



## **EXECUTIVE DIRECTOR'S REPORT**

Peter V. Lee, Executive Director | January 15, 2015 Board Meeting

# ANNOUNCEMENT OF CLOSED SESSION ACTIONS

# OVERVIEW

- Executive Director's Report
  - Open Enrollment Update
  - Legislative Update
- 2016 Qualified Health Plan Recertification and New Entrant Regulations
- 2016 Standard Benefit Design Regulations
- Revision to Navigator Payment Policy
- Certified Application Counselor Program Regulations Discussion
- Medi-Cal Managed Care Enrollment Program Regulations Discussion

# 2015 OPEN ENROLLMENT UPDATE

# 2015 OPEN ENROLLMENT

Through January 12:

# 228,766

New Individuals Selected a Qualified Health Plan for 2015

# 2015 OPEN ENROLLMENT

## Subsidized Population

	Current Open Enrollment through 1/12/15 (Number)	Current Open Enrollment through 1/12/15 (%)	Last Open Enrollment (10/1/13 – 3/31/14) Subsidy Eligible (%)
Subsidized (Tax Credits or Cost-Sharing Reductions)	200,391	88%	88%
Total Enrollment	228,766	100%	

# 2015 OPEN ENROLLMENT

## Race/Ethnicity

	Current Open Enrollment through 1/12/15 (%) - Total Enrollees	First Half of OE 2014 (10/1/13-12/31/13)	Last OE Total Enrollees (10/1/13-3/31/14)	Current Open Enrollment Through 1/12/15 Covered California Eligibility Determined, but No Plan Selection	CalSIM (v 1.91) 2015 Subsidy Eligible Only (%)
White	38%	44%	35%	23%	34%
Latino	28%	18%	28%	50%	38%
Asian	19%	22%	21%	11%	21%
Black or African American	3%	3%	3%	6%	5%
Unknown Race/non-Latino	5%	4%	4%	4%	4%
Mixed Race	3%	6%	6%	2%	
Other	3%	3%	3%	4%	
American Indian or Alaska	<1%	<1%	<1%	<1%	
Native Hawaiian and Other Pacific Islander	<1%	<1%	<1%	<1%	

Note: Individuals who did not respond to the race and ethnicity questions were excluded.

# 2015 OPEN ENROLLMENT

## Age

	<b>Current Open Enrollment through 1/12/15 (%)</b>	<b>Last Open Enrollment 2014 (10/1/13-3/31/14)</b>
Less than 18	6%	6%
18 to 25	11%	12%
26 to 34	19%	17%
35 to 44	17%	17%
45 to 54	23%	24%
55 to 64	23%	24%



# 2015 OPEN ENROLLMENT

## Service Channel

	<b>Current Open Enrollment through 1/12/15 (%)</b>	<b>Last Open Enrollment (10/1/13-3/31/14)</b>
Agent	46%	39%
Self-Serve	29%	41%
Service Center Representative	13%	9%
Certified Enrollment Counselor	9%	9%
Plan-Based Enroller	4%	1%
County Eligibility Worker	<1%	1%

# 2015 OPEN ENROLLMENT

## Metal Tier Selection

	<b>Current Open Enrollment through 1/12/15 (%)</b>	<b>Last Open Enrollment (10/1/13-3/31/14)</b>
Minimum Coverage	1%	1%
Bronze	26%	26%
Silver	62%	62%
Gold	6%	6%
Platinum	5%	5%

# OPEN ENROLLMENT: TARGETED MESSAGING

# ENHANCING MEDIA COVERAGE

- TV advertising (English/Spanish)
  - LA, SF, SD, Sacramento, Fresno, and Bakersfield
  - “Welcome to Answers” TV ad in English and Spanish.
  - New “I’m In” TV ads have also been rotated into market
- Non-commercial radio (English/Spanish) added
  - Reach smaller, hard-to-reach communities
  - Targeting Latinos and African Americans
- Expanded out-of-home advertising, targeting Latino, African American, and Asian populations in January/February
- Expanded print advertising targeting Latino, African American, and Asian populations in January/February
- Launched additional direct email and direct mail drops in English & Spanish in January/February

# PROMOTING ENROLLMENT TO FEBRUARY 15TH

- Immigration messaging is being promoted in Spanish radio and Spanish online banner advertising in January and February
- Penalty Messaging
  - Ads focused specifically on the penalty message in English/Spanish radio statewide in January and February
  - Penalty message covered in email, Paid Search, and the Univision Despierta America segment
- Value of subsidies and 1095A's
- Regional events and building for the 2/15 deadline

# NEW FEDERAL TAX REQUIREMENTS

# FORM 1095-A AND APTC RECONCILIATION

- Law requires that individuals must either have health insurance throughout the year, qualify for an exemption from coverage, or make a payment when filing 2014 federal income tax returns in 2015.
- Covered California will send consumers a new form called a 1095-A, which consumers will use when filing taxes to:
  - Demonstrate they had health coverage in 2014, and;
  - “Reconcile” the amount of APTC they received based on their **estimated** income with the amount of tax credits they are eligible for based on their **annual** income reported on their tax return.
- As a result of this reconciliation process, some consumers may be eligible for a tax refund, while others may receive a reduced refund or owe back some of the APTC they received.
- Covered California is planning a press event on January 20<sup>th</sup> to raise consumer awareness of the Form 1095-A and reconciliation, and is also developing IVR messaging for the phone line, FAQs for Coveredca.com, and talking points for our sales force.
- Covered California is preparing its Service Center to help consumers who have questions or need help understanding their 1095-A, and has added 200 additional staff resources.

# EXEMPTIONS

- Individuals who do not have qualifying health coverage in 2014 will either have to qualify for an exemption from the requirement to have minimum essential coverage or pay a tax penalty.
- Individuals can apply for many exemptions, including certain hardships, through [healthcare.gov](http://healthcare.gov). Individuals will also be able to claim certain exemptions for 2014 when they file their federal income tax returns in 2015.
- Covered California is not responsible for providing individuals with exemptions in 2014. However, Covered California will be required to provide certain exemptions to individuals beginning in November 2015.



# SHARED RESPONSIBILITY PAYMENT

- Consumers who did not have minimum essential coverage in 2014 and do not qualify for an exemption are required to pay a penalty, called the Shared Responsibility Payment.
- The tax penalty for not having coverage in 2015 has increased from 2014 and will continue to increase, as shown below.

2014	<b>1%</b> of consumers' yearly household Modified Adjusted Gross Income (MAGI) above the amount at which they are required to file taxes, or \$95 per person (\$47.50/child) – whichever is greater.
2015	<b>2%</b> of consumers' yearly household Modified Adjusted Gross Income (MAGI) above the amount at which they are required to file taxes, or \$325 per person (\$162.50/child) – whichever is greater.
2016	<b>2.5%</b> of consumers' yearly household Modified Adjusted Gross Income (MAGI) above the amount at which they are required to file taxes or \$695 per person (\$347.50/child) – whichever is greater.

# LEGISLATIVE UPDATE

David Panush, Director External Affairs

# KEY LEGISLATION

- **Health Care Coverage: Immigration Status**  
SB 4 (Lara)
- **California Health Care Cost and Quality Database**  
SB 26 (Hernandez)
- **Health Care Coverage: Essential Health Benefits**  
SB 43 (Hernandez)

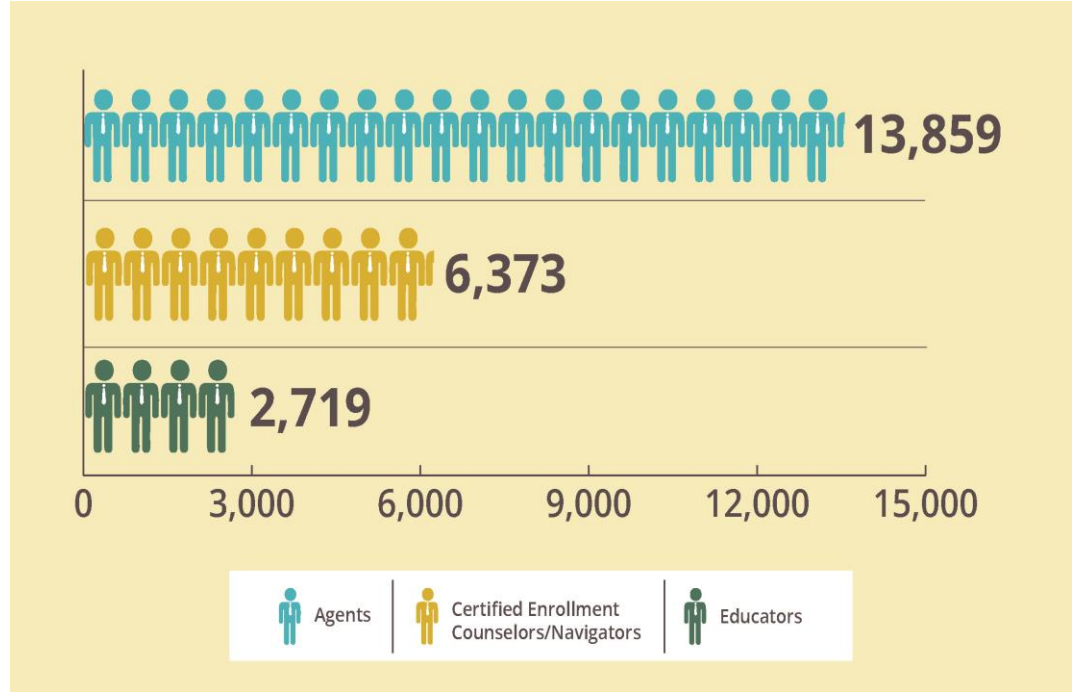
# APPENDIX

# SERVICE CHANNELS UPDATE

# ENROLLMENT SUPPORT: KEY METRICS

## As of January 5, 2015:

- **13,859 Certified Insurance Agents** - 16% Spanish; 5% Korean; 4% Mandarin; 4% Vietnamese; 3% Cantonese
- **6,373 Certified Enrollment Counselors** - 57% Spanish; 3% Cantonese; 3% Mandarin; 2% Vietnamese; 1% Korean
- **2,719 Certified Educators**



- As of January 9, 2015: 375 Community Partner Storefronts and 86 Agent Storefronts
- There are 634 events through February 15, 2015

# ENROLLMENT SUPPORT: COMPENSATION

## Total CEE Payments through December 31, 2014

	# Certified Enrollment Entities Paid	Total Paid
Covered CA Plans	552	\$2,814,276
Medi-Cal Payments	468	\$4,147,348
<b>Total Payments made to CEEs</b>		<b>\$6,961,624</b>

## Total Medi-Cal Payments Paid through December 31, 2014

	# Certified Insurance Agents Paid	Total Paid
Medi-Cal Payments	~3,000	\$1,185,114
<b>Total Payments Medi-Cal payments made to CIAs</b>		<b>\$1,185,114</b>

Approximately \$1.3 million will be sent to Agents in mid-February for Medi-Cal enrollments through September 30, 2014.

# APPENDIX

# CONSUMER WEBSITE UPDATE

# KEY INITIATIVES TO IMPROVE ENROLLMENT AND RENEWAL EXPERIENCE

- The technical team continued to support both Covered California and DHCS Open Enrollment and Renewals. In addition, in December, the IT team heavily focused on initial reporting to Federal agencies for 1095A's (Advance Premium Tax Credits to Consumers)
- Key updates implemented in the last month include:
  - Preparations for 1095A federal reporting
  - Technical changes to allow extensions for consumers to complete January 1 enrollments (for applications that were underway before the 12/15/2014 deadline)
  - System fixes to allow completion of renewals for unique family and household circumstances
  - Consumer survey enhancements providing better analysis of the consumer experience



# UPCOMING SYSTEM ENHANCEMENTS

- Three key releases are planned for January:
  - Early January – improvements to reinstatement processes for consumers who may have missed renewal opportunities
  - Mid January – 1095A Consumer notices
  - Late January – 1095A initial Correction processes
- Consumer APTC Notices (1095A)
  - Notices will be sent to consumers between 1/20/2014 and 1/31/2014
    - Notice will also be available to consumers on-line in their secure mailboxes
- Post Open Enrollment (March 2015):
  - Updates to align paper and on-line application
  - Updates based on advocate feedback (Examples include updating wording and instructions for pregnant women and foster youth)
  - Updates based on consumer / usability feedback
  - CalHEERS / SAWS eHIT Enhancements

# UPCOMING CONSUMER NOTICE ENHANCEMENTS

- The IT (CalHEERS) team is continuing efforts to implement components of the long-term solution to improving notices throughout the Open Enrollment period, including:
  - Implement Static Changes to NOD01 Template Language (Implementation Plans should be finalized by end of January 2015)
  - Reduce duplicate NOD02 Notices (Design Continuing, Implementation Date TBD)
  - Implement Dynamic Changes to NOD01 (Design Completed, Implementation Date TBD post Open Enrollment)

# ON-LINE END USER EXPERIENCE: PERFORMANCE UPDATE

- Since last Open Enrollment, the CalHEERS solution infrastructure has been expanded to better respond to consumers and other users of the CoveredCA.com website
- Performance Trends:
  - 4x faster response times
  - Users able to read and respond 50% faster

Key Open Enrollment Deadline Date	Average Response Time	Average Page “Read” Time
12/23/13	8.1 seconds	13.3 seconds
12/15/14	2.2 seconds	6 seconds

# APPENDIX

# SERVICE CENTER UPDATE

# SERVICE CENTER UPDATE

## Improving Customer Service

- Continue to channel manage cross-trained SCRs to assist in both voice and chat to service incoming contact volumes during the open enrollment period
- Staff hiring continues to increase at multiple sites with strong focus on the additional bilingual staff to better align with current market and consumer demands
  - Current multi-lingual resources have increased over 250% from last December, (56 bi-lingual SCRs) to December 2014 (219 bi-lingual SCRs)
    - Also showing an uptick of 48% from November 2014
  - 98.6% of the additional bi-lingual SCRs were concentrated in Spanish

## Enhance Technology Solutions

- Continued IVR enhancements will improve self-service and native language support
- Reporting through CRM to track the daily disposition of incoming contacts

## Clarifying channels and improved communications

- Service Center hours of operation have been extended through the open enrollment period to 8am to 8pm Monday through Friday and 8am to 6pm on Saturdays and the addition of Sunday coverage through January
- Training set for January to provide resources with the information to assist members with questions that result from the 1095 consumer tax documentation

# STAFFING UPDATE

- Rancho Cordova, Fresno, Contra Costa & Faneuil Service Centers are receiving general inquiry, application/enrollment as well as ongoing consumer support transactions as a result of Covered California marketing efforts statewide
- Increased net staffing by 77% in November from October with an additional net increase of 6% in December over November headcount

Staff Group	12/1/2014 Target	12/2014 Month End	01/1/2015 Target	01/2015 Projected To Date
Service Center Full Time Equivalent Representatives	1192	1488	1218	1701
Other staff (Management, Back Office, Quality Assurance, etc...)	280	229	280	250
<b>Total</b>	1472	1717	1498	1951

- All Covered California Service Centers are set up to handle statewide calls using the “first available Service Center Representative model”
  - Fresno – 444 SCRs & 47 leads
  - Rancho Cordova –223 SCRs, 34 Hotline SCRs & 29 leads
  - Contra Costa- 105 CSAs & 22 leads
  - Faneuil Surge Vendor- 632 voice SCRs & 50 chat SCRs

\* Some Rancho and Fresno resources redirected to support multiple consumer assistance activities

# SERVICE CENTER PERFORMANCE UPDATE\*

Service Center Metric	Goal	November 2014 Stats	December 2014 Stats	January 2015 Stats (Jan.1 <sup>st</sup> through Jan. 5 <sup>th</sup> )
Total Calls Offered		337,911	408,979	44,814
Service Level	80% of calls answered within 30 seconds	7.9% of calls answered within 30 seconds	29.5% of calls answered within 30 seconds	48.1% of calls answered within 30 seconds
Abandoned Calls	3% or less of calls abandoned	44.8% of calls abandoned	23.7% of calls abandoned	10.8% of calls abandoned
Total Dialed Attempts		673,940	870,113	65,868
Busy Message Presented to Callers	0% of calls receive busy message	16% or less of calls receive busy message	29% or less of calls receive busy message	0% of calls receive busy message
Top Inquiries				
1. Consumers questions regarding enrollment				
2. Consumers calling in to have their password reset				
3. Consumer inquiries on status of enrollment				
4. Consumers calling in with application assistance				
5. Consumer assistance for eligibility or disenrollment				

\*Performance metrics are measured monthly.

Note: Abandoned Calls: includes callers who may listen to FAQ messaging while on hold and release the call prior to speaking with an SCR

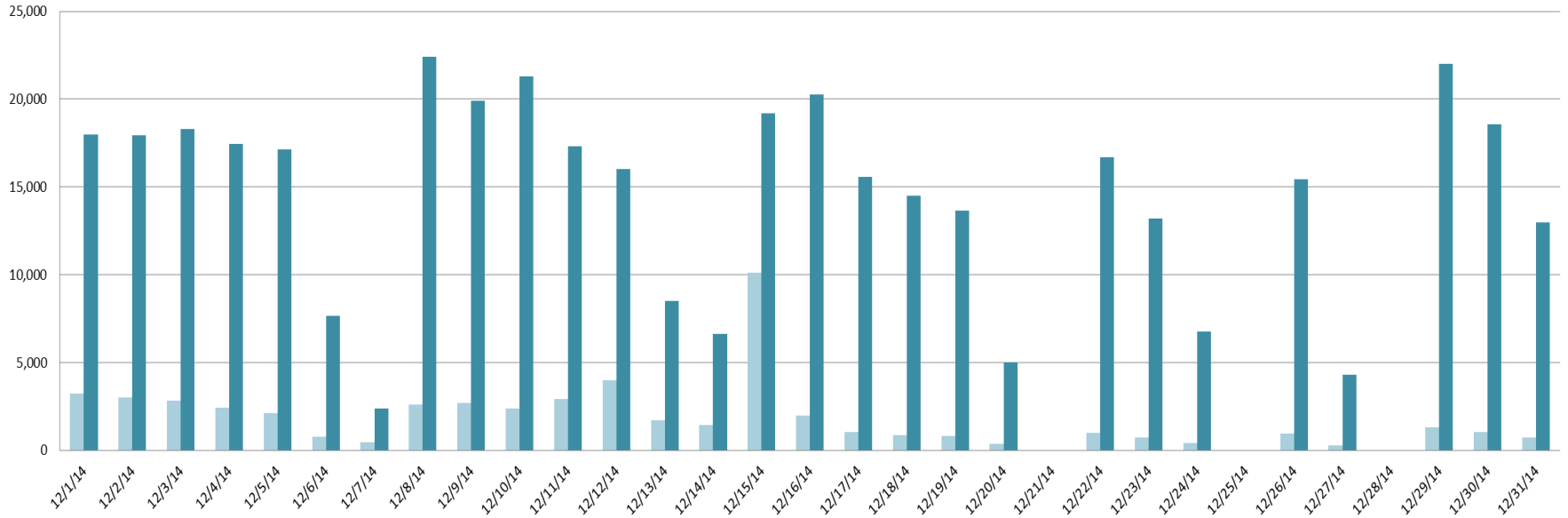
# DECEMBER INDICATORS

- December offered contact volume increased by 80,203 consumer interactions or a 21% increase over November
  - Voice increased by 71,068 calls or 21%
  - Chat increased by 9,135 sessions or 20%
- Contact volumes came in strong the first 3 weeks and peaked week 2 with 113,467 or 28% of overall monthly consumer interactions offered during those 7 days, diminishing the following days throughout the holiday timeframe
  - December 15<sup>th</sup>, 10,115 chat sessions were offered amounting to 19% of overall monthly chat sessions offered in one day, second highest chat offered came in at 4,009 sessions on December 12<sup>th</sup>
- Service Level increased in December from November by over 21 percentage points improving from 7.9% in November to 29.5% in December
  - Additional resources moved to production and resources hired in November became more proficient
- Average Speed of Answer was reduced by 8 minutes from November 2014 to December 2014
  - 19 minutes 47 second in November to 11 minutes 24 seconds in December and
  - 32 minute improvement over December 2013
- An additional ~215 SCRs or 17.6% increase in overall staffing was added to production in December in support of the remaining months of Open Enrollment



# SERVICE CENTER PERFORMANCE UPDATE\*

Voice & Chat Offered Volumes

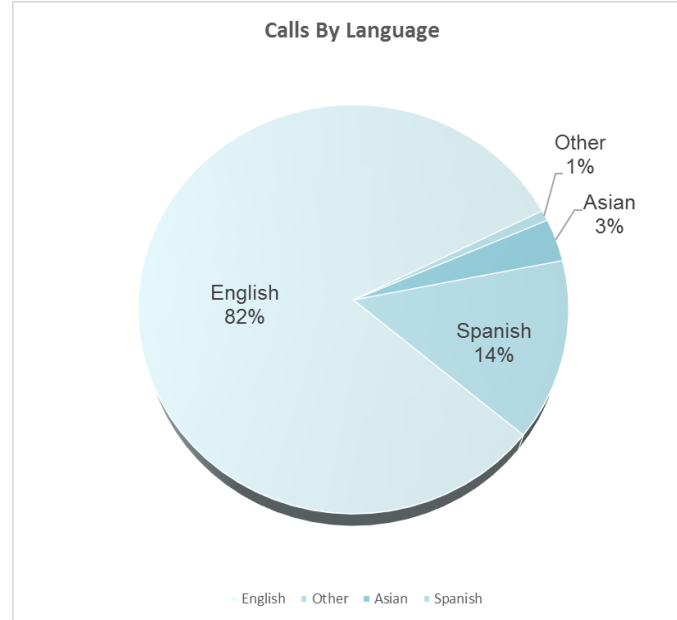


	12/1/14	12/2/14	12/3/14	12/4/14	12/5/14	12/6/14	12/7/14	12/8/14	12/9/14	12/10/14	12/11/14	12/12/14	12/13/14	12/14/14	12/15/14	12/16/14	12/17/14	12/18/14	12/19/14	12/20/14	12/21/14	12/22/14	12/23/14	12/24/14	12/25/14	12/26/14	12/27/14	12/28/14	12/29/14	12/30/14	12/31/14
Chat Offered	3,208	2,988	2,808	2,404	2,098	764	478	2,614	2,713	2,360	2,926	4,009	1,703	1,429	10,115	1,963	1,026	866	796	346	0	997	710	389	0	939	299	0	1,291	1,055	703
Voice Offered	18,003	17,943	18,274	17,457	17,140	7,654	2,359	22,402	19,922	21,291	17,313	15,998	8,492	6,620	19,210	20,261	15,554	14,491	13,632	5,037	0	16,690	13,188	6,755	0	15,420	4,281	0	22,027	18,577	12,961

**Note:**

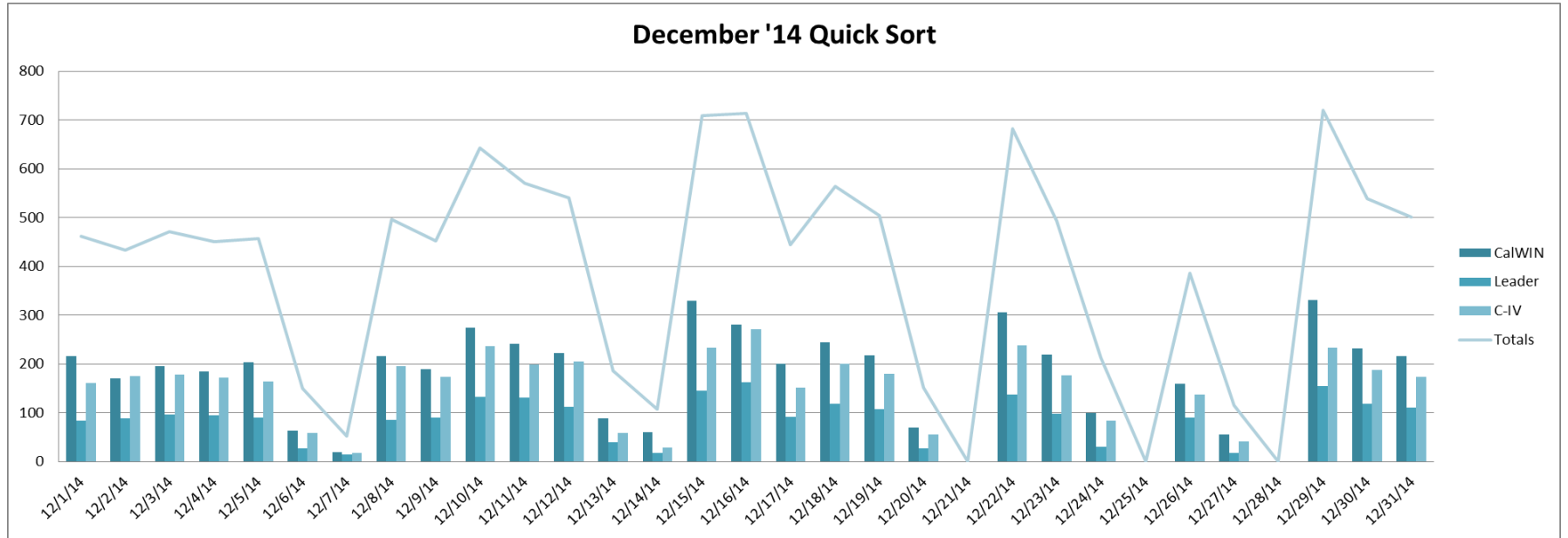
- Performance metrics are measured monthly. Voice queues normal days of operation for consumers are Monday through Saturday
- Sunday, December 7<sup>th</sup> & 14<sup>th</sup>, Service Centers were open from 8am to 6pm for additional consumer support
- Service Centers were closed in observance of the holiday on Thursday, December 25<sup>th</sup>

# LANGUAGE DISTRIBUTION OF CALLS HANDLED



- Service Centers are supporting calls in all 13 languages and using an interpreter service when an in-language Service Center Representative is not available
  - Service Center Representatives are handling 72% of non-English calls
  - Contracted language line representatives are handling 28% of non-English calls
  - The Non-English calls have been concentrated in Spanish (12-15%), Cantonese (2– 5%) , Vietnamese & Mandarin ( 0.2 - 1%)
- 219 Covered California Service Center Representatives or 17% are skilled to handle multi-lingual calls and chat

# QUICK SORT VOLUMES



## Weekly Quick Sort Transfers to County/Consortia

Dec. Week 1  
Transfers  
2476

Dec. Week 2  
Transfers  
2997

Dec. Week 3  
Transfers  
3087

Dec. Week 4  
Transfers  
1890

Dec. Week 5  
Transfers  
1759  
Partial Week

Note:

- Performance metrics are measured monthly. Voice queues normal days of operation for consumers are Monday through Saturday
- Sunday, December 7<sup>th</sup> & 14<sup>th</sup>, Service Centers were open from 8am to 6pm for additional consumer support
- Service Center was closed for observation of the holiday on Thursday, December 25<sup>th</sup>

# COVERED CALIFORNIA/COUNTY WORKFLOW COORDINATION QUICK SORT PERFORMANCE

Quick Sort Metrics	Service Level Standards	C-IV	CalWIN	Leader
Average Speed of Answer		2 Seconds	17 Seconds	8 Seconds
Service Level	80% of calls answered within 30 seconds	98.8% of calls answered within 30 seconds	94.8% of calls answered within 30 seconds	90.9% of calls answered within 30 seconds
Abandoned Calls	3% or less of calls abandoned	.04% of calls abandoned	1.2% of calls abandoned	.6% of calls abandoned
Busy Signals Presented to Callers	0% or less of calls receive busy signal	0% of calls received busy signal	0% of calls received busy signal	0% of calls received busy signal

- Continued refinement of Quick Sort processes with the Consortia and Service Center have shown continued improvement in process accuracy and delivering a seamless customer experience
- County/Consortia, DHCS and Covered California weekly operational meetings implemented to maintain operational focus

**AVERAGE PERCENT OF QUICK SORT TRANSFERS December '14**

