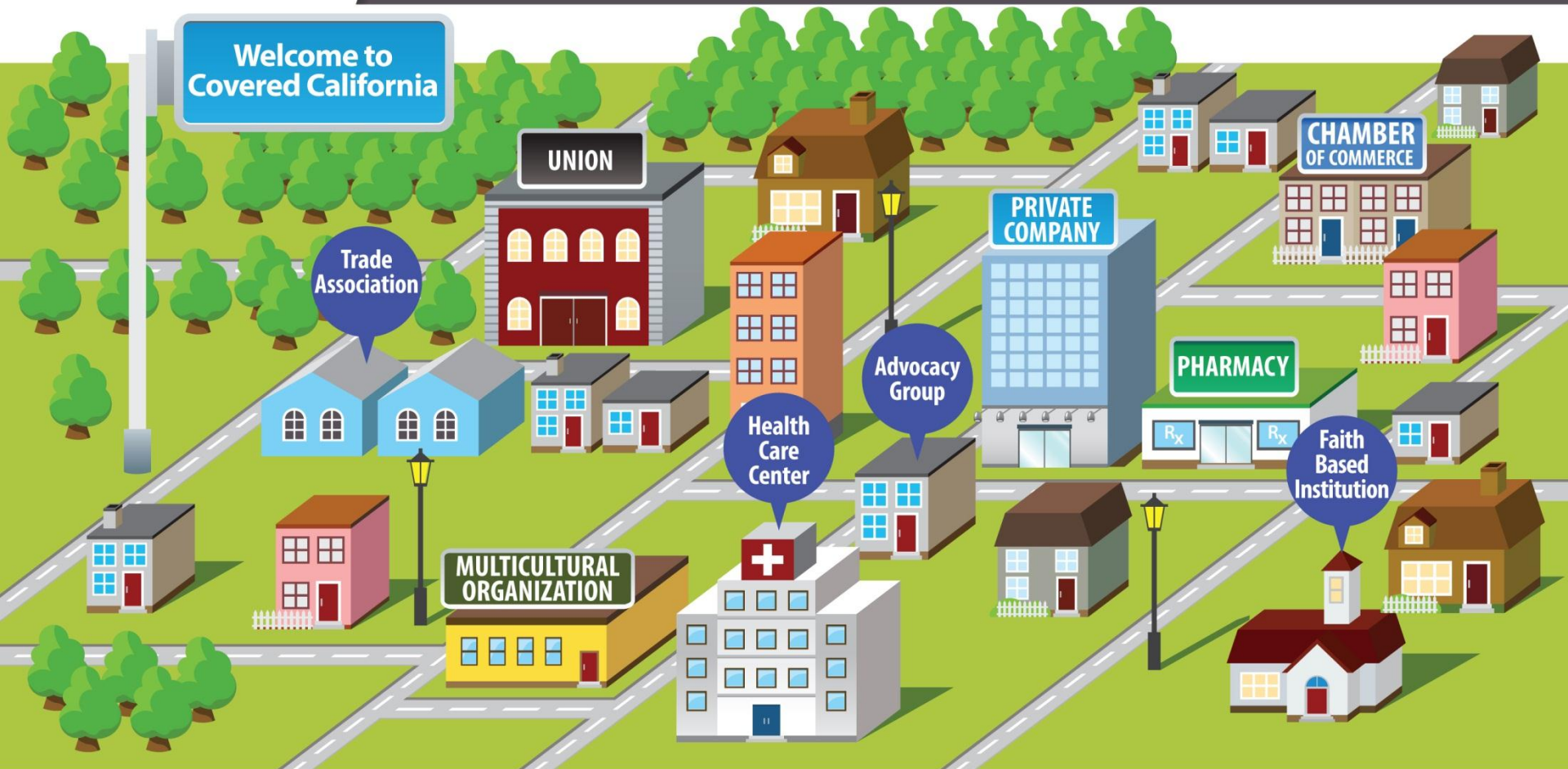
- \$3 million has been set aside to address any necessary future under-reached populations and to expand funding for successful outreach and education strategies.

Provider Education Strategy – Next Steps.

- \$2 - 3 million will be allocated for the next round of Outreach and Education Grant Application funding.
- Focus will be on funding medical, nurse and other allied health profession associations. The intent is to raise awareness of Covered California among the profession and encourage incorporating consumer education into the provider practice.
- An update to this strategy will be provided at the June 20, 2013 Board Meeting.



Community Outreach Network



Organizations not awarded grants may apply as an Assister Enrollment Entity and/or participate in the Community Outreach Network.