



Executive Director's Report

Peter V. Lee, Executive Director | August 22, 2013 Board Meeting

ANNOUNCEMENT OF CLOSED SESSION ACTIONS

REPORTS AND RESEARCH

Exchanges Implementation

- *Delaying the Employer Mandate: Small Change in the Short Term, Big Cost in the Long Run* – **RAND Corporation**
- *Cross-Cutting Issues – Moving to High Quality, Adequate Coverage: State Implementation of New Essential Health Benefits Requirements* – **Robert Wood Johnson Foundation and Urban Institute**
- *Implementing the Affordable Care Act: Key Design Decisions for State-Based Exchanges* – **The Commonwealth Fund**
- *New Report: Many State Health Insurance Marketplaces Will Exceed Requirements for Quality Reporting and Choice for Small-Business Employees* – **The Commonwealth Fund**
- *Patient Protection and Affordable Care Act: Status of CMS Efforts to Establish Federally Facilitated Health Insurance Exchanges* – **United States Government Accountability Office (Report to Congressional Requesters)**
- *Patient Protection and Affordable Care Act: Status of Federal and State Efforts to Establish Health Insurance Exchanges for Small Businesses* – **United States Government Accountability Office (Report to the Chairman, Committee on Small Business, House of Representatives)**

Coverage Expansion

- *Harnessing Technology to Streamline Enrollment: Experience from Eight Maximizing Enrollment Grantee States* – **National Academy for State Health Policy and Robert Wood Johnson Foundation**
- *The Impact of the Affordable Care Act on Asian Americans, Native Hawaiians, and Pacific Islanders in California Small Businesses* – **Asian and Pacific Islander American Health Forum**

Cost Trends

- *Federally Run Insurance Exchanges Likely To See Lower Premiums* – **California Healthline**
- *Quantifying Tax Credits for People Now Buying Insurance on Their Own* – **The Henry J. Kaiser Family Foundation**

COVERED CALIFORNIA TOWN HALL MEETINGS

UPCOMING TOWN HALL MEETINGS THROUGH SEPTEMBER:

Topics Will Include

- An update on Covered California's progress and current plans
- Outreach and community education strategies
- What you can do to help ensure every Californian has access to affordable health insurance
- Opportunity for stakeholders to provide feedback and ask questions

| DATE | | LOCATION |
|------------------------------------|---------------|---------------------|
| Friday, August 23 rd | 10 AM – 12 PM | Bakersfield |
| Friday, August 23 rd | 4 PM – 6 PM | Hanford |
| Friday, August 30 th | 12 PM – 2 PM | Sacramento |
| Friday, September 6 th | 2 PM – 4 PM | Long Beach |
| Friday, September 13 th | 2 PM – 4 PM | San Bernardino |
| Friday, September 20 th | 2 PM – 4 PM | San Fernando Valley |
| Friday, September 27 th | 2 PM – 4 PM | Salinas |

Seating is limited at each location. Please call 1-888-975-1141 to register for an event in your region.

**Dates and locations are subject to change.*

Additional town halls are being planned in the Bay Area, Los Angeles, and Orange County.

COVERED CALIFORNIA 2013 BOARD AND ADVISORY GROUP CALENDAR

| SEPTEMBER | OCTOBER |
|--|--|
| <p>BOARD MEETING – SEPTEMBER 19</p> <ul style="list-style-type: none">• Update on Single-Streamlined Application• Discussion or Action on Supplemental Vision• Action on Agent Regulations• Action on Plan-based Enroller Regulations• Action on SHOP Regulations | <p>BOARD MEETING – OCTOBER 24</p> <ul style="list-style-type: none">• Update on Key Launch Issues |
| <p>ADVISORY GROUPS</p> <ul style="list-style-type: none">• September 11: Plan Management – <i>Discussion of supplemental vision proposal</i>• September 12: Marketing, Outreach & Enrollment• September 18: Tribal Advisory Group | <p>ADVISORY GROUPS</p> <ul style="list-style-type: none">• October 16: SHOP |

COVERED CALIFORNIA 2013 BOARD AND ADVISORY GROUP CALENDAR

| NOVEMBER | DECEMBER |
|---|--|
| <p>BOARD MEETING – NOVEMBER 21</p> <ul style="list-style-type: none">• Discussion of Pediatric Dental Policy Options | <p>BOARD MEETING – DECEMBER 19</p> <ul style="list-style-type: none">• Discussion Draft Navigator Regulations• Action on Pediatric Dental Policy Options |
| <p>ADVISORY GROUPS</p> <ul style="list-style-type: none">• November 7: Tribal Consultation | <p>ADVISORY GROUPS</p> <ul style="list-style-type: none">• December 5: Marketing, Outreach & Enrollment |

Working Timeline: Meeting schedules and content may be adjusted



QUALITY RATING SYSTEM (QRS) UPDATE

- No Quality Rating System (QRS) information displayed at the outset of open enrollment for October 2013.
- Seek to add Quality Reporting for plans that meet “substantial network similarity” standard (potentially 80%). Need to apply this policy in a consistent and credible manner and will work with health plans and other stakeholders to move to this interim solution as soon as possible.
- A general link to the Office of the Patient Advocate (OPA) website will be created and available on the enrollee selection page, but will not part of the consumer plan selection process.
- The collection of HEDIS and CAHPS information beginning in 2014 remains a contractual commitment for each plan partner and is necessary for the availability of QRS information for open enrollment 2015 and for compliance with plan performance standards as outlined in Attachment 14 to the model contract.

UPDATE ON CONSUMER WEBSITE FUNCTIONALITY

Karen Ruiz, CalHEERS Project Director
Keith Ketcher, Accenture Project Manager

COVERED CALIFORNIA ROLLOUT SCHEDULE

| PLANNED DATE | DESCRIPTION | CURRENT STATUS |
|--------------------|---|---|
| Currently in place | Calculator for potential Premium Assistance Lead Collection | Completed |
| August 19 | Initiate registration for Licensed Insurance Agents seeking Covered California Certification | Completed |
| August 26 | Initiate registration and continue enrollment entity registration (for Certified Enrollment Counselors) | <ul style="list-style-type: none"> • Service Center Opening and continued entity and counselor registration on track • Counselor web account creation to begin later in September |
| Early September | Launch – “Shop and Compare Tool” (allow consumers to review plan-specific options and costs) | On Track |
| Early September | Decisions about October 1 rollout process steps <ol style="list-style-type: none"> 1. Full Shop & Compare (with potential total costs; including out-of-pocket and premium) 2. Creation of Individual Accounts 3. Enrollment by Service Center Representatives 4. Enrollment by Certified Counselors and Agents 5. Enrollment via Self-Service application | Conducting weekly testing checkpoints to inform early September rollout process |

OTHER UPDATES

- Centers for Medicare & Medicaid Services (CMS) conducted its Final Detailed Design Review (FDDR) on July 16, 2013
 - No concerns raised with call center, training program, and interagency coordination progress
- Internal Revenue Service (IRS) conducted a review of Safeguard Procedures between July 16 and July 18, 2013
 - Approval of Safeguard Procedures is required for Covered California to use the IRS services through the Federal Data Services Hub. CalHEERS has addressed the items raised during the review and the IRS is scheduled to provide feedback by August 23
- Next federal review is the Implementation Review scheduled for September 10 through September 13, 2013
 - To include our pre-operational readiness review (PORR)

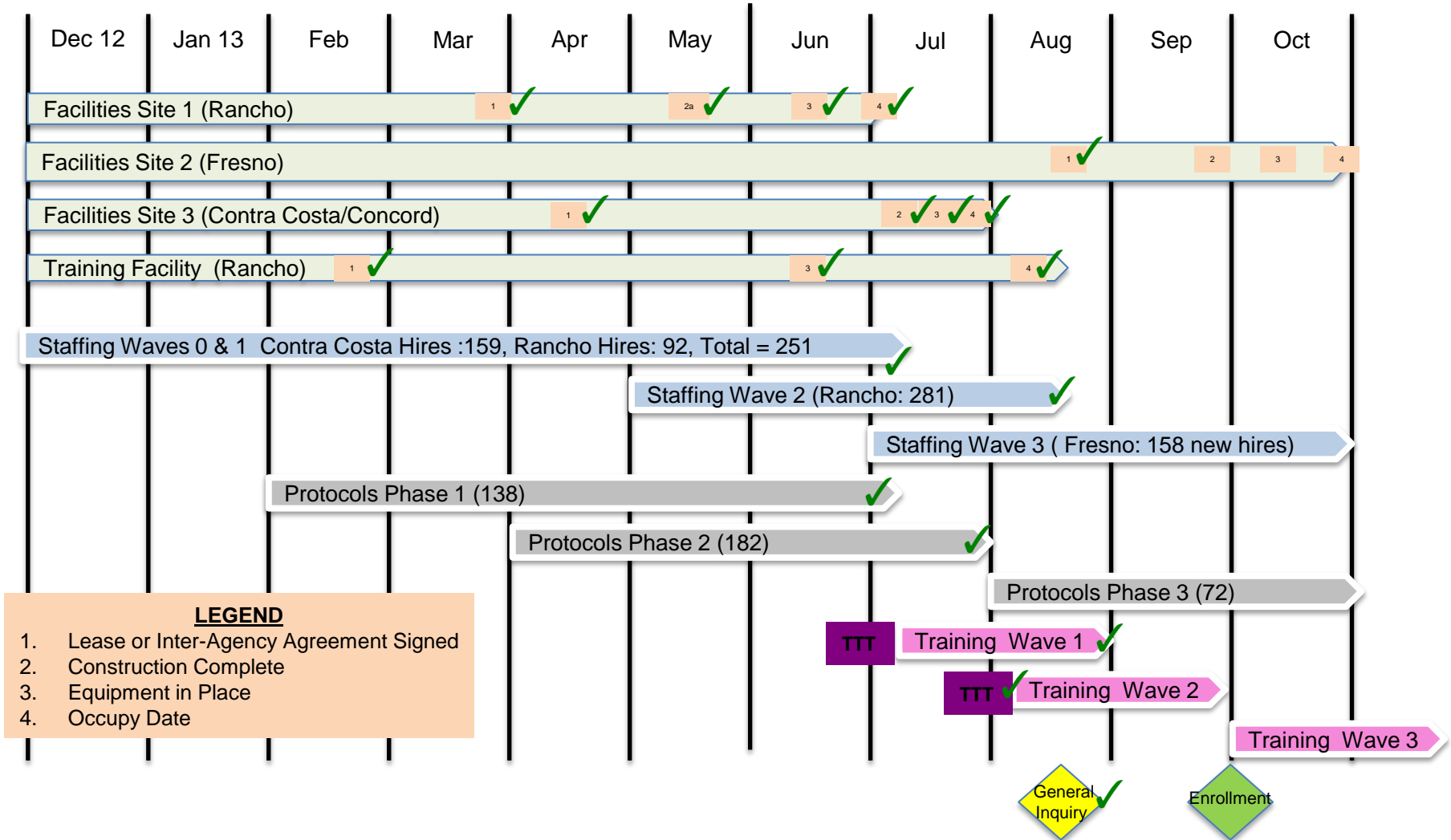
SERVICE CENTER UPDATE

Carene Carolan, Deputy Director, Service Center

AGENDA

1. Service Center Timeline for Implementation
2. Facilities Update
3. Staffing Update

SERVICE CENTER TIMELINE FOR IMPLEMENTATION



LEGEND

- 1. Lease or Inter-Agency Agreement Signed
- 2. Construction Complete
- 3. Equipment in Place
- 4. Occupy Date

FACILITIES UPDATE

- The Rancho Cordova Service Center and Contra Costa Call Center facilities are up and running, with staff going through training as planned.
- The Fresno facility is on track to support the October 7, 2013, training start date.

STAFFING UPDATE

- Rancho Cordova and Contra Costa are staffed to take general inquiry calls on August 26th.
- Although the background check delay had initially put us behind schedule in terms of hiring, have hired 281 staff since early July.
- Hiring continues, with plans to phase in additional training Waves to meet Open Enrollment support targets.

| Staff Group | Wave #1 Target | Wave #1 Actual | Wave #2 Target | Wave #2 To Date | 10/1 Target | 10/1 To Date | % Complete |
|--|----------------|----------------|----------------|-----------------|-------------|--------------|------------|
| Service Center Representatives | 154 | 154 | 288 | 227 | 442 | 381 | 86% |
| Other staff (Management, Back office, Quality Assurance, etc...) | 227 | 97 | 26 | 54 | 253 | 151 | 60% |
| Total | 381 | 251 | 314 | 281 | 695 | 532 | 77% |

- Fresno hiring is underway, and we are projected to meet October 7th target of 158 new hires
- Projected hires in Fresno by end of year total 280, with additional staff to be added in 2014

OUTREACH AND COLLATERAL UPDATE

Sarah Soto-Taylor, Deputy Director of Community Relations

PROVIDER OUTREACH AND EDUCATION GRANTS

- Focus is on selecting proposals that target 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.
- 10 Applications were received requesting over \$8 million.
- The Provider Education Grant Program will run from September 1, 2013, through December 31, 2014.

PROVIDER OUTREACH AND EDUCATION GRANTS

Notice of Intent to Award

- \$3.1 million awarded to 4 Organizations through a competitive grant selection process.
- Estimated to reach over 200,000 health care professionals across the state.

| ORGANIZATION | FUNDING AMOUNT |
|---|----------------|
| California Medical Association Foundation | \$1,500,000 |
| California Academy of Family Physicians | \$865,000 |
| California Society of Health – System Pharmacists | \$535,000 |
| National Council of Asian Pacific Islander Physicians | \$200,000 |

PROVIDER OUTREACH AND EDUCATION GRANTS

Reach and Strategies


- Working in partnership with American Academy of Pediatrics, Latino Physicians of California, American College of Physicians, California Academy of Physician Assistants, Osteopathic Physicians and Surgeons of California, CMA Foundation's Network of Ethnic Physician Organizations.
- Educate providers through conferences, physician tool kits, development of online curriculum, peer-to-peer training sessions, smartphone app.

OUTREACH AND EDUCATION GRANTEES

Collateral Material Update

- Phase I collateral (raise general awareness about Covered California)
 - 500,000 first run
 - Over 2,000,000 second run
 - Self-service on www.covered.ca.com
- Grantee feedback will help inform future design of the materials
 - Developed a new 2-sided pocket size card with English on one side and Spanish on the other side
 - Phase II collateral will be available in October


Your plan, your choice!



Standard benefits specified by Covered California™ allow you to make informed decisions about what health plan satisfies your needs and meets your budget. Learn more.

Health insurance made easy for small businesses

COVERED CALIFORNIA'S SMALL BUSINESS HEALTH OPTIONS PROGRAM



The Small Business Health Options Program (SHOP) offered by Covered California™ is a new marketplace for small businesses to obtain quality, affordable health insurance for their employees.

Your destination for affordable health care



Covered California™ will make it simple and more affordable for you to get quality health insurance and financial help.

Get the information you need today!
CoveredCA.com
 or call us at
1-888-975-1142
 Your destination for affordable health care.

Sorry we missed you!


Covered California™ is the new marketplace for health coverage. It is the only place where those eligible can get financial help from the federal government to reduce the cost of health insurance and provide quality health coverage for you and your family.



YES! It's a convenient marketplace to enroll in Covered California.

My name is _____
 My address is _____
 My phone number is _____
 My email address is _____
 My date of birth is _____
 My Social Security Number is _____
 My state is _____
 My zip code is _____
 My household size is _____
 My annual household income is _____
 My gross annual income is _____
 My net annual income is _____
 My household size is _____
 My annual household income is _____
 My gross annual income is _____
 My net annual income is _____

Health care made easier for you and your employees



Get the information you need today!
CoveredCA.com
 or call us at
1-877-453-9198
 Your destination for affordable health care.

Your destination for affordable health care

Estimate what type of health insurance you may be eligible for in 2014:

| Number of people in your household | If your annual household income is less than... | If your annual household income is between... |
|------------------------------------|---|---|
| 1 | \$18,000 | \$18,000 - \$48,000 |
| 2 | \$27,000 | \$27,000 - \$62,000 |
| 3 | \$36,000 | \$36,000 - \$78,000 |
| 4 | \$45,000 | \$45,000 - \$94,000 |
| 5 | \$54,000 | \$54,000 - \$110,000 |

You may be eligible for Medi-Cal. You may be eligible for insurance with financial help through Covered California™.

Health care made easy for you and your employees



Covered California's Small Business Health Options Program (SHOP) will provide competitive health insurance choices for small businesses.

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 easier for you to get quality health insurance at an affordable price. You may also qualify for financial help to pay for that insurance.

Health care made easier for you and your employees

Finally, a streamlined process for California's small businesses to purchase quality health insurance.

What is the SHOP?

The SHOP (Small Business Health Options Program) is an online marketplace that will offer affordable health insurance options to small businesses with 50 or fewer full-time employees, including access to group plans that will be available only to large businesses. This innovative new program allows you and your employees to compare health plans and choose the plan that fits your needs and budget.

How does the SHOP help small businesses?

Offering employees quality health insurance can be a competitive advantage in the labor market. Let the SHOP help you keep your employees healthy, happy and more productive. The SHOP will offer:

- Easy application-based health plan comparisons
- One consolidated monthly bill
- Simple online enrollment
- Friendly, knowledgeable customer service
- Tax credits for qualified small businesses

YES! Please contact me when it is time to enroll in Covered California.

You may contact me by:

My name _____
 My phone number _____
 My email address _____
 My company _____
 My address _____
 My city _____ My ZIP _____
 My state _____ My # of full-time employees _____
 Email Phone

What is the best time to reach you?
 In what language? _____

Call Center
Get health coverage just got easier.
 1-877-453-1398
 Visit www.coveredca.com

Covered California
 CoveredCA.com

Health care made for you!

The Covered California marketplace is made up of insurance companies that will compete for your business. The marketplace will be the only place where those eligible can get health coverage from the federal government towards health coverage.

When can I enroll?
 Enrollment begins in the fall of 2013. Coverage starts in January 2014. To make sure you're covered in 2014, you must enroll by March 31, 2014.

Do I really need health insurance?
 Yes. Starting January 2014, you will be required to have health insurance or you will face financial penalties from the federal government.

We are here to make it easy for you.
 Covered California is here to help. We have trained professionals in your community ready to help you understand personal and customer service representatives you can call at 1-888-975-1142. Call us today!

CoveredCA.com
 Your destination for affordable health care

¿Seguro de salud a su medida!

El mercado de seguros de salud Covered California está formado por compañías de seguro de salud que competirán para conseguir que usted se asegure de salud que mejor se ajuste a sus necesidades. Este mercado será el único lugar donde las personas elegibles podrán obtener ayuda financiera del gobierno federal para pagar cobertura de salud.

¿Cuándo me puedo inscribir?
 La inscripción comienza en el otoño de 2013. La cobertura comenzará en enero de 2014. Para asegurar su cobertura en 2014, tiene que inscribirse a más tardar el 31 de marzo de 2014.

¿Realmente necesito un seguro de salud?
 Sí. A partir de enero de 2014 estará obligado a tener un seguro de salud o el gobierno federal le impondrá sanciones financieras.

Estamos aquí para facilitar las cosas.
 Covered California está aquí para ayudarle. Contamos con profesionales capacitados en su comunidad que están listos para ayudarle en persona, o puede llamar a nuestros representantes de servicio al cliente al 1-888-975-1142. ¡Llámanos hoy!

CoveredCA.com
 Donde encontrará cuidado médico a su alcance

Version agosto de 2013

Changes are coming to health care. Get the information you need!

Covered California™ is a simple online marketplace where you can compare and choose health plans. This marketplace will be the only place where those eligible can get financial assistance from the federal government to help pay for health coverage.

What is Covered California?

As getting health insurance is becoming a national requirement, the government has created a solution that makes it easier and more accessible than ever before. It's called Covered California, and it's a simple online marketplace where you can compare health plans and choose the plan that works best for your health needs and budget. A sliding scale of financial help will be available to reduce costs for those who qualify.

Where can I get more information?
 Complete the card below and mail it in, and we'd be happy to send you more information and keep you up to date about options available to you in 2014.

How do I contact Covered California?
 You can visit us online at CoveredCA.com or call 1-888-975-1142.

YES! Please contact me when it is time to enroll in Covered California.

You may contact me by:

My name _____
 My phone number _____
 My email address _____
 My company _____
 My address _____
 My city _____ My ZIP _____
 My state _____ My # of full-time employees _____
 Email Phone

What is the best time to reach you?
 In what language? _____

Call Center
Get health coverage just got easier.
 1-888-975-1142
 Visit www.coveredca.com

Covered California
 CoveredCA.com

KEY MARKETING DATES

| DATE | FUNDING AMOUNT |
|---------------------------|--|
| August 29 th | Press Conference/Availability |
| September 3 rd | Marketing Testing <ul style="list-style-type: none">• Chico, Sacramento & San Diego• TV, Live Radio Reads, (Digital Statewide)• English, Spanish, (Russian & Chinese Digital Only) |
| October 1 st | Covered California Brand Awareness <ul style="list-style-type: none">• TV, Radio, Print, OOH, Digital• General Market and Targeted Community (e.g. Chinese, African American & LGBT)• In-language Ads for Spanish, Mandarin, Cantonese, Korean, & Vietnamese |
| October 15 th | Asian Market TV Release |
| November 1 st | Enrollment Messaging Begins |

NAVIGATOR GRANT PROGRAM UPDATE

Sarah Soto-Taylor, Deputy Director of Community Relations

NAVIGATOR GRANT PROGRAM

- Required by Federal Law (final rule issued 7/12/13).
- Scope of work will be application assistance, education and outreach on insurance affordability programs. Requires consumer assistance about individual and SHOP marketplace.
- Required to provide Culturally and Linguistically Appropriate Services, and services according to Americans with Disabilities Act, and Sect. 504 of Rehabilitation Act.

NAVIGATOR GRANT PROGRAM

Eligible Entities

- Broad range of entities including community and consumer-focused nonprofits, tribes, local human services, and agents and brokers (cannot be paid by a Qualified Health Plan).
- Ineligible are health insurance issuers and stop loss insurance issuers.
- At least 2 different types of entities, at least 1 is a community and consumer-focused nonprofit.
- Required Covered California training, certification and re-certification annually.

NAVIGATOR GRANT PROGRAM

Revised June 2014 Implementation Timeline

- Enrollment assistance required to address October 2013 - March 2014 open enrollment will not be compromised by revised timeline.
 - \$40 million Outreach and Education Grants (over 250 organizations supporting the Individual and SHOP marketplaces).
 - \$3 million Provider Outreach and Education Grants.
- Navigator program implemented in time for 2014 open enrollment (October- December 2014).
- Covered California will assess the Enrollment Assistance Program and Outreach and Education Program effectiveness with actual data (rather than projections) to determine the strategic approach necessary to ensure the Navigator program is cost-effective and garners enrollments.

NAVIGATOR GRANT PROGRAM TIMELINE

| NAVIGATOR PROGRAM ACTIVITY | DATE |
|---|---------------|
| 1st Navigator Program Concepts Stakeholder Webinar | October 2013 |
| 2nd Navigator Program and Draft State Regulations Webinar | November 2013 |
| Board Viewing of Proposed Navigator Regulations for Board approval and action | December 2013 |
| Navigator Regulations Effective | January 2014 |
| Navigator Grant Application Release | February 2014 |
| Navigator Grant Application Submission Due | March 2014 |
| Navigator Grant Intent to Award | June 2014 |
| Navigator Grantee Training and Certification Begins | June 2014 |
| Navigator Grantee Activities Begin | July 2014 |



**COVERED
CALIFORNIA**

TRAINING UPDATE

**Board Meeting
August 22, 2013**

**Thien Lam
Deputy Director, Eligibility & Enrollment**

TRAINING UPDATE

- OUTREACH & EDUCATION GRANTS
- COMMUNITY OUTREACH NETWORK
- CERTIFIED ENROLLMENT ENTITIES AND CERTIFIED ENROLLMENT COUNSELORS
- LICENSED INSURANCE AGENTS
- COUNTY ELIGIBILITY WORKERS





Locations of Outreach & Education (O&E) Staff training sessions:

- 1,726 total participants trained

O&E Staff training began on July 8, 2013.

- 41 instructor-led training sessions over 7 weeks
 - 39 sessions complete (July 8 – August 16)
 - 2 sessions scheduled (week of August 26th)
- Training sessions are 16 hours of instruction over 2.5 days, led by a trainer
- 13 Trainers delivered training





OUTREACH AND EDUCATION GRANT TRAINING

Educator Training Curriculum is composed of 9 modules as follows:

1. Patient Protection and Affordable Care Act
2. Covered California Target Market
3. Plan Options
4. Consumer Eligibility
5. Covered California Certified Educator Role
6. Compliance Standards
7. Protecting Consumer Information
8. Small Business Health Options Program (SHOP)
9. Supporting Consumers Through Their Decision Making



OUTREACH AND EDUCATION GRANT TRAINING

CHALLENGES:

In-Language Training

- Many grantees reported the need for in-language training, however due to the aggressive implementation timeline bilingual training was not offered during this phase. Instead, interpreters (e.g., in Spanish and Cantonese) were provided at three training sessions. However, only a limited number of trainees used the interpretation services.

Volume of Staff to be Trained

- Initially, grantees projected 1,000 staff to be trained and actual demand was 2,600 in 7 weeks. Covered California met the demand by adding additional training sessions and expanding the size of each session to accommodate more attendees at each of the sessions offered.

Learning Management System (LMS) & Examination Process for Certification

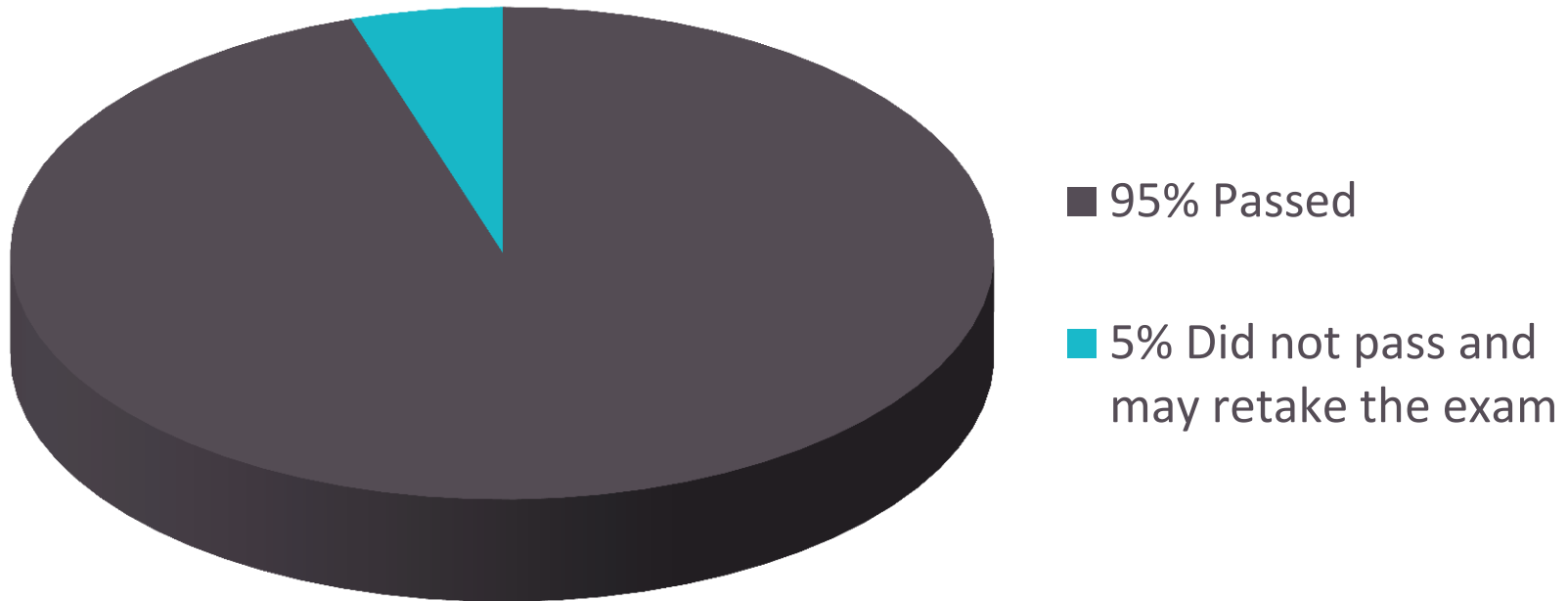
- The LMS system experienced difficulties when administering the electronic examination process to O&E Grantees. Technical issues were resolved on August 1st. To date, no additional issues have been reported.
- Covered California staff received constructive feedback about the examination questions. Based on the feedback, examination questions were focus group tested with the O&E Trainers and revisions were made to exam questions, which have been implemented. The examination questions now place a stronger emphasis on critical components associated with the O&E Grantees' roles and responsibilities and key knowledge required for successful implementation of the O&E Grant Program.



OUTREACH AND EDUCATION GRANT TRAINING

CERTIFICATION EXAM RESULTS*

- 791 participants have completed the exam



- A score of 80% or greater on each of the modules is required to pass the Certification Exam after training

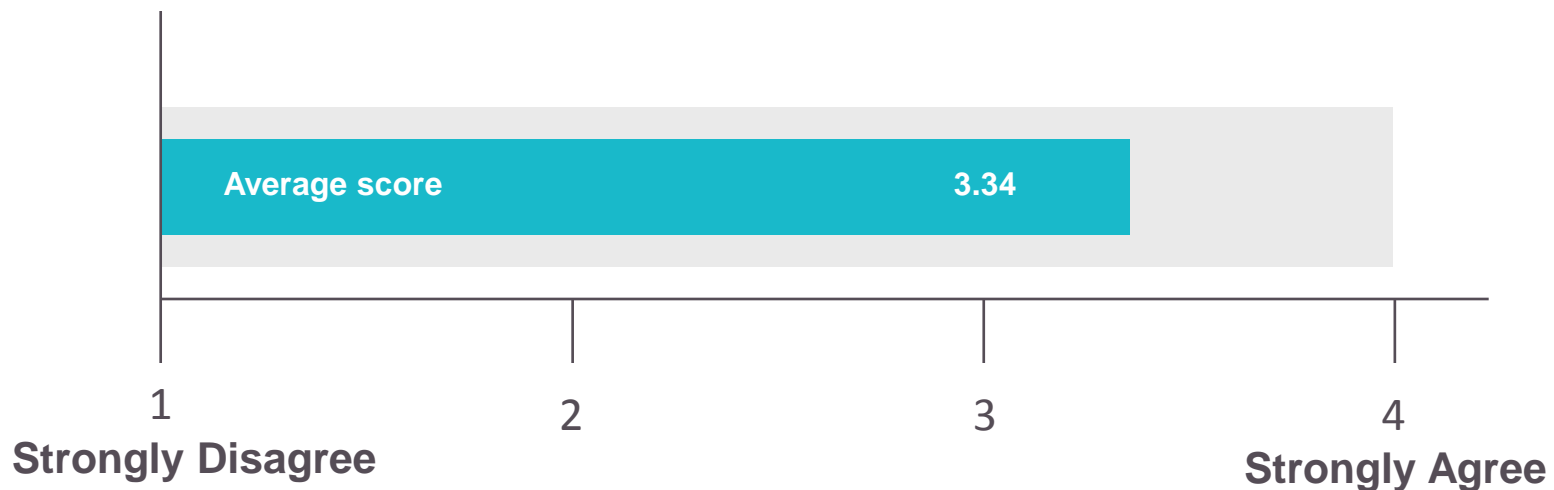
* as of August 11th



OUTREACH AND EDUCATION GRANT TRAINING

TRAINER EVALUATION*

Evaluated preparedness and organization, timely responses to questions, showing concern for staff understanding and progress, and knowledge of the subject matter.



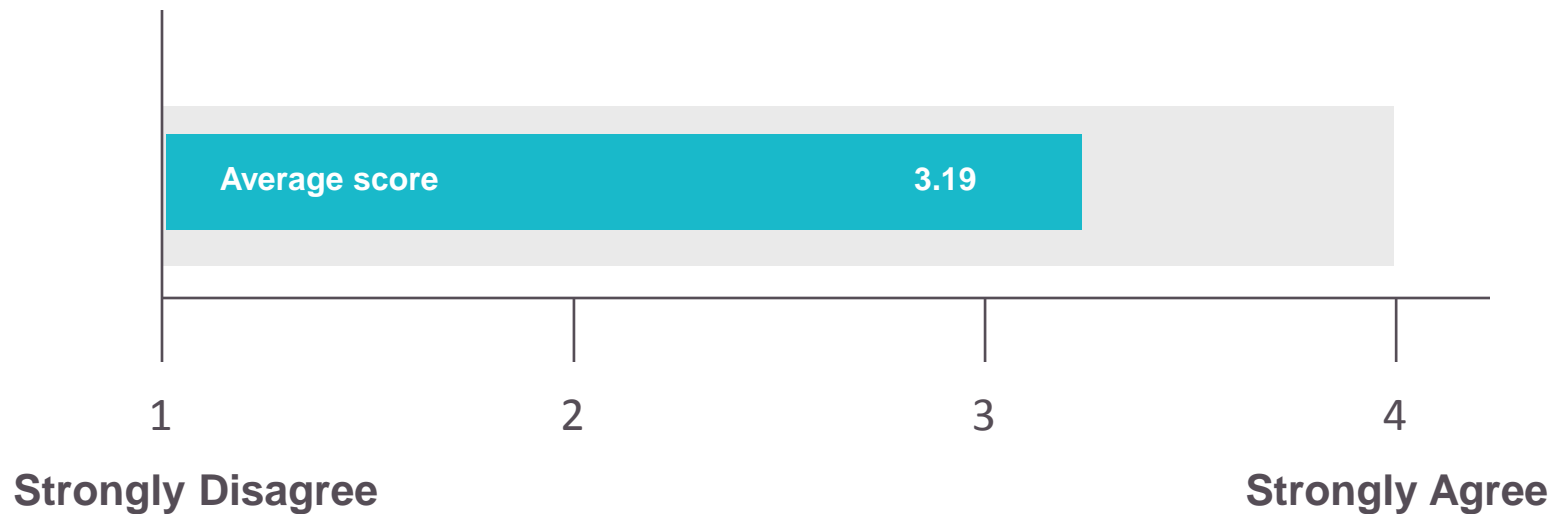
**Weeks 1-4 of Training (July 8, 2013 – August 1, 2013)*



OUTREACH AND EDUCATION GRANT TRAINING

COURSE CONTENT EVALUATION*

Evaluated in-class activities, course material and course content satisfaction.

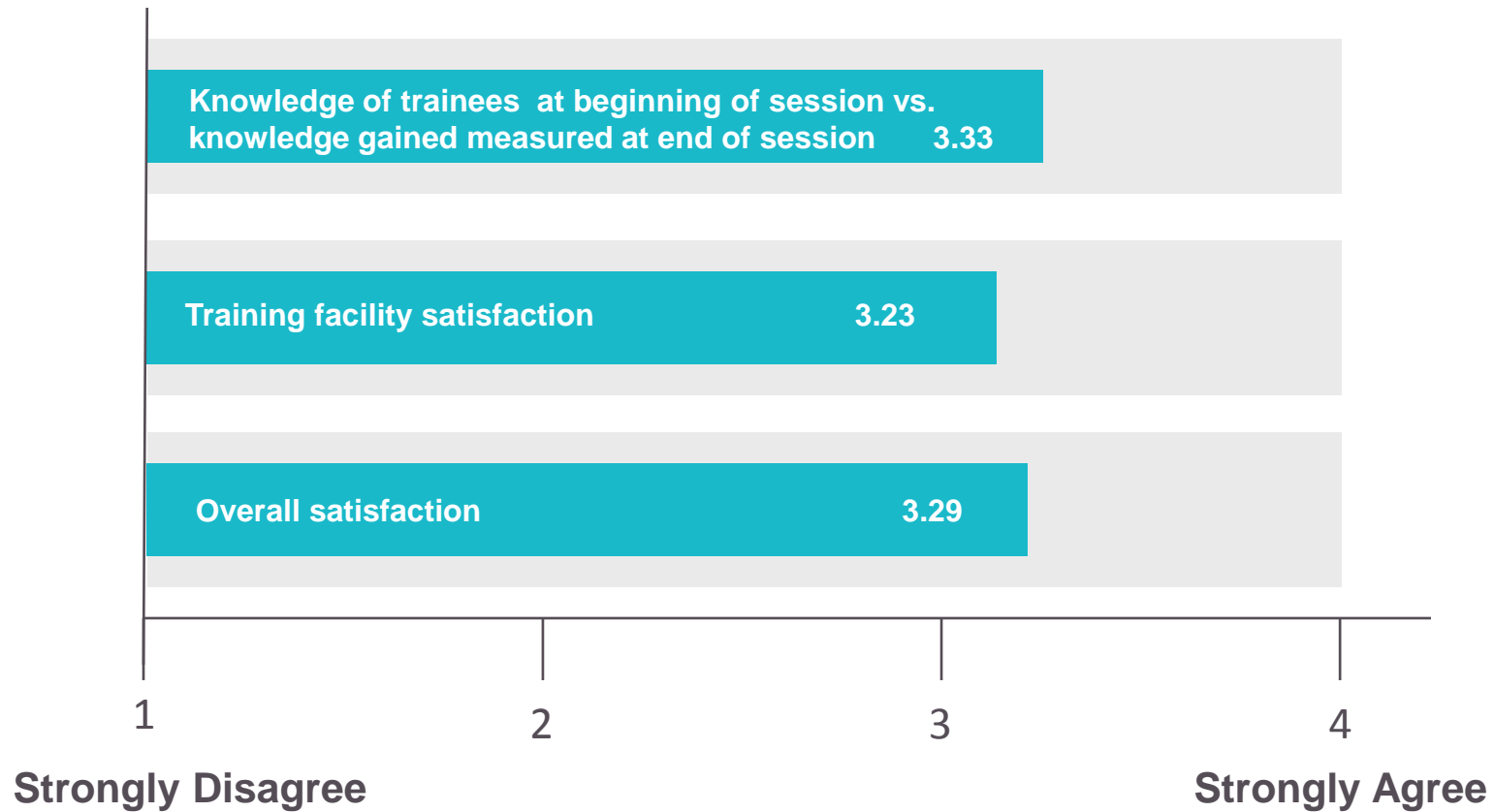


**Weeks 1-4 of Training (July 8, 2013 – August 1, 2013)*



OUTREACH AND EDUCATION GRANT TRAINING

GENERAL EVALUATION*



**Weeks 1-4 of Training (July 8, 2013 – August 1, 2013)*



OUTREACH AND EDUCATION GRANT TRAINING

FUTURE NON-INSTRUCTOR LED TRAINING OPTIONS FOR OUTREACH AND EDUCATION GRANTEES:

- Training video available in Fall 2013
- Computer-based training (CBT) available in Fall 2013



COMMUNITY OUTREACH NETWORK

COMMUNITY OUTREACH NETWORK

- Over 300 interested organizations (goal is to partner with 500 organizations by October 1, 2013)
- Top counties with organizations expressing interest:
 - Los Angeles County – 29.5%
 - Orange County – 7.4%
 - Alameda County – 6.4%
 - Sacramento – 6.4%
- Targeted Populations Served:
 - 73% target the Latino community
 - 55% target the Asian community

TRAINING:

- On-line, modules that are an abbreviated version of the Certified Educator training will be available on www.coveredca.com
 - Estimated 4 – 6 hours of content
 - Available in early-September 2013
 - No certification required

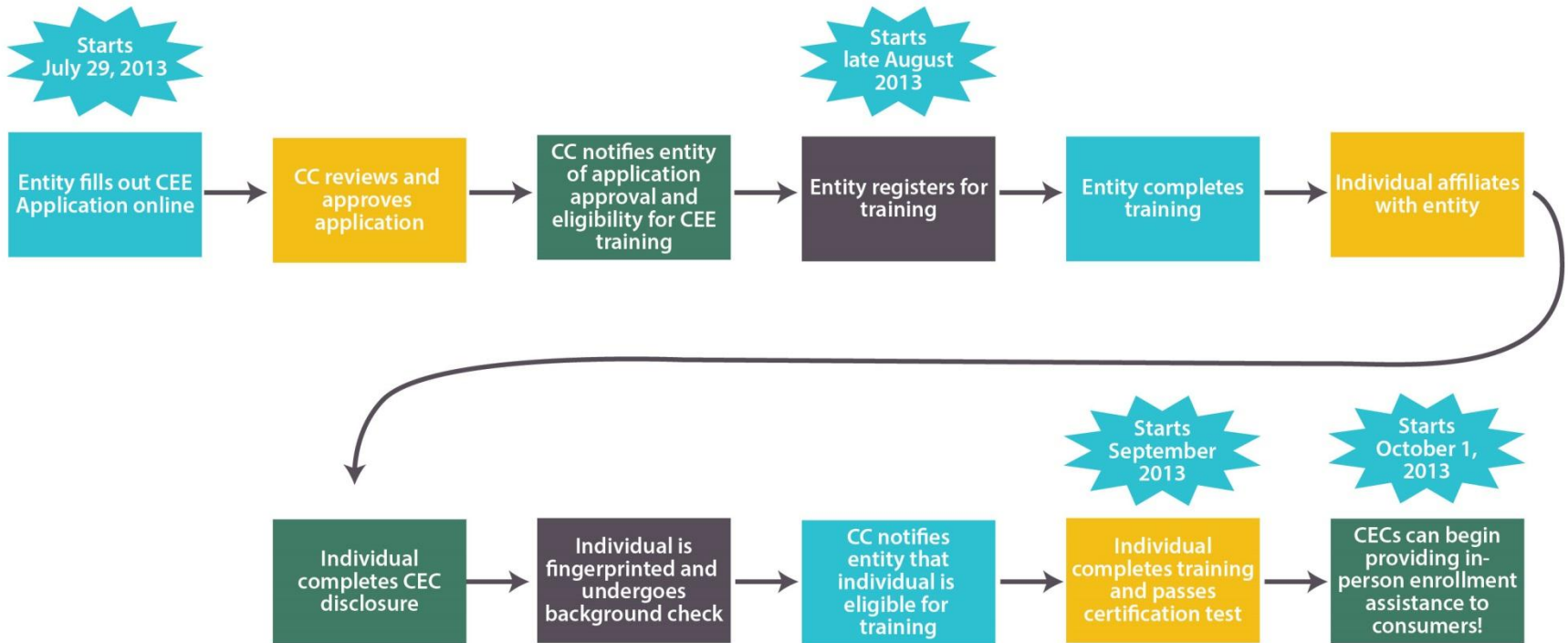
ENROLLMENT ASSISTANCE PROGRAM UPDATE





ENROLMENT ASSISTANCE PROGRAM TRAINING

Covered California Certified Enrollment Entity Application Process



CC = Covered California CEC = Certified Enrollment Counselor CEE = Certified Enrollment Entity

Notes:

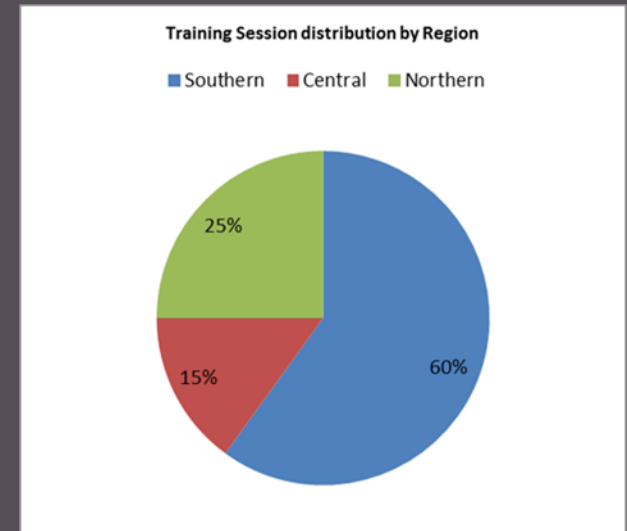
1. Dates subject to change
2. Flow chart does not outline process for the CEE Applications that are incomplete, ineligible, or individuals that fail background check.



ENROLLMENT ASSISTANCE PROGRAM TRAINING

- CEE Webinar training: Late-August 2013
- CEC Instructor-led English Training: Mid-September 2013

| Training Months | Number of Sessions | Number Trained via Instructor-Lead Training (ILT) | Number via Trained via Computer-Based Training (CBT) | Total |
|-----------------|--------------------|---|--|---------------|
| September | 55 | 2,750 | | 2,750 |
| October | 83 | 4,150 | 2,000 | 6,150 |
| November | 38 | 1,900 | 2,000 | 3,900 |
| December | 24 | 1,200 | 2,000 | 3,200 |
| Totals | 200 | 10,000 | 6,000 | 16,000 |



***No training last week due to holiday**

- Instructor-led Spanish training: Early-October 2013
- Computer-based training: Mid-October 2013
- Partnerships with organizations (e.g., hospital associations, community clinics, etc.) to become certified master trainers to facilitate and conduct training



ENROLLMENT ASSISTANCE PROGRAM TRAINING

COUNSELOR TRAINING CURRICULUM IS COMPOSED OF 11 MODULES AS FOLLOWS:

| | |
|---|--|
| 1. Introduction to the Affordable Care Act | 6. Eligibility and Enrollment for Small Businesses |
| 2. Introduction to Covered California | 7. Covered California Plan Options |
| 3. Introduction to Health Insurance | 8. Enrollment Support for Individuals and Families |
| 4. Certified Enrollment Counselor Role | 9. Compliance Standards |
| 5. Eligibility for Individuals and Families | 10. Privacy and Security |
| | 11. Providing Consumer Assistance |

- For each course, participants will receive a comprehensive Participant Guide and the instructor's PowerPoint slides
- 3 days of training led by a Covered California trainer
- In order to achieve certification, attendees must achieve a score of 80%



PRIORITIZATION OF INSTRUCTOR-LED TRAINING AUDIENCES:

- **Primary Audience Attributes**
 - Population Density
 - Number of Targeted Eligible Enrollees
 - Top 100 Zips
- **Secondary Audience Attributes**
 - Covered California Educator Groups
 - Top Producing Healthy Families Entities
 - Schools/University
 - Labor Unions

CERTIFIED LICENSED AGENT TRAINING UPDATE

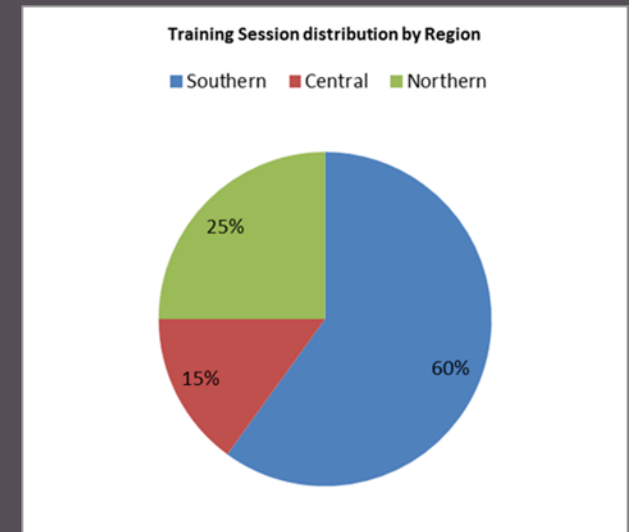




CERTIFIED INSURANCE AGENT TRAINING

- Certified Insurance Agent Instructor-led English Training: early September 2013

| Month | Number of Sessions | Number of Agents Trained |
|---------------|--------------------|-----------------------------|
| September | 18 | 5,400 |
| October | 12 | 3,600 |
| Future Months | TBD | Based on need (Up to 6,000) |
| Total | 30+ | 9,000 – 15,000 |



- Computer-based training: Mid-October 2013



CERTIFIED INSURANCE AGENT TRAINING

CERTIFIED INSURANCE AGENT CURRICULUM IS COMPOSED OF 9 MODULES, TAILORED FOR AGENTS, AS FOLLOWS:

| | |
|--|------------------------------------|
| 1. Introduction to the Affordable Care Act | 6. Covered California Plan Options |
| 2. Introduction to Covered California | 7. Compliance Standards |
| 3. Certified Insurance Agent Role | 8. Privacy and Security |
| 4. Eligibility and Enrollment for Small Businesses | 9. Providing Consumer Assistance |
| 5. Eligibility for Individuals and Families | |

- For each course, participants will receive a comprehensive Participant Guide and the instructor's PowerPoint slides
- 1 day of training led by a Covered California trainer
- In order to achieve certification, attendees must achieve a score of 80%

COUNTY ELIGIBILITY WORKER TRAINING UPDATE





COUNTY ELIGIBILITY WORKER TRAINING

COUNTY ELIGIBILITY WORKER TRAINING CURRICULUM IS COMPOSED OF 7 MODULES AS FOLLOWS:

| | |
|--|--|
| 1. Affordable Care Act and Covered California Overview | 5. Assisting Members with Plan Decision Support |
| 2. Eligibility Worker Role and Work Process | 6. Providing Plan Enrollment Support - Compliance & Protected Health Information |
| 3. Determining Eligibility | 7. Quick Sort Transfer and Customer Service |
| 4. Understanding Plan Options | |

- Training Material Development was made in partnership with:
 - The Department of Health Care Services; and
 - The County Welfare Directors Association



Training Timeline (For One-Week Training):

| Activity: | Timeline: |
|--|--------------------------------------|
| ➤ Train-the-Trainer and Facilitator Training | August 5, 2013 - August 9, 2013 |
| ➤ Train-the-Trainer and Facilitator Exam | August 16, 2013 |
| ➤ Eligibility Worker Training | August 19, 2013 – September 27, 2013 |



COUNTY ELIGIBILITY WORKER TRAINING

Expected Number of County Eligibility Workers Trained:

- ✓ A total of 22,000, County Eligibility Workers will be trained.
 - 12,000 (55%) will be trained by County Trainers; and
 - 10,000 (45%) will be trained by Covered California.
- ✓ During the first week (August 5th - August 9th) of Train-the-Trainer and Facilitator Training, approximately 1,100 county eligibility staff participated in training.
- ✓ Direct County Eligibility Worker training began the week of August 19, 2013.
 - Examination process requires a passing score of 80% to be certified.



Training Update

Questions/Comments

LEGISLATIVE UPDATE

David Panush, Director of External Affairs

KEY LEGISLATION

- **Stop-Loss Insurance Coverage**
SB 161 (Hernandez)
- **Transparency**
SB 332 (Emmerson & DeSaulnier)
- **Health Care Coverage – Cost Sharing**
SB 639 (Hernandez)
- **Exchange Eligible Parents of Medi-Cal/Healthy Families kids**
SB 800 (Lara)

FEDERAL RULES UPDATE

Katie Ravel, Director of Program Policy

Covered California Key Issues

Eligibility and Enrollment (Final Rule)

- Final rule outlines criteria related to the verification of enrollment in, and eligibility for, minimum essential coverage through an eligible employer-sponsored plan.
- Provides states additional flexibility in accepting applicant attestation of income in certain instances.

Program Integrity (Proposed Rule)

- Proposes that QHP issuers offer payment options that do not discriminate against individuals without bank accounts or credit cards.

Large Employer Penalty Delay

- On July 2, 2013, the U.S. Department of the Treasury announced that for employers with more than 50 full-time employees, the penalty for failure to provide minimum essential health coverage to employees would be delayed until January 1, 2015 (originally scheduled to begin January 1, 2014).
- This announcement does not adversely affect Covered California's efforts to expand coverage to eligible Californians.
- The delay of employer penalty will not affect the timing of the content of policies offered through Covered California or the availability of premium tax credits for individuals who are otherwise eligible.
- Covered California will provide forms to help employees verify employer coverage.