



EXECUTIVE DIRECTOR'S REPORT

Peter V. Lee, Executive Director | November 19, 2015 Board Meeting

ANNOUNCEMENT OF CLOSED SESSION ACTIONS

OVERVIEW

Executive Director's Report

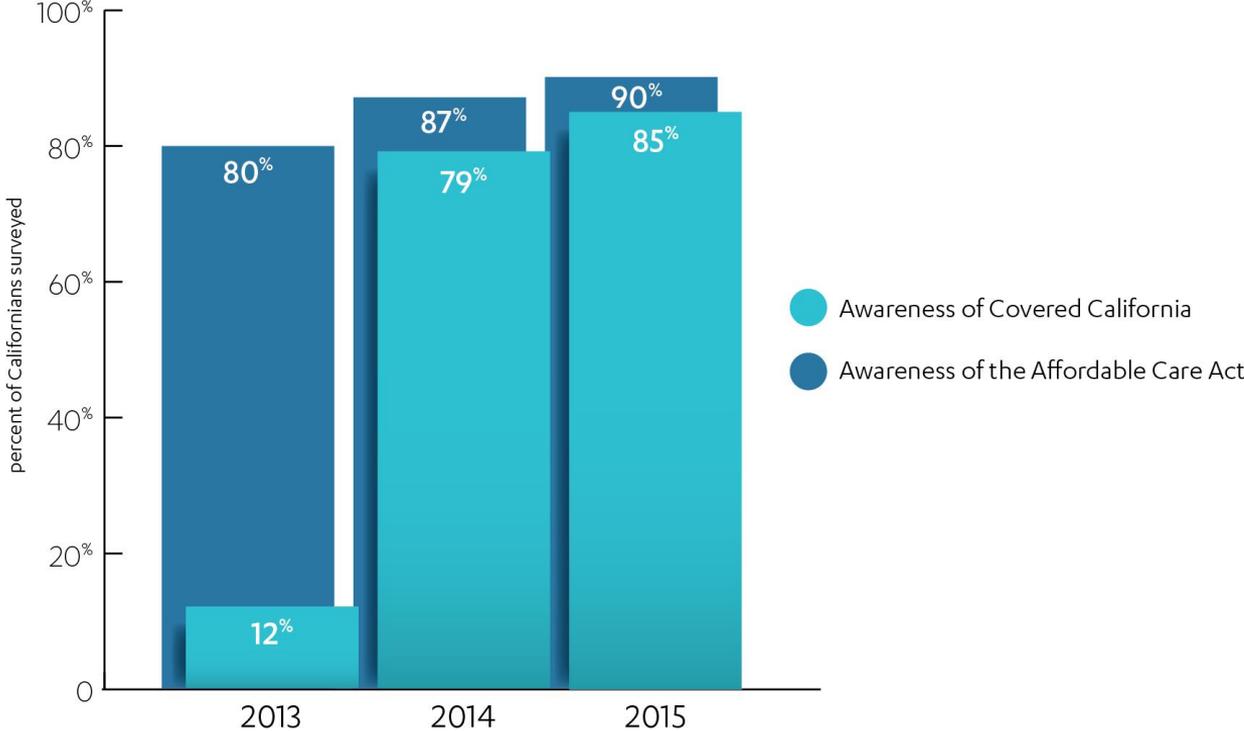
- Californians' Awareness of the Affordable Care Act
- Open Enrollment Launch: Spotlight on Coverage
- Marketing Update
- Open Enrollment Update
- Covered California for Small Business Update
- 1332 Waiver Process Update

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)

CALIFORNIANS' AWARENESS OF THE AFFORDABLE CARE ACT

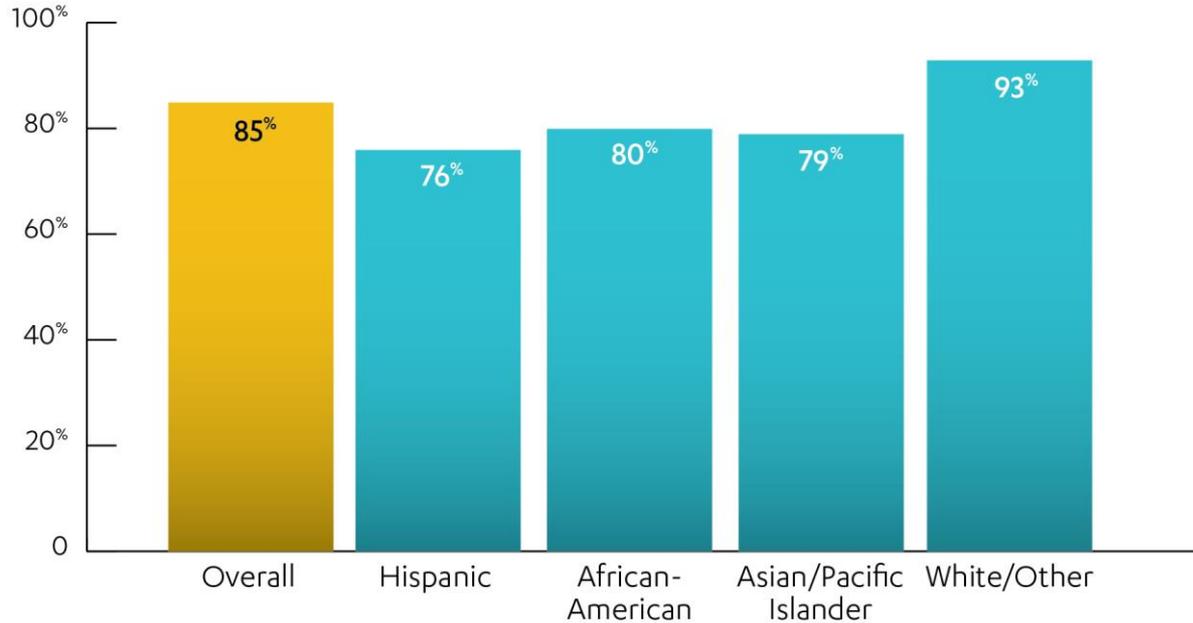
AWARENESS OF THE AFFORDABLE CARE ACT AND COVERED CALIFORNIA IS VERY HIGH



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.

COVERED CALIFORNIA IS SUCCEEDING IN REACHING DIVERSE AUDIENCES

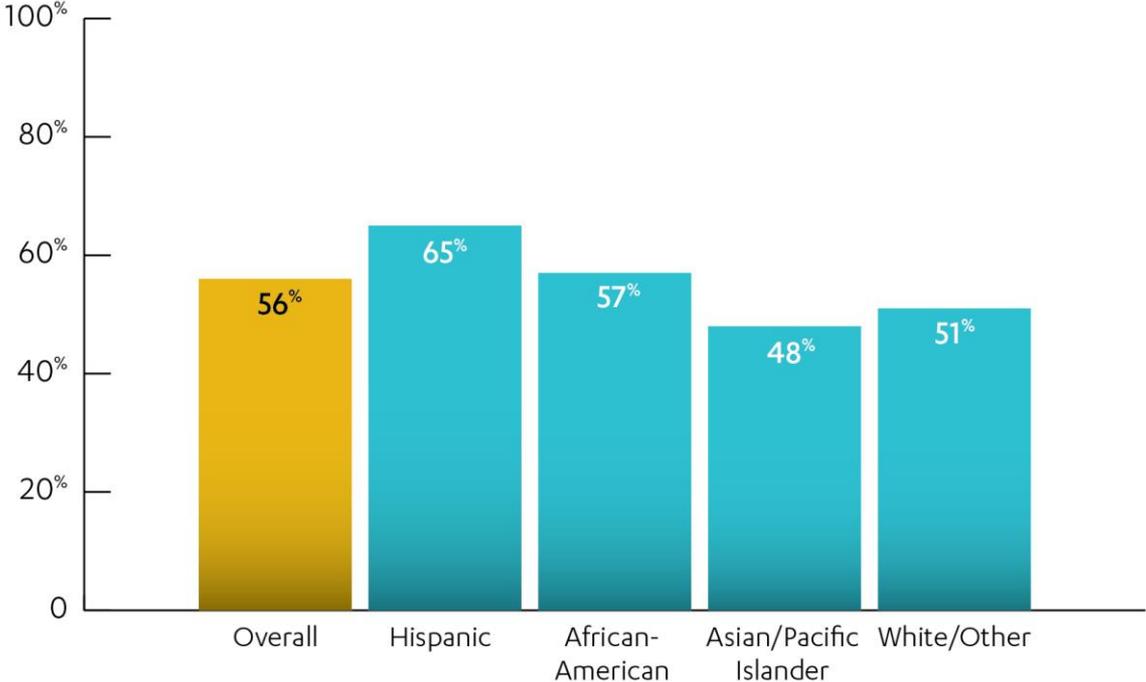
Awareness of Covered California by Race/Ethnicity



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.

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

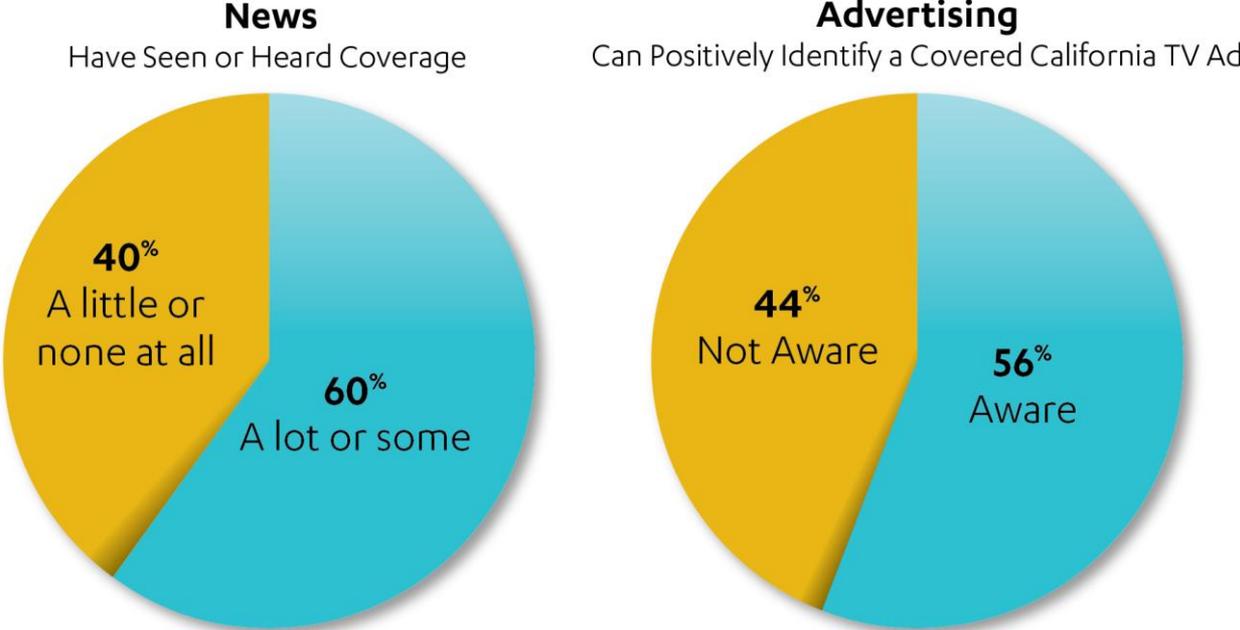
Awareness of Covered California TV Ads by Race/Ethnicity



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.



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

65%

53%

think about purchasing insurance through Covered California

58%

45%

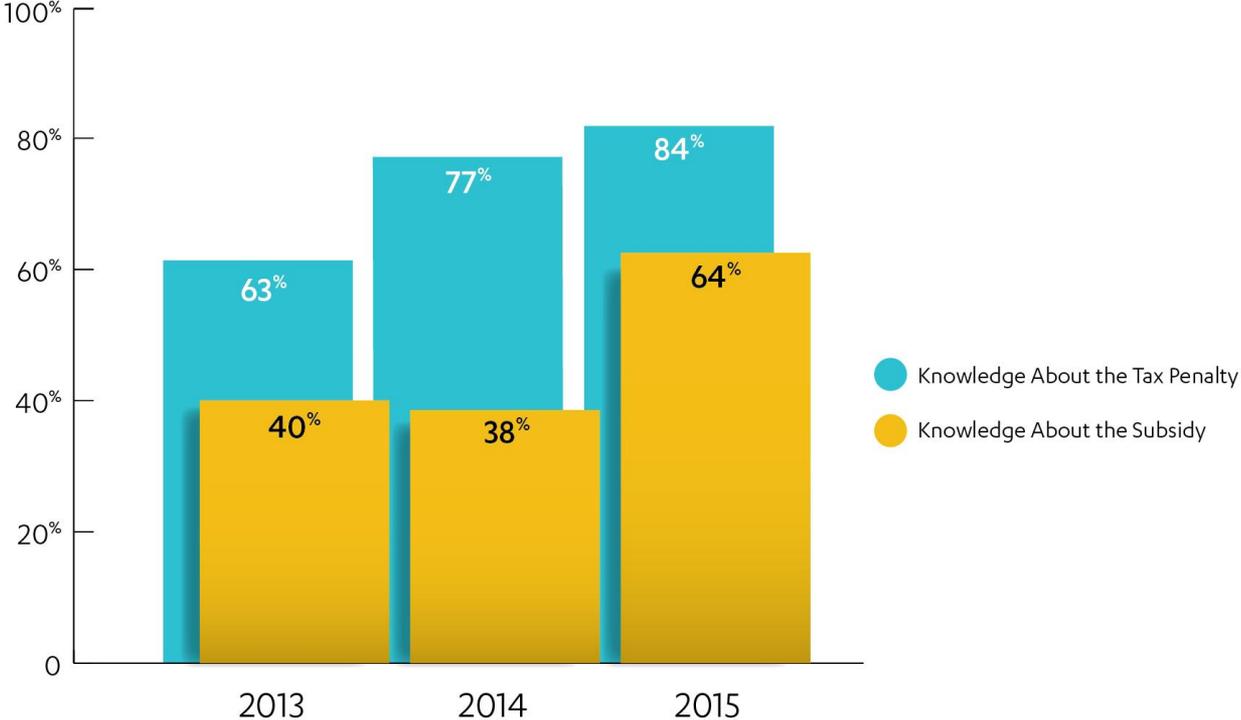
look for more information on the Covered California website

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

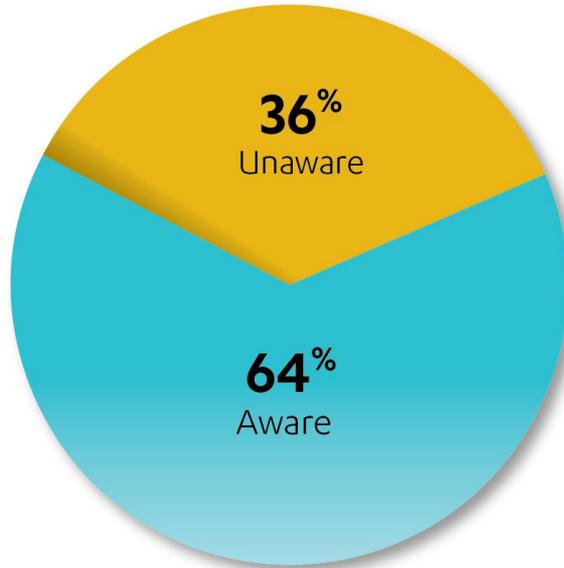
Uninsured Californians' Knowledge About Subsidies and Penalties



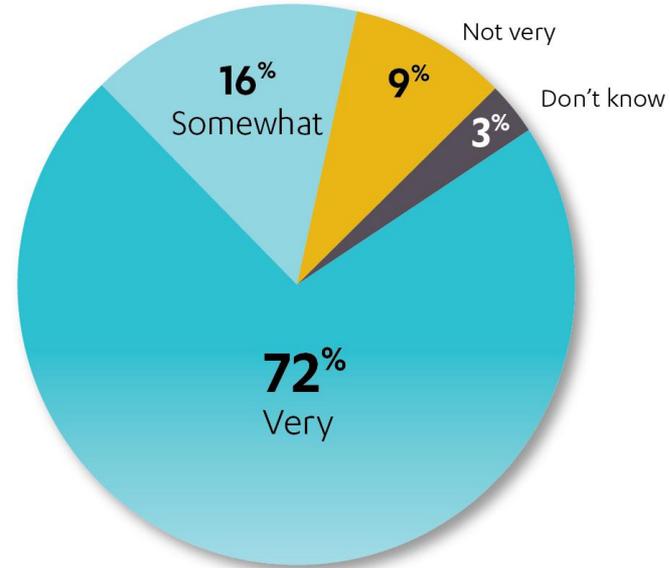
Source: NORC at the University of Chicago. 2015. "Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey." Oct. 22.

MORE THAN ONE-THIRD OF THE UNINSURED DO NOT KNOW ABOUT THE SUBSIDY — THE MOST IMPORTANT FACTOR FOR PEOPLE SIGNING UP

**36% of the Uninsured
Are Unaware of the Subsidy**

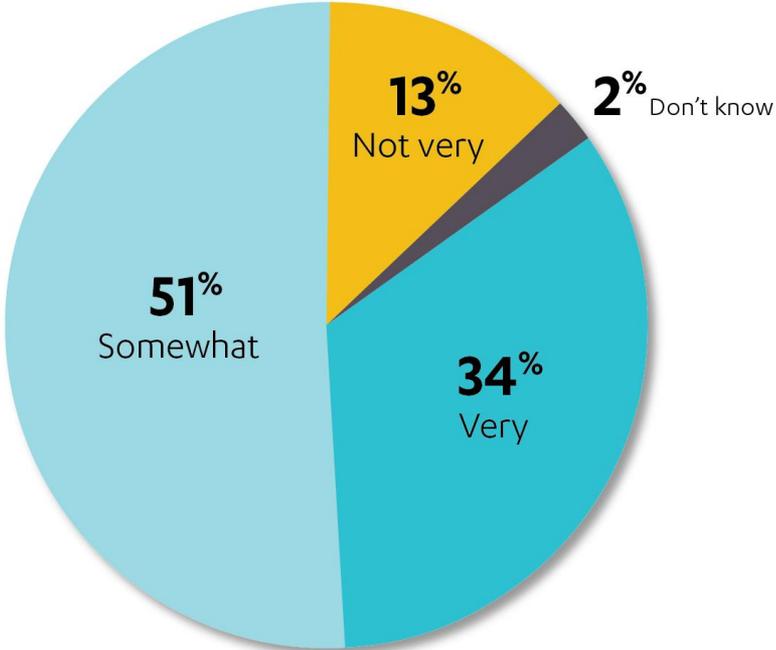


**88% of Purchasers Say the
Subsidy Is an Important Motivator**



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



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.

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.

WHAT'S NEW FOR THE THIRD OPEN ENROLLMENT



Consumers have access to more than 500 storefronts statewide.

Why choose Enhanced Silver 73

Enhanced Silver Coverage: = enhancedLevel %

			
<p>CCHP Silver 70 HMO</p>	<p>Blue Shield Silver 70 PPO</p>	<p>Kaiser Permanente Silver 70 HMO</p>	<p>Health Net Silver 70 EPO</p>
<p>Overall Quality ★★★★☆</p>	<p>Overall Quality ★★★★☆</p>	<p>Overall Quality ★★★★★</p>	
<p>Your Total Monthly Payment: \$151 (w/ tax credit)</p>	<p>Your Total Monthly Payment: \$181 (w/ tax credit)</p>	<p>Your Total Monthly Payment: \$203 (w/ tax credit)</p>	<p>Your Total Monthly Payment: \$224 (w/ tax credit)</p>
<p>Monthly Premium Assistance (Tax Credit): \$148</p>			
<p>Total Monthly Premiums: \$300</p>	<p>Total Monthly Premiums: \$330</p>	<p>Total Monthly Premiums: \$352</p>	<p>Total Monthly Premiums: \$373</p>
<p>VIEW DETAILS</p>	<p>VIEW DETAILS</p>	<p>VIEW DETAILS</p>	<p>VIEW DETAILS</p>
<p>Apply</p>	<p>Apply</p>	<p>Apply</p>	<p>Apply</p>

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

SPOTLIGHT ON COVERAGE TOUR

- 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 **7,584** overall unique Covered California patients

CARE DELIVERED*

General outpatient care**	10,280
Trauma and broken bones	3,946
Maternal health and childbirth	783
Pneumonia cases, heart attacks, strokes and kidney infections treated	611
Pediatric care (includes NICU babies)	239
Cancer treatments (surgeries, chemotherapy, etc.)	227
Heart surgeries and procedures	130
Head and neck surgeries	74
Joints replaced (knee and hip)	70
Gastrointestinal and urological surgeries and Rx	57
Mental health (outpatient and inpatient)	14
Transplants (lung: 7; bone marrow: 3; kidney: 4)	14

TOTAL 16,445



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 | V1.0



SPOTLIGHT ON COVERAGE TOUR



SPOTLIGHT ON COVERAGE TOUR



SPOTLIGHT ON COVERAGE TOUR

7 SAN DIEGO COVERAGE YOU COUNT ON

COVERED CALIFORNIA Enrollment Begins

The big bus spreading the word on affordable health care rolled through San Diego Friday.

By Regina Rice



TRENDING STORIES

1. Budget Panel to Be Led by Rep. Speaker
2. Strong Winds Fuel South Park House Fire
3. High Winds Cause Damage in San Diego
4. Former State Central California Town, Santiago Homes

Open enrollment for California Covered starts Sunday, November 1.

California has until January 31, 2016 to enroll in affordable health insurance. If

NOOZHAWK The freshest news in Santa Barbara

UC Excellence within Your Reach

LOCAL NEWS

Covered California Enrollment Opens Nov. 1 with 3rd Insurance Option for Santa Barbara County

United Healthcare became another carrier option with Blue Shield and Anthem Blue Cross for state health exchange customers.



TEACHERS GIVE OUR CHILDREN A CHANCE TO LEARN

CLICK NOW TO HELP

VIDEOS SHOWS NOVELAS SERIES NETWORKS EPISODES

NOTICIERO UNIVISION

Campana de fidei del Seguro de Salud en California

Covered California hace conciencia comunitaria en los espacios del estado de California.



COMPRATE SUS MANTENIMIENTOS

The San Diego Union-Tribune

COVERED CA launches enrollment campaign

Three-month effort includes outreach to 10,000

By Judith O'Connell | 3:44 pm Oct. 31, 2015



It's an ongoing effort to get more people to sign up for health insurance. Fernando Salgado, chief executive of the Vita Community Clinic, sees opportunities at handstands.

He said he staff will have a captive audience — at least until children are out of the driver — and they can promote the benefits of signing up for a policy through Covered California, the state's marketplace for health insurance.

LA 18

END OF YEAR PUMP SALE

LA18 CHINESE

LA18 NEWS



KSDY

COVERED CALIFORNIA

Peter Lee, Executive Director, Covered California



SYS-CON MEDIA

2015 SRX FWD 1339 / 24 / 5339

News Feed Item

Iconic Buildings And Other Locations Across California Light Up As Covered California's Spotlight Tour Continues

Efforts are aimed at raising awareness during the open enrollment period about affordable health insurance.

How to Present at the ThangExpo New York

Delivering the Honeywell User Experience Through OnPrem Monitoring

Deep into Science

Health: Inhibiting Bacterium

Santa Barbara County SENTRY

Covered California Launches Open Enrollment by Putting a Spotlight on Enrollment and Enrollment Campaign

Nov. 19, 2pm ET



View Our 6 Edition



Schaaf shifts on stadium funds

Oakland looking into public bonds to finance a new home for Raiders

By Rachel Swan

Oakland Mayor Libby Schaaf, who has been adamant that she does not support spending taxpayer dollars on a new stadium for the Raiders, had a different message for

National Football League officials Wednesday.

The city, she told them in a presentation in New York, is analyzing the use of public bonds—or tax money—to finance a stadium. The “lease revenue bonds”

the city is looking into would be paid back with new revenue the city would generate from leasing the stadium back to the Raiders. While such a move doesn’t involve a direct subsidy by the city to build a stadium, it could leave taxpayers on the

hook for the debt if the projected revenue didn’t materialize. Schaaf, however, said that she has been advised that there is a way to set up the bond so that the city is not held liable, and that she would support a financing package. *Raiders continues on A10*



Paul Chern/ The Chronicle

The E-3 pier of the old Bay Bridge span is seen Wednesday between two barges that will generate a bubble curtain to blunt the impact of the underwater blast scheduled to happen between 6:45 and 7 a.m. Saturday.

Dawn blast planned for Bay Bridge pier

By Jaxon Van Derbeek

The once-delayed demolition of the largest remaining pier of the old Bay Bridge eastern span

Imploding a pier

When Scheduled for Saturday, between 6:45 and 7 a.m. **Bridge:** The California Highway Patrol will

that it could take a greater toll on wildlife and blanch the idea of closing the Bay Bridge in both directions in the middle of the day — although there’s still a

Covered California in search of holdouts

By Victoria Collier

More than 2 million eligible Californians are still without medical coverage, and in its third year, the state-run marketplace for health insurance will put the emphasis on capturing a fraction of them.

Covered California, where the state’s uninsured can sign up to buy coverage, will reach out primarily to the 250,000 Californians who are eligible for federal subsidies under the Affordable Care Act. The enrollment period for health insurance began Nov. 1 and runs through Jan. 31.

“Those are the people we want to get across the finish line this open enrollment period,” said Peter V. Lee, executive director of Covered California. “That’s a real challenge.”

On Thursday, the agency concluded a 35-day coverage continues on A11

Did Brown get VIP service on his oil report?

By David R. Baker

Ask California officials for a report on oil drilling prospects near your land, and you might not get quite the level of service Gov. Jerry Brown enjoyed when he made the same request last year.



Officials push for more Californians to sign up for health insurance



In this Nov. 13, 2015, file photo, Peter V. Lee, executive director of Covered California, the state’s health insurance exchange, talks at a news conference in Sacramento. The third open-enrollment period for the exchange begins Sunday. (Rich Pedroncelli)



By Abby Sewell - Contact Reporter

OCTOBER 31, 2015, 11:08 AM

Public officials have planned a promotional bus tour to get more Californians to enroll in the state’s health insurance exchange, Covered California, with the first day of this year’s open-enrollment period beginning Sunday.

Residents will have three months during open enrollment to sign up for the exchange. Covered California has 1.3 million consumers, about 90% of whom receive subsidies to help cover their premiums.

See the most-read stories this hour >>

About 4 million Californians remain uninsured. Of those, officials estimate that 1.4 million would qualify for Medi-Cal, the state’s Medicaid program for low-income residents, and 750,000 others would be eligible for subsidies toward private health insurance.

Related

The statewide bus tour is intended to draw more people to sign up for the exchange.

PROMOTED



Ronda Rousey Breaks Silence After UFC Knockout

After a shocking knock out and losing her undefeated status, courtesy of a blow from UFC fighter Holly Holm, Ronda Rousey is finally breaking her silence. The former champ took to Instagram, giving a post-fight health update to her followers saying, “I just wanted to thank everyone for the love and support. I appreciate the concerns about my health, but I am fine. As I mentioned before, I’m going to take a little bit of time, but I’ll be back.”

ADVERTISEMENT

Related Coverage

See the most-read stories this hour >>

Jul. 30, 2015

KSBW VIDEO CLIP



MARKETING UPDATE

Colleen Stevens, Director of Marketing

OE3 MARKETING CAMPAIGN

Launched Nov. 2, 2015

- The holistic, multicultural marketing campaign for OE3 will:
 - Help Californians understand the value of health insurance and being covered.
 - Promote enrollment among uninsured Californians.
 - Continue to build brand awareness and position Covered California as the trusted health insurance comparison resource for Californians seeking health coverage.
 - 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

**IT'S MORE THAN JUST HEALTH CARE.
IT'S BEING AROUND TO ENCOURAGE
HER TO SOAR CARE.
IT'S LIFE CARE.**

Four out of five Californians who enrolled through Covered California, got help paying for health insurance. Free, local in-person help is available.

Enroll by December 15 to be covered by January 1.

CoveredCA.com | 800.375.8355




**IT'S LIFE
WE'VE GOT YOU
COVERED CARE.**

CoveredCA.com
800.375.8355




Asian

Radio, Print, Digital

**IT'S MORE THAN
JUST HEALTH CARE.
IT'S LIFE CARE.**

With Covered California, you can get health coverage for your family at a lower cost. At least 3 people who enrolled through Covered California got help paying for their health insurance. Visit CoveredCA.com to find a certified insurance expert near you.

Enroll by December 15, 2013 for coverage starting on January 1, 2014.

CoveredCA.com
800.300.1506




LGBT

Print, Digital

**IT'S MORE THAN JUST
HEALTH CARE.
IT'S KEEPING WELL CARE.
AND READY FOR
WHAT'S NEXT CARE.
IT'S LIFE CARE.**

Most Californians who enrolled through Covered California got help paying for health insurance. Find out if you can too. Free, local, in-person help is available.

Enroll by December 15 to be covered by January 1.

CoveredCA.com




Latino

Radio, Print, OOH, Digital, Direct Mail

**Es más que cuidado médico.
Es la oportunidad de recibir
ayuda para pagarlo.**

 **COVERED CALIFORNIA** | **SE CUIDAN PARA LA VIDA.**



**Es cuidado para
disfrutar la vida.**

CoveredCA.com/espanol
800.700.7258




**Es gozar de buena salud
para gozar de la vida.**

CoveredCA.com/espanol | 800.700.7258




PROMOTING NEW SERVICE: ADULT DENTAL

TV (“Candy” spot), Radio
Digital and Social

**IT'S LIFE IS
BETTER WHEN
YOU CAN FINALLY
GO TO THE
DENTIST CARE.**

Dental is now available for adults.

[FIND OUT MORE >](#)



Covered California
Published by Sprinklr [?] · Yesterday at 3:30pm · 🌐

Big news! Dental coverage will now be available in 2016. Add dental to your plan for next year at CoveredCA.com.



Dental is new for 2016!

Posted
Sunday, Oct
25 –

50,500+
impressions
243 shares
Over 730
“likes”

And this is
all organic!

EXAMPLES OF MEDIA OUTLETS

Multi-Segment



African American



Latino Segment



Asian Segment



EARLY OPEN ENROLLMENT STATISTICS

2016 OPEN ENROLLMENT AND RENEWAL: KEY DATES

Key Dates:	Key Activities:
November 1 st	Open Enrollment began
December 15 th	Last day for open enrollment and renewal plan selection for January 1, 2015 coverage
January 31 st	Last day of open enrollment

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+

Individuals 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

1332 STATE INNOVATION WAIVER

STATE INNOVATION WAIVER (1332) – INTRODUCTION

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'S ABILITY TO INNOVATE AND DELIVER ON MISSION INDEPENDENT OF THE WAIVER

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

PROPOSED 1332 WAIVER FRAMEWORK/CRITERIA

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

ENROLLMENT ASSISTANCE PROGRAMS

Uncompensated partners supporting enrollment assistance efforts during Open Enrollment No. 3 effective Nov. 2, 2015:

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

APPENDIX

SERVICE CHANNEL UPDATE

ENROLLMENT SUPPORT: COMPENSATION

Total CEE Payments through November 15, 2015

	# Certified Enrollment Entities Paid	Total Paid
Covered CA Plans	630	\$3,749,213
Medi-Cal Payments	896	\$12,595,048
Total Payments made to CEEs		\$16,344,261

Total Agent Commissions Paid through November 15, 2015

	# Certified Insurance Agents Paid	Total Paid
Medi-Cal Payments	~10,400	\$10,378,281
Total Medi-Cal Commissions paid to CIAs		\$10,378,281

OUTREACH & SALES ENROLLMENT SUPPORT: KEY METRICS

Data as of November 2, 2015

➤ **12,982** Certified Insurance Agents

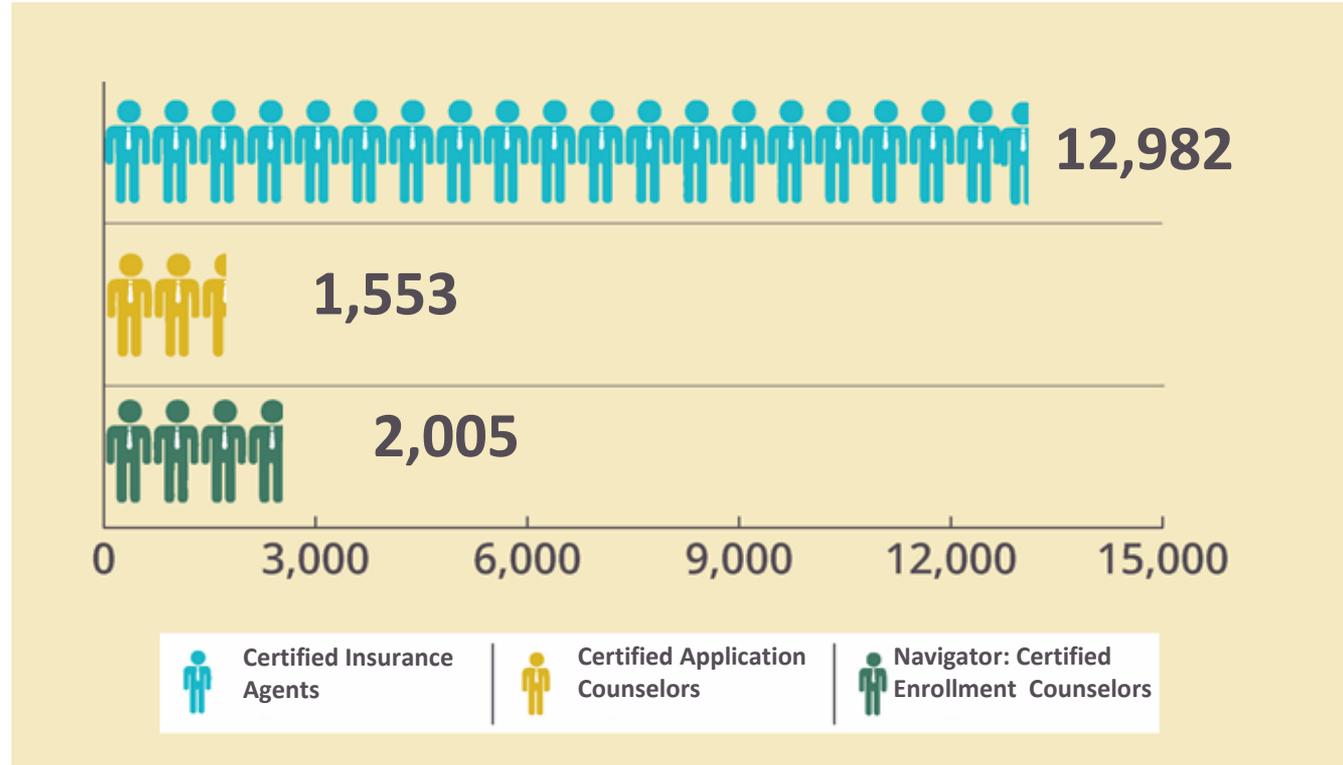
- 17% Spanish
- 7% Cantonese
- 7% Mandarin
- 4% Korean
- 4% Vietnamese

➤ **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:
 - Renewal Enhancements
 - New Carriers for 2016 plan year (both health and dental)
 - Option to purchase Family Dental Plans during renewal and Open Enrollment
 - Adding Cantonese language to all IVR call flows
 - 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
 - 600 plus SCR's went through Quick Sort refresher training
- Enhancing Technology Solutions
 - Finalized IVR redesign for Cantonese IVR flow
 - Completed development for Spanish Chat
- Staffing Updates
 - Began multiple training classes for surge vendor Faneuil

SERVICE CENTER PERFORMANCE UPDATE*

October 2015 Call Statistics

	Calls to IVR	Calls Offered to SCR	Abandoned %	Calls Handled	ASA	AHT	Service Level %
Totals	289,243	164,063	7.23%	150,221	0:01:42	0:16:48	57.55%

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
3. Current Customer – Renewal – Inquiry/Assistance
4. Current Customer – Disenrollment/Termination – Request to be Terminated
5. New Enrollment – Inquiry/Assistance

**Performance metrics are measured monthly.*

OCTOBER INDICATORS

- 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.

QUICK SORT VOLUMES

October Weekly Quick Sort Transfers

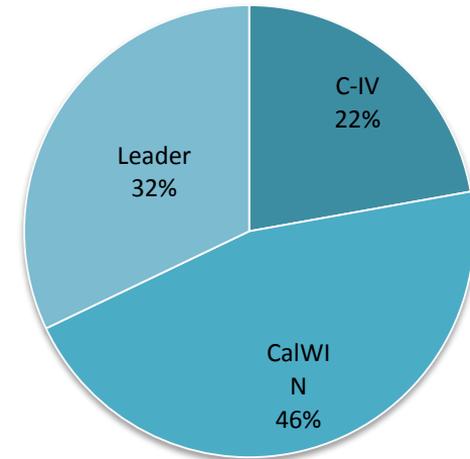
Week 1*	Week 2**	Week 3	Week 4	Week 5	Total
231	733	651	867	941	3,001

* Partial Week

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

October Consortia Statistics

	Calls Offered	Service Level	Calls Abandoned %	ASA
C-IV	784	98.73%	0.26%	0:00:05
CalWIN	1,616	93.80%	1.52%	0:00:19
Leader	1,133	94.40%	0.50%	0:00:09



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