

**Assuring Eligible Californians Access Subsidies  
Plan Based Enrollment  
Individual Exchange**

June 20, 2013  
Board of Directors Meeting



**COVERED  
CALIFORNIA**

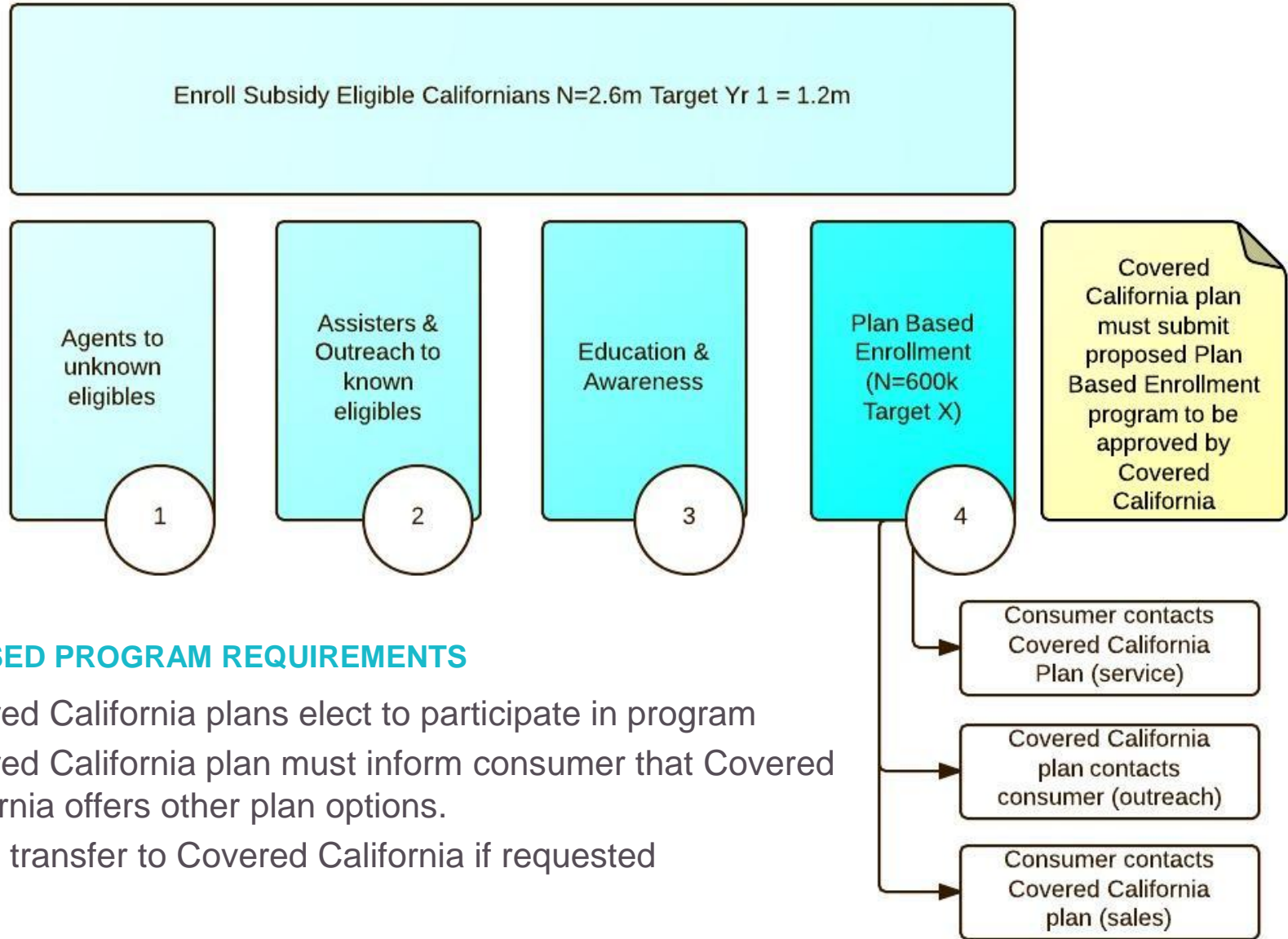
# THE BIG IDEA

In 2014 Covered California will invite 2,600,000 Subsidy Eligible Californians To Enroll

# 600,000 Subsidy Eligible Californians are currently enrolled in a health plan

Those enrolled in a Covered California plan can stay with their plan AND access their subsidy

# LET'S TAKE IT FROM THE TOP...



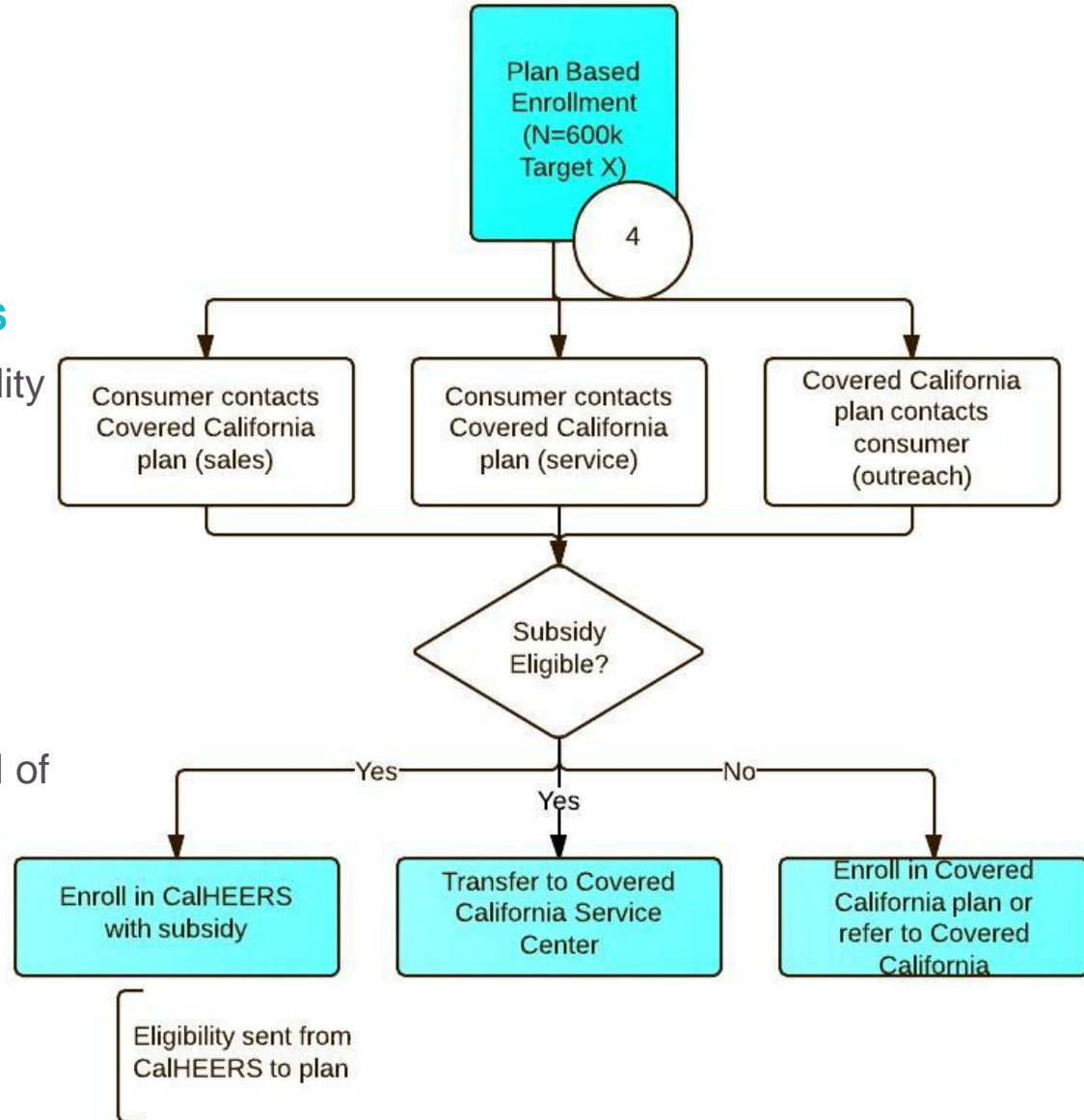
## PROPOSED PROGRAM REQUIREMENTS

- Covered California plans elect to participate in program
- Covered California plan must inform consumer that Covered California offers other plan options.
- Warm transfer to Covered California if requested

# CONSUMERS WILL INTERACT WITH THEIR HEALTH PLAN...

## PROPOSED PROGRAM REQUIREMENTS

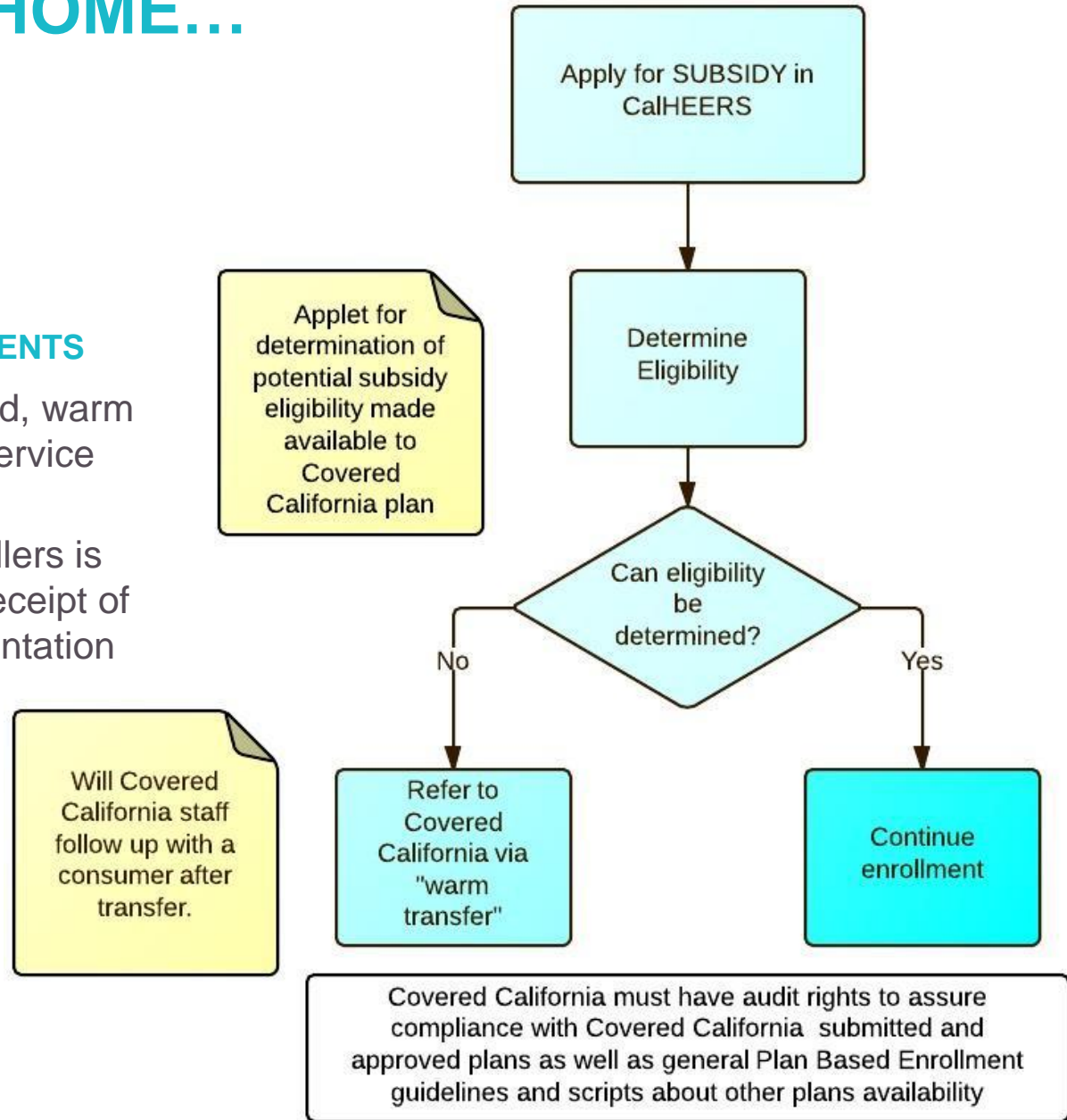
- Offer to check public program eligibility
- Warm transfer to other state entity if appear eligible
- If not subsidy eligible, continue enrollment direct
- No compensation for plan based enrollers program
- Proposed “role” in CalHEERS hybrid of “service center and assistor”



# BRINGING IT ON HOME...

## PROPOSED PROGRAM REQUIREMENTS

- If eligibility cannot be determined, warm transfer to Covered California service center
- Enrollment by Plan Based Enrollers is considered complete pending receipt of any missing supporting documentation



# BEYOND QHP'S AND STILL BEING DISCUSSED...

- Nitty-gritty details of the program – stay tuned
- Expanding enrollment opportunities to other entities such as Medi-Cal Local Initiative plans and web-based enrollment entities

**In 2014 we want to make it as easy as possible for all eligible Californians to access subsidies.**

The Plan Based Enrollment Program is designed to help.