



EXECUTIVE DIRECTOR'S REPORT

Peter V. Lee, Executive Director | December 15, 2014 Board Meeting

ANNOUNCEMENT OF CLOSED SESSION ACTIONS

OVERVIEW

- Executive Director's Report
 - Immigration Partnership Update
 - Provider Partnership Update
 - Open Enrollment Communication
 - Early Open Enrollment Launch Update
- 2016 Qualified Health Plans and Proposed Recertification and New Entrant Policies

PARTNERSHIP TO PROMOTE ACCURATE INFORMATION ON IMMIGRATION AND ELIGIBILITY

IMMIGRATION PARTNERSHIP TO ALLAY FEARS AND PROMOTE ENROLLMENT

Main Messages:

- Covered California and any state or federal marketplace is a safe place for anyone to apply for affordable health care coverage.
- Your immigration status, and the status of your family members, will be kept secure and confidential.
- You can get in-person assistance that is FREE, CONFIDENTIAL and available IN-LANGUAGE
- We will not share your immigration status with any immigration agency or use it to enforce immigration laws.

IMMIGRATION PARTNERSHIP TO ALLAY FEARS AND PROMOTE ENROLLMENT

Strategy and Tactics to get the word out:

- Leading state and national immigration rights organizations – trusted partners that are known, respected and well connected in the Latino, Asian and Pacific Islander communities – working with Covered California to get the word out and build on interest from recent Executive Order
- Fact sheets – branded with names of key partners – produced in English, Spanish, Chinese, Korean and Vietnamese to help immigrant communities understand their options.
- Fact sheets and dissemination in California and Nationally (separate fact sheets) to promote discussions across country
- Getting the message out: immigration rights organizations, national through CCIIO and state-based Exchanges, all Covered California channels and we arranged for prominent Univision newscaster to present for social media

IMMIGRATION PARTNERS: TRUSTED VOICES AND A CLEAR MESSAGE



IMMIGRATION PARTNERSHIPS

Primera Edicion
Anchor Alejandro
Mendoza, Univision,
KMEX Channel 34



PARTNERING WITH PROVIDERS TO FOSTER ENROLLMENT

PROVIDER PARTNERS: PROMOTING COVERAGE AD GATEWAY TO CARE

- **172,975 letters** sent to physicians, physician assistants, medical groups and hospitals in 14 major statewide organizations, encouraging them to promote health coverage offered during open enrollment.



December 2, 2014

Dear National Hispanic Medical Association Member:

Last year the National Hispanic Medical Association and many of physician members across the state were part of the biggest expansion of health insurance coverage since Medicare 50 years ago — an expansion effort led by Covered California. California truly did make history — reducing the number of uninsured in our state by 3.4 million and reducing the rate of uninsured from 22 percent to 11 percent (the largest decrease in the nation).

California's physicians play a vital leadership role in communicating with their patients about health care issues. Because of that, National Hispanic Medical Association and Covered California are reaching out to ask you to help ensure that every one of your patients and their friends and families understand their access to affordable, quality health coverage. While the Affordable Care Act is historic and a huge expansion of coverage, there remain more than 3.2 million uninsured Californians eligible for insurance.

This year, the open-enrollment period will be brief — it began Nov. 15 and ends Feb. 15. Once again, it's important news for people who can't afford coverage today or who have been denied because of a pre-existing medical condition. Please be active in spreading the word. Remind your patients and other folks you know who don't have health care coverage that now is their opportunity to get the security and peace of mind that comes from being insured, whether it is through Covered California, through Medi-Cal or without financial help on the individual market.

Here's how you can help:

1. Make all your patients aware that enrollment for Covered California is open now and ends Feb. 15, 2015, and to get insurance that takes effect on Jan. 1, you need to purchase insurance by Dec. 15. The attached PDFs provide valuable and ready-to-use information you can share with your patients. Included in that material is a simple one-page document that you can share with your staff and patients that describes open enrollment. Another PDF shows which plans are offered in each county. If you have any uncertainty regarding the specific plans or products you are participating in, you can use the attached list of plan contacts regarding network status. Call or email the plans directly to confirm your status.



December 2, 2014

Dear California Academy of Family Physicians Member:

Last year the California Academy of Family Physicians and many of its members across the state were part of the biggest expansion of health insurance coverage since Medicare 50 years ago — an expansion effort led by Covered California. California truly did make history — reducing the number of uninsured in our state by 3.4 million and reducing the rate of uninsured from 22 percent to 11 percent (the largest decrease in the nation).

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December 2, 2014

Dear Member of the Osteopathic Physicians and Surgeons of California:

Last year the Osteopathic Physicians and Surgeons Association and many of its physician members across the state were part of the biggest expansion of health insurance coverage since Medicare 50 years ago — an expansion effort led by Covered California. California truly did make history — reducing the number of uninsured in our state by 3.4 million and reducing the rate of uninsured from 22 percent to 11 percent (the largest decrease in the nation).

California's physicians play a vital leadership role in communicating with their patients about health care issues. Because of that, the Osteopathic Physicians and Surgeons Association and Covered California are reaching out to ask you to help ensure that every one of your patients and their friends and families understand their access to affordable, quality health coverage. While the Affordable Care Act is historic and a huge expansion of coverage, there remain more than 3.2 million uninsured Californians eligible for insurance.

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PROVIDER PARTNERSHIPS



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 **Kaiser Permanente** @KPSCALnews · Dec 2
We are delighted to partner with @CoveredCA. Open Enrollment runs Nov 15 -Feb 15. Are you in? #GetCovered pic.twitter.com/1sU7nFOTGS
Howard J. Fullman
21 7




 **UCLA Health** @UCLAHealth · Dec 2
We are proud to be partners with @CoveredCA! Are U in? #GetCoveredCA pic.twitter.com/X9p4rdXOVb
10 5

 **CA Medical Assn** @cmaphysicians Following

Please spread the word about #CoveredCA open enrollment, closing Feb. 15. Do you take #CoveredCA? Display this!
cal.md/1vLPQm6

RETWEETS 5 FAVORITES 3



PROVIDERS BRINGING HOME THE STORY OF CARE



UCLA Health

UCLA Medical Center is just one of 403 acute care hospitals across California providing health care to Californians who have coverage through Covered California.

The Story of One Hospital Delivering on the Promise of Care

8,371

unique Covered California patients

20,752

outpatient visits and admissions

2,512

Covered California patients are seeing UCLA primary care physicians in Family Medicine, General Medicine and Internal Medicine practices

INPATIENT CASES

Cardiac Surgeries and Procedures	58
Transplants	12*
Trauma	25
Surgeries	378
Cancer Patients	88
Deliveries	148
Psychiatric Hospitalization	29
NICU Babies	31
Normal Newborns	107
Medicine	383
TOTAL	1,259

OUTPATIENT CASES

Surgeries	914
Services for Transplant Patient and Donors	651
ER Visits	1,672
Clinic Visits	588
Psychiatric Services	27
Chemotherapy	147
Other Ancillary Services	15,459
TOTAL	19,458

*12 transplants were performed during the period of Jan.—Oct. 2014:

1 – lung	3 – kidney
3 – heart	3 – liver
2 – bone marrow	

Source: UCLA Health System

December 2, 2014 | V1.0



Kimeko Campbell with UCLA doctors who helped treat her after suffering a stroke.

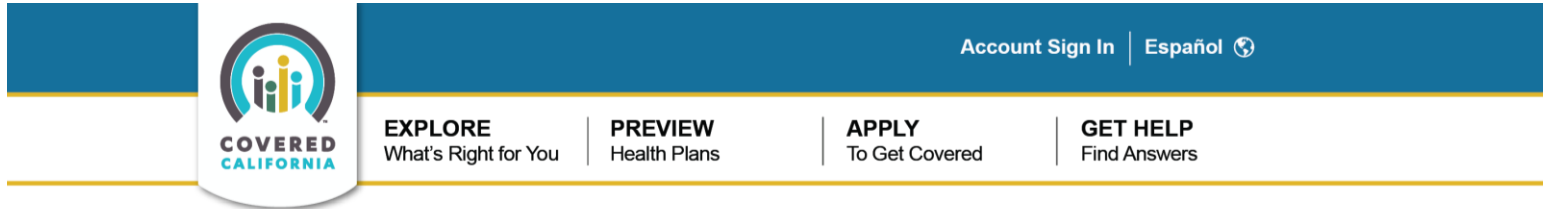
OPEN ENROLLMENT: WHAT'S HAPPENING AND WHAT'S TO COME

ENROLLMENT UPDATE

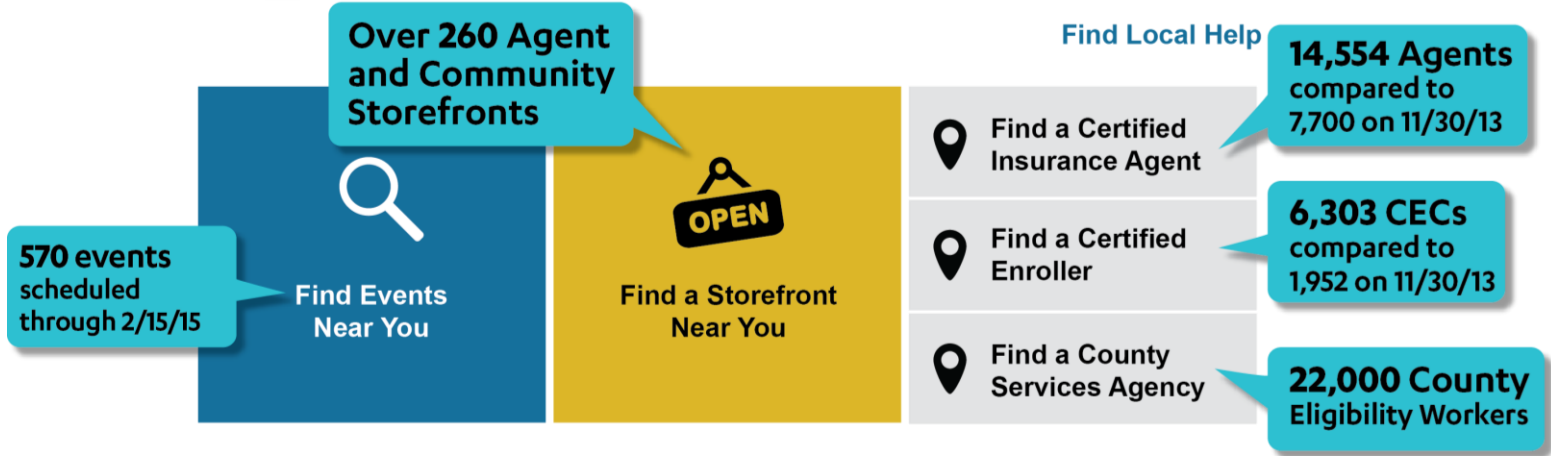
Covered California and Medi-Cal Open Enrollment Data

	2014 Enrollment and Applications First 19 Days (Nov. 15-Dec. 3, 2014)	2013 Enrollment and Applications First Month (Oct. 1-31, 2013)
Plan Selections	48,952 (91,693 as of 12/11/14)	30,830
Covered California Eligibility Determinations (without plan selections)	81,287	74,494
Medi-Cal Applications (approximately three-quarters of those who applied since Nov. 15 have been enrolled)	160,557	
Total	290,796	177,331

PROMOTING IN-PERSON ENROLLMENT



The navigation bar features the Covered California logo on the left. On the right, there are links for 'Account Sign In' and 'Español'. Below these are four main navigation categories: 'EXPLORE What's Right for You', 'PREVIEW Health Plans', 'APPLY To Get Covered', and 'GET HELP Find Answers'.



The infographic is divided into three main sections. The left section, 'Find Events Near You', features a magnifying glass icon and a callout stating '570 events scheduled through 2/15/15'. The middle section, 'Find a Storefront Near You', features an 'OPEN' sign icon and a callout stating 'Over 260 Agent and Community Storefronts'. The right section, 'Find Local Help', lists three options with callouts: 'Find a Certified Insurance Agent' (14,554 Agents compared to 7,700 on 11/30/13), 'Find a Certified Enroller' (6,303 CECs compared to 1,952 on 11/30/13), and 'Find a County Services Agency' (22,000 County Eligibility Workers).

You can get free, in-person help in your area

Events and storefronts provide opportunities to get free assistance from certified enrollers in your area when it's convenient for you.

Certified Enrollment Counselors help individuals and families apply and select insurance.

Certified Insurance Agents help individuals and small-business employers and employees select insurance plans.

SAMPLE LATINO TARGETED ACTIVITIES

- Vision y Compromiso holding enrollment events at the Pacoima Library through December.
- Superior Grocery Stores hosting enrollment events: North Hollywood, Lancaster and Palmdale.
- Mexican Consulate partnerships (CCASBC will hold an education presentations; sponsoring major health run and enrollment event in LA 12/6)
- Bakersfield farmworkers that remained past the open season were eligible for coverage. Jaguar Farms provided outreach and education to over 600 farmworkers.
- The Los Angeles Unified School District is holding enrollment events at their elementary and middle schools throughout the month of December.
- Growing number of storefronts anchored in Latino communities:
 - Family Tax Services has two storefront sites in Lancaster;
 - Institute for Healthcare Advancement with locations in Fullerton College, Garden Grove, Irvine, La Habra, Lake Forest, Santa Ana, and Stanton;
 - AltaMed at multiple locations;
 - SAY San Diego at the Mission Valley Mall
 - San Ysidro Health Center with kiosk in the Chula Vista Mall



SAMPLE ASIAN-PACIFIC ISLANDER TARGETED ACTIVITIES

- Asian American Advancing Justice – Los Angeles is providing enrollment on Mondays at the Chinatown Branch of the LA Public Library and Wednesdays at the Arcadia Public Library.
- Herald Christian Health Center target the Chinese population, specifically the Mandarin and Cantonese speaking, via three storefront locations: San Gabriel open Monday – Saturday; Rowland Heights open Monday – Friday; and San Diego open Tuesday and Thursday 9:30 a.m. – 12:30 p.m. only.
- Korean Community Center of the East Bay will be available to provide enrollment assistance Monday – Friday at the Community Health for Asian Americans Offices in Richmond and Antioch.
- Institute for Healthcare Advancement: La Habra location targets the Korean LEP population; and their Fullerton College and Garden Grove locations target Vietnamese LEP populations; open Monday – Friday, with weekend hours starting in 2015.



SAMPLE AFRICAN-AMERICAN TARGETED ACTIVITIES

- Increasing storefronts anchored African American Communities:
 - Crenshaw Health Partners at Crenshaw Mall that will be open 7 days a week.
 - Kelly Rolfe Financial Services at South Bay Pavillion in Los Angeles that will be open 7 days a week.
- Hayward Promise and Hayward Unified are doing enrollment outreach both in-person assistance and local events. A January Covered California enrollment at the Hayward Unified School District HUB is scheduled.
- Partnerships with African-American churches in Los Angeles and Inland Empire to promote enrollment.
 - The African American Churches doing outreach and presence during their church events including health ministry, community fairs and events, pulpit announcements.
 - In December, enrollment opportunities will be available at many churches.



SAMPLE MILLENIAL TARGETED ACTIVITIES

- University of Southern California and SEIU UHW will hold enrollment events at community colleges and trade schools.
- Promoted President Obama's appearance on the Colbert Report through social channels and earned media.
- Institute for Healthcare Advancement: Fullerton College and Garden Grove Boys and Girls Club locations target the Young Adult population; open Monday – Friday, with weekend hours beginning in 2015.



COVERED CALIFORNIA PLANNED COMMUNICATIONS TIMELINE (all dates subject to revision)

Date	Focus
December 10	Media Teleconference: Release New Enrollment (Nov. 30 to Dec. 3)
January 6, 2015	Press Conference: Penalties, Taxes and 1095s (Pending IRS Coordination)
January 8, 2015	Media Teleconference: New Enrollment Data Released (Nov. 15 to approx. Jan. 6)
January 13, 2015	Press Conference: Health Prevention and Wellness
January 15, 2015	Board Meeting: New Enrollment Data Released by Demographic Group
January 20, 2015	Press Conference: Details about California's 1095-A's for Covered California enrollees
February 9, 2015	Press Conference: New Enrollment data and kickoff Open Enrollment countdown
February 13, 2015	Press Event/Conference: Close of Open Enrollment

EARLY OPEN ENROLLMENT: SERVICE ISSUES AND IMPROVEMENTS

IMPROVING CUSTOMER SERVICE

- Bringing on-line additional service center staff – reaching targeted level of 1,700 staff as of 12/8/14.
- Added 75 Chat staff on Nov 14 handling online inquiries for consumers enrolling via the web application – low wait times.
- Additional ~500 resources focused on processing paper applications and verifications have resulted in Covered California speeding up processing.
- Additional training for ~500 temporary resources in anticipation of additional 1095 volumes beginning in January 2015.

IMPROVING CUSTOMER SERVICE

	September	October	November 1-15	November 15 - Dec 7	Dec 8 - Dec 14
Calls Offered	238,789	259,472	150,062	286,679	112,038
Calls Handled	98,668	177,888	87,008	152,483	75,496
Abandonment Rate	58%	31%	41%	46%	32%
Average Speed to Answer	43:25	10:23	18:46	22:55	18:12

- In anticipation of the December 15th deadline, staffing was increased to ensure the Service Centers were able to handle the anticipated consumer volumes
- We continue to improve on customer service even with increases in volume, with additional temporary resources, supplementing the State Service Centers

KEY INITIATIVES TO IMPROVE ENROLLMENT AND RENEWAL EXPERIENCE

- The IT (“CalHEERS”) team continues to support both Covered California and DHCS Open Enrollment and Renewals through a series of design improvements addressing critical consumer issues
- Key updates implemented in the last month include:
 - Reducing duplicative notices to consumers relating to QHP enrollments
 - Updates to IVR systems to assist consumers with obtaining Medi-Cal support and information on notices via self-service
 - Addressing errors encountered by small number of consumers when attempting to renew QHP coverage
 - Enhancing “Report-A-Change” and “Termination” functions for so changes could be made not just by Covered California staff but by Agents, Certified Counselors and County Eligibility Workers to better enable consumer support.
 - Implemented additional “sweeps” to pick up newly eligible consumers into renewal process (consumers who recently enrolled through Special Enrollment)

MAJOR COVEREDCA.COM AND NOTICE ISSUES IN PROCESS

- Consumer APTC Notices (1095A)
 - Implemented 1095A monthly processing for CMS and IRS
 - Precursor to annual reporting to CMS, IRS, and consumers in January
- The IT (CalHEERS) team is continuing efforts to implement components of the long-term solution to improving notices throughout the Open Enrollment period, including:
 - Reduce duplicate NOD01 Notices (Completed)
 - Implement Static Changes to NOD01 Template Language (Design Completed, Working on Implementation Plan)
 - Reduce duplicate NOD02 Notices (Design Continuing, Implementation Date TBD)
 - Implement Dynamic Changes to NOD01 (Design Completed, Implementation Date TBD but likely post Open Enrollment)

2015 ENROLLMENT SURVEY: IMPROVING HOW WE LEARN ABOUT AND FROM OUR CONSUMERS

- Expanding survey to learn more about our consumers
- Topics will include:
 - Prior insurance coverage
 - Access to care over the past 6 months
 - Consumer journey – which service channels did the consumer use?
 - Plan selection criterion
- Longer survey means lower response rate, but richer analysis
- Will link from application after plan selection in CalHEERS
- Optional email version for consumers who do not complete upon enrollment (e.g. consumers who are passively renewing and to those who enrolled or renewed in “gap” period of no survey – from 11/15/14 to est. 12/17/14)
- For full survey – [Click Here](#)