EXECUTIVE DIRECTOR’S REPORT
Peter V. Lee, Executive Director | November 19, 2015 Board Meeting
ANNOUNCEMENT OF CLOSED SESSION ACTIONS
OVERVIEW

Executive Director’s Report
• Californians’ Awareness of the Affordable Care Act
• Open Enrollment Launch: Spotlight on Coverage
• Marketing Update
• Open Enrollment Update
• Covered California for Small Business Update
• 1332 Waiver Process Update

Covered California Policy and Action Items
• 2017 QHP Recertification, New Entrant and Benefit Design Considerations
• Individual Eligibility and Enrollment Regulations Readoption (Action)
• Repeal Certified Insurance Agents Regulations (Action)
AWARENESS OF THE AFFORDABLE CARE ACT AND COVERED CALIFORNIA IS VERY HIGH

COVERED CALIFORNIA IS SUCCEEDING IN REACHING DIVERSE AUDIENCES

Awareness of Covered California by Race/Ethnicity

- Overall: 85%
- Hispanic: 76%
- African-American: 80%
- Asian/Pacific Islander: 79%
- White/Other: 93%

COVERED CALIFORNIA IS PARTICULARLY SUCCESSFUL IN REACHING THE HISPANIC MARKET THROUGH TV ADS

Source: NORC at the University of Chicago. 2015. “Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey.” Oct. 22.
CALIFORNIANS LEARN ABOUT COVERED CALIFORNIA THROUGH NEWS MEDIA AND ADVERTISING

Measured awareness of news coverage and television advertising among Californians surveyed.

News
Have Seen or Heard Coverage

- 40% A little or none at all
- 60% A lot or some

Advertising
Can Positively Identify a Covered California TV Ad

- 44% Not Aware
- 56% Aware

Source: NORC at the University of Chicago. 2015. “Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey.” Oct. 22.
BOTH NEWS COVERAGE AND ADVERTISING ARE PROMPTING FURTHER ACTION BY CONSUMERS

Exposure to news and advertising led consumers to ...

- **58%** discuss Covered California with friends and family
- **53%** think about purchasing insurance through Covered California
- **45%** look for more information on the Covered California website
- **65%**
- **58%**
- **44%**

Source: NORC at the University of Chicago. 2015. “Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey.” Oct. 22.
WHILE AWARENESS IS GROWING, MORE THAN ONE-THIRD OF THE UNINSURED ARE UNAWARE OF THE AVAILABILITY OF FINANCIAL ASSISTANCE

Uninsured Californians’ Knowledge About Subsidies and Penalties

- Knowledge About the Tax Penalty
- Knowledge About the Subsidy

Source: NORC at the University of Chicago. 2015. “Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey.” Oct. 22.
MORE THAN ONE-THIRD OF THE UNINSURED DO NOT KNOW ABOUT THE SUBSIDY — THE MOST IMPORTANT FACTOR FOR PEOPLE SIGNING UP

Source: NORC at the University of Chicago. 2015. “Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey.” Oct. 22.
85 PERCENT OF FIRST-TIME PURCHASERS WERE SATISFIED WITH COVERED CALIFORNIA’S WEBSITE

OPEN ENROLLMENT LAUNCH: SPOTLIGHT ON COVERAGE

Amy Palmer, Director of Communications
WHAT’S NEW FOR THE THIRD OPEN ENROLLMENT

• Family Dental coverage options
• New outreach campaign that includes new television, radio, digital and outdoor advertising
• Elevating brand names on the Covered California website to make sure people understand that the insurance they get through Covered California comes from insurers they know and trust.
• Promoting the fact that across the state Covered California will be offering optional adult dental coverage as an added benefit for those who enroll and that in some regions Covered California will offer coverage from two new health insurance companies, Oscar Health Plan of California and United Healthcare Benefits Plan of California.
Consumers have access to more than 500 storefronts statewide.

Shop and Compare Tool clearly shows bottom-line payment information.

<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Overall Quality</th>
<th>Your Total Monthly Payment:</th>
<th>Monthly Premium Assistance (Tax Credit):</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCHP Silver 70 HMO</td>
<td></td>
<td>$151 (w/ tax credit)</td>
<td>$148</td>
</tr>
<tr>
<td>Blue Shield Silver 70 PPO</td>
<td></td>
<td>$181 (w/ tax credit)</td>
<td>$148</td>
</tr>
<tr>
<td>Kaiser Permanente Silver 70 HMO</td>
<td></td>
<td>$203 (w/ tax credit)</td>
<td>$148</td>
</tr>
<tr>
<td>Health Net Silver 70 EPO</td>
<td></td>
<td>$224 (w/ tax credit)</td>
<td>$148</td>
</tr>
</tbody>
</table>
• Iconic buildings were lit up across California.

• 25 Hospitals and Community Clinics were lit up with big “Enroll Now” spotlights.

• Enrollers are lighting up their storefronts at locations across California where people can enroll.
Delivering on the Promise of Care: Spotlight on Scripps Health

Scripps Health’s five acute care hospitals are among more than 400 hospitals statewide that provide high-quality care to Covered California members. Collecting data is part of Covered California’s effort to highlight patients getting the care they need. It’s not just health care — it’s life care.

Jan. 1, 2014, to June 30, 2015 Overall unique Covered California patients
7,584

**CARE DELIVERED**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>General outpatient care</td>
<td>10,280</td>
</tr>
<tr>
<td>Trauma and broken bones</td>
<td>3,946</td>
</tr>
<tr>
<td>Maternal health and childbirth</td>
<td>783</td>
</tr>
<tr>
<td>Pneumonia cases, heart attacks, strokes and kidney infections treated</td>
<td>611</td>
</tr>
<tr>
<td>Pediatric care (includes NICU babies)</td>
<td>239</td>
</tr>
<tr>
<td>Cancer treatments (surgery, chemotherapy, etc.)</td>
<td>227</td>
</tr>
<tr>
<td>Heart surgeries and procedures</td>
<td>130</td>
</tr>
<tr>
<td>Head and neck surgeries</td>
<td>74</td>
</tr>
<tr>
<td>Joints replaced (knee and hip)</td>
<td>70</td>
</tr>
<tr>
<td>Gastrointestinal and urological surgeries and Rx</td>
<td>57</td>
</tr>
<tr>
<td>Mental health (outpatient and inpatient)</td>
<td>14</td>
</tr>
<tr>
<td>Transplants (lung: 7; bone marrow: 5; kidney: 4)</td>
<td>14</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16,445</strong></td>
</tr>
</tbody>
</table>

For more information about enrolling in Covered California, go to CoveredCA.com.

* Some patients received multiple incidents of care.
** Common general outpatient care includes post-surgery follow-up, physical therapy, emergency room visits without admission, dermatology, etc.

Source: Scripps Health

October 30, 2015 | V40
SPOTLIGHT ON COVERAGE TOUR
SPOTLIGHT ON COVERAGE TOUR
San Francisco Chronicle
Friday, November 13, 2015
Page 20

Schaaf shifts on stadium funds

Oakland looking into public bonds to finance new home for Raiders

By Rachel Sones

Oakland Mayor Libby Schaaf has backed away from her support for a new stadium under the MacArthur Maze in Oakland after a National Football League official said the city does not have a "fairly realistic" plan for the complex.

The city is examining the feasibility of financing a new stadium through public bonds, but is unlikely to be able to raise enough money to build a stadium, according to the NFL official. Schaaf, however, said the city does have a "fairly realistic" plan for the complex.

"The city is looking into the possibility of financing a new stadium through public bonds, but it is unlikely to be able to raise enough money to build a stadium," the NFL official said. "We have a fairly realistic plan for the complex, but the city needs to figure out a way to finance it."
OE3 MARKETING CAMPAIGN
Launched Nov. 2, 2015

• The holistic, multicultural marketing campaign for OE3 will:
  o Help Californians understand the value of health insurance and being covered.
  o Promote enrollment among uninsured Californians.
  o Continue to build brand awareness and position Covered California as the trusted health insurance comparison resource for Californians seeking health coverage.
  o Support renewal and retention of existing Covered California members.
COVERED CALIFORNIA: “IT’S LIFE CARE” CAMPAIGN
Launched 11/2/2015

It’s MORE THAN JUST HEALTH CARE.
It’s LIFE CARE.
“MOMENTS”
Brand TV Ads: English/Spanish
“PERSPECTIVE”
Brand TV Ads: English/Spanish
“CANDY” AND “HEADS”
Direct Response TV Ads: English/Spanish
“NEW FAMILY”
Brand TV Ad: Mandarin, Cantonese, Korean, Vietnamese
MULTI-CULTURAL CAMPAIGN ELEMENTS

African American
Radio, Print, OOH, Digital

Asian
Radio, Print, Digital

Latino
Radio, Print, OOH, Digital, Direct Mail

LGBT
Print, Digital
PROMOTING NEW SERVICE: ADULT DENTAL

TV ("Candy" spot), Radio
Digital and Social

Posted Sunday, Oct 25 –
50,500+ impressions
243 shares
Over 730 "likes"

And this is all organic!
# Examples of Media Outlets

## Multi-Segment

- abc
- FOX
- CBS
- YouTube
- Spotify
- Pandora
- Bing
- Hulu
- WebMD
- About Health
- ESPN
- CNN
- Twitter
- HereMedia
- KISS FM
- Heart Media
- Google
- Aol
- Yahoo!

## African American

- Empire
- 102.9 KBLX
- Hot 103.3
- Scandal
- The Light
- KegA
- Black Voices
- Black Doctor.org
- Sentinel
- Our Weekly
- Voice
- Bay View
- Sac Observer!
- Voice of Viewpoint

## Latino Segment

- Azteca
- Univision
- Telemundo
- Discovery
- NBC
- Universal
- Hair
den
- LATINO
- Liberman Broadcasting
- La Opinion
- Batanga Media
- IMUJER
- IMPREMedia
- Pandora
- Yahoo!
- Hola Doctor

## Asian Segment

- KTSF 26
- RTVA TAR
- ZGTU
- KBS
- SBS
- KTZN
- KRN
- KAZN
- WJB
- Asian Journal
- Korea Daily
- Asian Post
- The Korea Times
- Viet Bao
EARLY OPEN ENROLLMENT STATISTICS
## 2016 OPEN ENROLLMENT AND RENEWAL: KEY DATES

<table>
<thead>
<tr>
<th>Key Dates</th>
<th>Key Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1\textsuperscript{st}</td>
<td>Open Enrollment began</td>
</tr>
<tr>
<td>December 15\textsuperscript{th}</td>
<td>Last day for open enrollment and renewal plan selection for January 1, 2015 coverage</td>
</tr>
<tr>
<td>January 31\textsuperscript{st}</td>
<td>Last day of open enrollment</td>
</tr>
</tbody>
</table>
2016 OPEN ENROLLMENT: EARLY PROGRESS FOR NEW SIGN-UPS

34,000+

Individuals have selected health care plans as of November 17, 2015
2016 OPEN ENROLLMENT and RENEWAL: FAMILY DENTAL

33,000+

Individually have selected family dental plans as of November 17, 2015

Dental plans selected by renewing consumers: 27,000 +
Dental plans selected by open enrollment consumers: 6,000 +
COVERED CALIFORNIA FOR SMALL BUSINESS UPDATE
COVERED CALIFORNIA FOR SMALL BUSINESS

Exciting News

• 33% Increase in quotes for Q4*
• 30% Increase responses from Advertising*
• 80% Increase in new lead*

Operations

Current Enrollment through October 2015

• Groups: 2,925
• Members: 19,973
• Average Group Size: 6.8

Agent Commissions

• Agents now paid on regular basis
• September Commission are paid
• October commissions are in process
COVERED CALIFORNIA BOARD CALENDAR
2015 AND 2016
2015 BOARD MEETING DATES / UPCOMING ADVISORY COMMITTEES

- Thursday, January 15, 2015
- No meeting in February
- Thursday, March 5, 2015
- Thursday, April 16, 2015
- Thursday, May 21, 2015
- Thursday, June 18, 2015
- No meeting in July
- Thursday, August 20, 2015
- No meeting in September
- **Thursday, October 8, 2015 (New Date)**
- Thursday, November 19, 2015
- **Thursday, December 17, 2015**  
  (Tentatively no meeting in December)

**Marketing/Outreach Advisory**
- Tuesday, December 15, 2015

**Plan Management Advisory**
- Thursday, December 10, 2015

**Small Business (SHOP) Advisory**
- TBD
PROPOSED 2016 BOARD MEETING CALENDAR

All meetings will be held at Covered California’s Headquarters with the potential of off-site web-participation by board members. All are on the third Thursday of the month

• January 21
• February 18
• March 17
• April 21
• Tentatively no May meeting
• June 16
• Tentatively no July meeting
• August 18, 2015
• September 15
• Tentatively no October meeting
• November 17
• December 15
The “1332 Waiver” allows states to pursue innovative strategies for providing residents with access to quality, affordable insurance while retaining the basic protections of the Affordable Care Act.

- No specific deadline; proposals can start on or after 1/1/17
- Proposals must not add to the U.S. Treasury’s 10 year deficit
- Requires authorizing state legislation
- The waiver is for 5 years
Covered California engages in continuous improvement efforts within its existing federal and state authority that do not require a waiver, such as:

- Revising the certification, selection and contractual requirements for Qualified Health Plans
- Analyzing how Covered California’s enrollees are receiving care by sponsoring a claims database
- Modifying standard benefit designs to continue to promote timely access to care without undue financial burdens
- Build on and expand quality, delivery reform, health equity and patient-centered information initiatives
The primary focus of Covered California should be on the continued effective implementation of the Affordable Care Act in California. Pursuing a 1332 waiver would require significant time and resources to vet and craft the application, which will necessarily divert resources for improvements and advancement that are possible independent of getting a waiver. In considering whether to pursue a 1332 Waiver the following factors should be considered:

- Proposals should be directly related to Covered California’s mission;
- Proposals should achieve cost savings or administrative simplification for Covered California’s enrollees and potential enrollees, for Covered California and for the providers and health plans we contract with.
- Given Covered California’s existing strategic priorities, the primary focus should be to improve processes rather than completely redesign them

Proposals should not be considered if they either violate the Treasury’s budget neutrality requirement or add liabilities to California’s general funds.
PROPOSED COVERED CALIFORNIA 1332 PROCESS

• Covered California will partner with the California Department of Health Care Services to engage stakeholders and the public about possible 1332 proposals

• January – April: A near term review of potential narrowed and focused waiver elements that do not distract from Covered California’s operations or the ongoing effective implementation of the Medi-Cal program

• Summer 2016: Decide next steps and review of major options for Board and Administration
APPENDIX
ENROLLMENT ASSISTANCE PROGRAMS
UNCOMPENSATED PARTNERS SUPPORTING ENROLLMENT ASSISTANCE EFFORTS DURING OPEN ENROLLMENT NO. 3 EFFECTIVE NOV. 2, 2015:

<table>
<thead>
<tr>
<th>ENROLLMENT PROGRAM NAME</th>
<th>ENTITIES</th>
<th>COUNSELORS</th>
<th>CHANGE SINCE OCTOBER REPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified Application Counselor</td>
<td>360</td>
<td>1,533 Certified 1,573 In Progress 3,106 Total</td>
<td>73% Entity Growth (+152) 27% Counselor Growth (+655)</td>
</tr>
<tr>
<td>Medi-Cal Managed Care</td>
<td>2</td>
<td>30 Certified 31 In Progress 61 Total</td>
<td>1 Entity On Hold</td>
</tr>
<tr>
<td>Plan-Based Enroller</td>
<td>10 - 2015 Plans 12 - 2016 Plans</td>
<td>Enrollers Certified 1,560 Total</td>
<td>100% QHP Participation 18% Enroller Growth (+237)</td>
</tr>
</tbody>
</table>
APPENDIX
SERVICE CHANNEL UPDATE
## ENROLLMENT SUPPORT: COMPENSATION

### Total CEE Payments through November 15, 2015

<table>
<thead>
<tr>
<th># Certified Enrollment Entities Paid</th>
<th>Total Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covered CA Plans</td>
<td>$3,749,213</td>
</tr>
<tr>
<td>Medi-Cal Payments</td>
<td>$12,595,048</td>
</tr>
<tr>
<td><strong>Total Payments made to CEEs</strong></td>
<td><strong>$16,344,261</strong></td>
</tr>
</tbody>
</table>

### Total Agent Commissions Paid through November 15, 2015

<table>
<thead>
<tr>
<th># Certified Insurance Agents Paid</th>
<th>Total Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medi-Cal Payments</td>
<td>$10,378,281</td>
</tr>
<tr>
<td><strong>Total Medi-Cal Commissions paid to CIAs</strong></td>
<td><strong>$10,378,281</strong></td>
</tr>
</tbody>
</table>
OUTREACH & SALES ENROLLMENT SUPPORT: KEY METRICS

Data as of November 2, 2015

- **12,982 Certified Insurance Agents**
  - 17% Spanish
  - 7% Cantonese
  - 7% Mandarin
  - 4% Korean
  - 4% Vietnamese

- **1,553 Certified Application Counselors**
  - 59% Spanish
  - 5% Cantonese
  - 4% Mandarin
  - 1% Vietnamese
  - 1% Korean

- **2,005 Navigator: Certified Enrollment Counselors**
  - 63% Spanish
  - 4% Cantonese
  - 3% Mandarin
  - 3% Vietnamese
  - 2% Korean
APPENDIX

24 MONTH COVEREDCA.COM ROADMAP
24 MONTH COVEREDCA.COM ROADMAP UPDATES

• Shop & Compare updates were released as planned on October 12 (to coincide with CalHEERS release) and on November 1 to add Dental Plan Shop & Compare

• A major CalHEERS release (one of the largest to date) went into production on October 12. The release included changes for Open Enrollment and to enhance Medi-Cal case processing including:
  o Renewal Enhancements
  o New Carriers for 2016 plan year (both health and dental)
  o Option to purchase Family Dental Plans during renewal and Open Enrollment
  o Adding Cantonese language to all IVR call flows
  o Referrals for Former Foster Youth for Non-MAGI Medi-Cal
24 MONTH COVEREDCA.COM ROADMAP UPDATES

- CalHEERS will implement two special releases in late November and early January to accommodate 2015 Tax Year 1095A processing
  - Updates will include new IRS guidance and enhanced federal reporting
- The next major release for CalHEERS is planned for February / March 2016 and will include:
  - MAGI Eligibility Determination for C-CHIP (deferred from October release)
  - Improved Medi-Cal and e-HIT application processing
  - Phase 1 of Senate Bill 1341, movement of MAGI Medi-Cal Notices to SAWS
  - Implementation of Covered California / QHP notices to consumers via secure mailbox / e-mail (depending on consumer preference)
APPENDIX
SERVICE CENTER UPDATE
SERVICE CENTER UPDATE

• Improving Customer Service
  o 600 plus SCR’s went through Quick Sort refresher training

• Enhancing Technology Solutions
  o Finalized IVR redesign for Cantonese IVR flow
  o Completed development for Spanish Chat

• Staffing Updates
  o Began multiple training classes for surge vendor Faneuil
SERVICE CENTER PERFORMANCE UPDATE*

October 2015 Call Statistics

<table>
<thead>
<tr>
<th></th>
<th>Calls to IVR</th>
<th>Calls Offered to SCR</th>
<th>Abandoned %</th>
<th>Calls Handled</th>
<th>ASA</th>
<th>AHT</th>
<th>Service Level %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>289,243</td>
<td>164,063</td>
<td>7.23%</td>
<td>150,221</td>
<td>0:01:42</td>
<td>0:16:48</td>
<td>57.55%</td>
</tr>
</tbody>
</table>

*Performance metrics are measured monthly.

Does not include outbound, SHOP, or internal consults

Top 5 Call Dispositions

1. Current Customer – Application/Case Status - Inquiry/Assistance
2. Current Customer – Renewal – Complete Enrollment
4. Current Customer – Disenrollment/Termination – Request to be Terminated
5. New Enrollment – Inquiry/Assistance
• October’s contact volume was 164,063 calls, which is a 0.99% increase from September.

• Service Level increased in October to 57.55% from September’s level of 43.44%.

• The percentage of Abandoned calls was 7.23%, which is a 9.46% decrease from September.

• Average Handle Time for October was 0:16:48, which increased from 0:15:35 in September.
October Weekly Quick Sort Transfers

<table>
<thead>
<tr>
<th>Week 1*</th>
<th>Week 2**</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>231</td>
<td>733</td>
<td>651</td>
<td>867</td>
<td>941</td>
<td>3,001</td>
</tr>
</tbody>
</table>

* Partial Week
** 11/10/15 Service Centers closed for CalHEERs upgrade.

October Consortia Statistics

<table>
<thead>
<tr>
<th></th>
<th>Calls Offered</th>
<th>Service Level</th>
<th>Calls Abandoned %</th>
<th>ASA</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-IV</td>
<td>784</td>
<td>98.73%</td>
<td>0.26%</td>
<td>0:00:05</td>
</tr>
<tr>
<td>CalWIN</td>
<td>1,616</td>
<td>93.80%</td>
<td>1.52%</td>
<td>0:00:19</td>
</tr>
<tr>
<td>Leader</td>
<td>1,133</td>
<td>94.40%</td>
<td>0.50%</td>
<td>0:00:09</td>
</tr>
</tbody>
</table>

Performance metrics are measured monthly. Voice queues normal days of operation for consumers are Monday through Saturday.