



EXECUTIVE DIRECTOR'S REPORT

Peter V. Lee, Executive Director | November 17, 2016 Board Meeting

ANNOUNCEMENT OF CLOSED SESSION

OVERVIEW

- Executive Director's Report
- Covered California Policy and Action Items
 - Individual Eligibility and Enrollment Regulations Emergency Readoption
 - Enrollment Assistance Regulations
- Considering Future Issues for Covered California Panel Discussion
 - Panel 1: National and State Health Care Landscape and Trends
 - Panel 2: Improving Wellness, Population Health, and Consumer Engagement

UPDATE: PROPOSED 2017 BOARD MEETING DATES

Following are the proposed 2017 dates for the Covered California Board meetings. All meetings will be held at Covered CA Headquarters (1601 Exposition Boulevard Sacramento, CA 95815) with the potential of off-site web-participation by board members. All meetings are on the third Thursday of the month.

- January 26, 2017
- February, 2017 (no meeting this month)
- March 2, 2017
- April 20, 2017
- May 18, 2017
- June 15, 2017
- July 20, 2017 (possibly no meeting this month)
- August 17, 2017
- **September, 2017 (no meeting this month)**
- **October 5, 2017**
- November 16, 2017
- December 21, 2017 (possibly no meeting this month)

OPEN ENROLLMENT 4 – 2017

2017 OPEN ENROLLMENT: EARLY PROGRESS FOR NEW SIGN UPS

44,885

Individuals have selected health care plans as of November 15, 2016. This enrollment reflects a period in which Covered California did not conduct media or enrollment promotion until after November 12th.

Compares to approximately 50,700 for same period 2015 (when Covered California had conducted extensive media and “bus tour” efforts to promote enrollment).

2017 RENEWAL – IN PROCESS

Approximately

1.3 million

Individuals that are going through renewal, by December 15 consumers will: (1) be renewed in existing plan; (2) select new plan; (3) been found eligible for Medi-Cal due to income change; or (4) chosen not to renew. Additional renewal statistics will be available in early 2017.

2017 RENEWAL – CONSUMERS WHO HAVE TAKEN ACTION

263,462

Covered California member renewals from Oct. 1 to Nov. 15, reflect both changes of plan and consumers who affirmatively renewed with their existing plan.

HIGHER ENGAGEMENT AND BETTER SERVICE IN OPEN ENROLLMENT AND RENEWAL COMPARED TO 2016

Calls to Service Center Nov. 1 – Nov. 15: 270,609 + 12%



Handled by Integrated Voice Response 113,804 + 28%



Handled by Service Center Representative 141,826 + 6%



Average speed of answer 4 mins. 4% faster



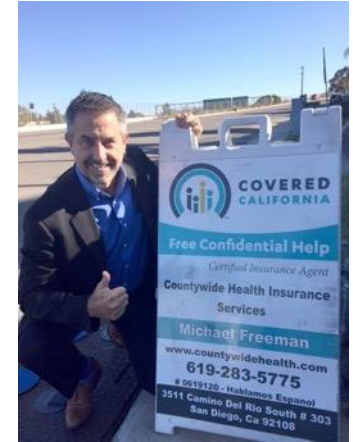
Calls answered in 30 seconds 42% + 6%



Chat assistance 20,976 + 77%

● compared to same period last year

VISITING SOME OF THE THE 800+ STOREFRONTS ACROSS THE STATE



Locations pictured:

- 1) Quote Selection Services (Huntington Beach)
- 2) Ortiz and Associates (La Puente)
- 3) Countrywide Health Insurance Services (San Diego)
- 4) Freeway Insurance (Norwalk)
- 5) Sosa's Insurance Solutions (Huntington Park)

GETTING THE WORD OUT FROM THE GROUND UP



Locations pictured:

- 1) AltaMed (Los Angeles)
- 2) KCAL Insurance Solutions (Hacienda Heights)
- 3) KESQ Television (Palm Desert)
- 4) Eisner Pediatric (Los Angeles)
- 5) Price Chapel (Los Angeles)
- 6) Omni Family Health (Bakersfield)



RECENT MEDIA STORIES

The San Diego Union-Tribune article features a photo of a man speaking at a podium with a 'COVERED CALIFORNIA' sign. The article title is 'Covered CA director urges enrollees to ignore Trump-caused uncertainty'. A sidebar on the right contains logos for 'Covered California', 'Health Net', 'UnitedHealthcare', and 'Safeway Health Plan', along with a 'FIND HEALTH COVERAGE THAT'S RIGHT FOR YOU.' button.

USA Today article titled 'Trump election helps spur top Obamacare signups this month' by Ayne O'Donnell. The article includes a video player showing a sign that says 'Preview 2017 rates and prices now! MORE THAN 100,000 PEOPLE SIGNED UP FOR OBAMACARE ON NOVEMBER 9'. A sidebar on the right features a 'SCHOLARSHARE' advertisement with the text 'open your child's 529 account plan today' and a 'LEARN HOW' button.

The Sacramento Bee article titled 'Why Covered California's rate hikes are lower than the rest of the U.S.' includes a photo of people sitting around a table. A sidebar on the right features a 'Q50' advertisement with the text 'Start your Q50 \$249/MO Plus Tax for 36 Months' and a 'LEARN MORE' button.

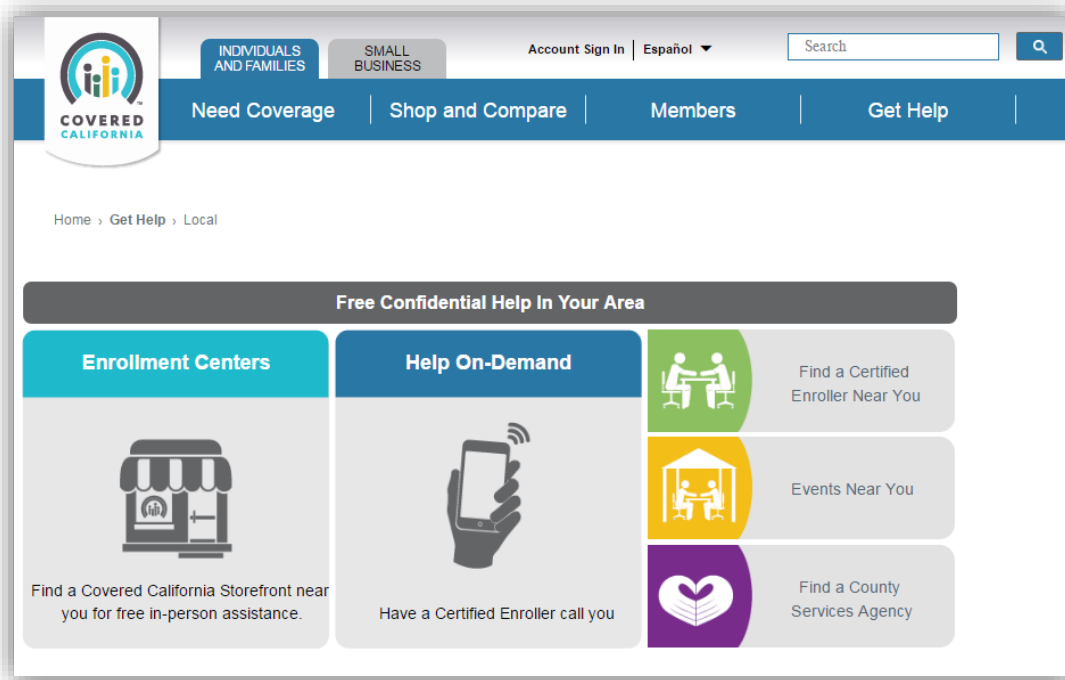
The Wall Street Journal article titled 'Sign-Ups Under Affordable Care Act So Far Seem Not Hurt By Donald Trump's Plans' by Stephanie Armour. The article includes a photo of a man and a 'SAMSUNG' advertisement at the bottom.

KCRA 3 article titled 'Lawmakers work to keep Covered California in state' with a sub-headline 'California Democrats grid for healthcare battle under Trump'. The article includes a photo of a caduceus symbol.

Since Nov. 1, we have conducted more than 60 interviews with Television, Radio and print – both national and local.

NEW TOOLS FOR CONSUMERS – HELP ON DEMAND

New Uber-style call back tool for consumers launched today



- Call back within 5 - 10 minutes
- New enrollments only
- Certified Expert Enrollers with proven success
- Includes Agents, Navigators, and Certified Application Entities

2017 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, 2017 coverage
January 15 th	Last day to enroll for coverage effective February 1, 2017
January 31 st	Last day of open enrollment

COVERED CALIFORNIA: DATA AND RESEARCH ANALYTICS

- At November Plan Advisory Committee, Covered California provided an overview of the Healthcare Evidence Initiative which will use utilization and claims data to:
 - Provide actionable information supporting Covered California's operations and policies to improve care, lower costs and foster better health; and
 - Provide evidence to inform public and policies so that purchasing strategies and benefit designs can improve quality, access and value throughout the health care delivery system.

That overview can be found by [here](#) and comments were solicited on our plan to be provided by December 1, 2016

- Covered California will continue to update and supplement our “data book” describing the nature and scope of our services, including:
 - Information on clinical services by region (e.g., hospitals and physicians serving Covered California consumers through contracted plans)
 - Information on enrollment support services by region (e.g., certified licensed insurance agents, navigators and certified enrollment counselors)
 - Post-Open Enrollment 4 “Plan Selection Profile” to describe enrollment across race, ethnicity, gender, income, FPL, metal tier selected and more
 - Updates planned to the Covered California Active Member Profile, reflecting effectuated enrollment

APPENDIX

COVERED CALIFORNIA FOR SMALL BUSINESS UPDATE

COVERED CALIFORNIA FOR SMALL BUSINESS

Current Group & Membership Update (10/31/16)

- Groups: 3,979
- Members: 29,544
- Average Group Size: 7.4 members

Information Technology Update:

- Renewal Portal Launch: November 2016
- Employer Portal Launch: Q1 2017

Operations Update (9/30/16)

- 99% of New Groups set up in 3 days or less
- 100% of New Groups sent initial invoice in 3 days or less
- 93% of Account Maintenance issues resolved in 3 days or less



APPENDIX

SERVICE CHANNEL UPDATE

ENROLLMENT ASSISTANCE PROGRAMS

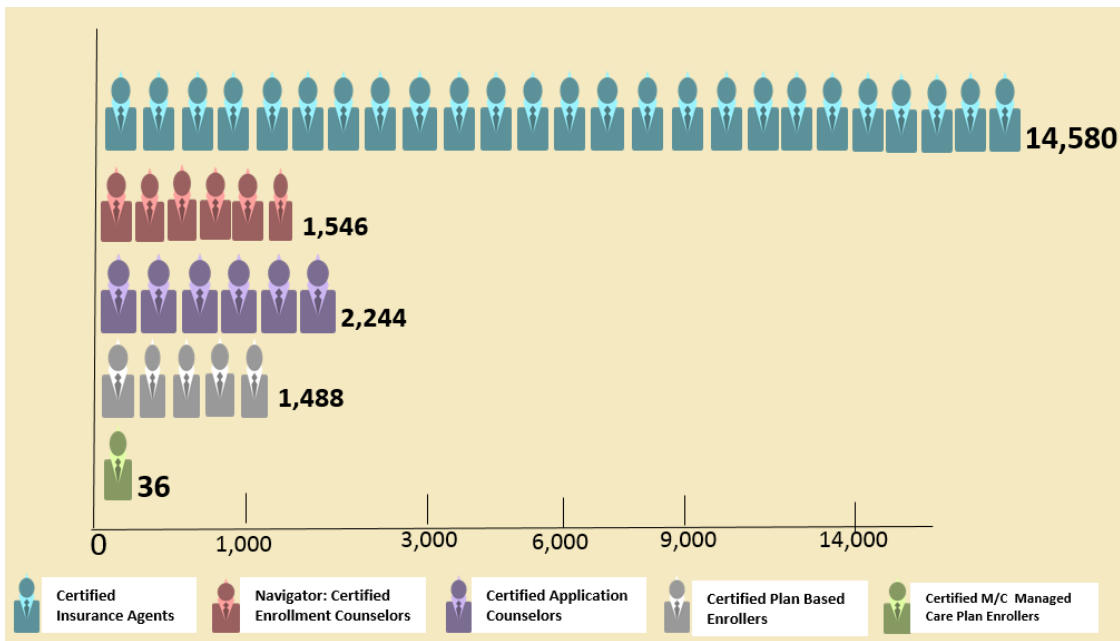
Uncompensated partners supporting enrollment assistance efforts.

ENROLLMENT ASSISTANCE PROGRAM	ENTITIES	COUNSELORS
Certified Application Counselor	389	2,244 Certified
Plan-Based Enroller	12 Plans	1,488 Certified
Medi-Cal Managed Care Plan		36 Certified

OUTREACH & SALES ENROLLMENT SUPPORT: KEY METRICS

Data as of November 8, 2016

- **14,580** Certified Insurance Agents
 - 17% Spanish
 - 7% Cantonese
 - 7% Mandarin
 - 4% Korean
 - 4% Vietnamese
- **1,546** Navigator: Certified Enrollment Counselors
 - 63% Spanish
 - 4% Cantonese
 - 3% Mandarin
 - 3% Vietnamese
 - 2% Korean
- **2,244** Certified Application Counselors
 - 59% Spanish
 - 5% Cantonese
 - 4% Mandarin
 - 1% Vietnamese
 - 1% Korean
- **1,488** Certified Plan Based Enrollers
 - 45% Spanish
 - 10% Cantonese
 - 2% Mandarin
 - 7.5% Vietnamese
 - 7.3% Korean
- **36** Certified Medi-Cal Managed Care Plan Enrollers
 - 44% Spanish
 - 36% Cantonese
 - 31% Mandarin
 - 1% Russian



APPENDIX WEBSITE UPDATE

24 MONTH COVEREDCA.COM ROADMAP UPDATES

- As of November 1, 2016:
 - CalHEERS launched the application for Open Enrollment #4
 - On the main website, a new lead capture / opt-in for news and reminders was launched
 - Almost 200 new storefronts were added to the storefront search
- Activities planned for the remainder of November include:
 - Completion of annual renewals
 - Addition of “Help on Demand” that will provide consumers the ability to get a near real-time call back from a Certified Enroller

24 MONTH COVEREDCA.COM ROADMAP UPDATES

The first release for 2017 is planned for February 13, 2017 is planned to include:

- Translations of Eligibility Notices into Additional Threshold Languages
- Enhancements to information shared with the SAWS
 - MAGI income information passed to the SAWS (“Business Rules Exposure”)
- Enhancements to the Income Section of the On-Line Application
- Adding the ability for Certified Enrollment Counselors to maintain delegations to consumer accounts
- Enhancements to allow Service Center Representatives to better assist consumers on account verifications (re-printing and re-mailing functions)
- Enhancements for the Service Center to allow improved assistance to consumers (deferred from the September 2016 release)
 - Automated workflow
 - Ability to correct consumer or other errors independently (without reliance on submitting “tickets” and waiting in queue)

APPENDIX

SERVICE CENTER UPDATE

SERVICE CENTER UPDATE

- Improving Customer Service
 - Customer Appreciation events
 - Refresher training
- Enhancing Technology Solutions
 - Added IVR verbiage to encourage consumers to self serve for Password Reset on the website
 - Courtesy Callback working as designed
 - Consumer Relation and Resolution Branch- instituted verbal withdrawal process to streamline the appeal process for the consumer
- Staffing Updates
 - Ramping up Surge Vendor Staffing

SERVICE CENTER OCTOBER 2016 SERVICE CENTER DETAILS*

- October 2016 Call Statistics

	Calls to IVR	Calls Offered to SCR	Abandoned %	Calls Handled	ASA	AHT	Service Level %
Totals	398,906	225,020	5.17%	211,895	0:02:15	0:18:21	55.88%

Does not include outbound, SHOP, or internal consults

Top 5 Call Dispositions

1. Individual · Current Customer · Application/Case Status · Inquiry/Assistance
2. Individual · Current Customer · Renewal · Inquiry/Assistance – Renewal
3. Individual · Current Customer · Renewal · Complete Enrollment
4. Individual · Current Customer · Consumers Online Account · Password Reset/Unlock
5. Individual · Current Customer · Disenrollment/Termination · Requesting to be Terminated

**Performance metrics are measured monthly.*

OCTOBER 2017 SERVICE VOLUMES

- Total calls offered to the IVR: 398,906 (compares to 289,243 for October 2015).
- Callers handled by automated system responding to specific inquiries with recorded messages: 173,886 (compares to 125,102 for October 2015).
- Calls handled by Covered California Service Center Staff: 211,895 (compares to 150,221 for October 2015).
- 61.2% of calls were answered within 30 seconds (compares to 65.2% for October 2015).
- Average Handle Time for October was 18 minutes and 20 seconds (compares to 16 minutes and 48 seconds for October 2015).

QUICK SORT VOLUMES

- October Weekly Quick Sort Transfers

Week 1	Week 2	Week 3	Week 4	Week 5*	Total
579	537	555	239	32	1,942

* Partial Week

- October Consortia Statistics

	Calls Offered	Service Level	Calls Abandoned %	ASA
C-IV	431	97.23%	0.46%	0:00:09
CalWIN	1012	90.27%	1.09%	0:00:21
LRS	716	95.5%	1.80%	0:00:10

QuickSort Transfer
October 2016

