Qualified Dental Plan (QDP) Certification Application for Plan Year 2017
Attachment D1 Member Communication Calendar

Purpose of Reporting

Applicants must submit a document detailing cobranded communication and those communications including the Covered California 800-number (letters, postcards, emails, etc.) it intends to send to its members. If contracted, QDP issuer will be required to update the Member Communications Calendar on a monthly basis, or as agreed upon with Covered California. This reporting mechanism will:

- Ensure the Covered California Service Center is prepared for possible calls from members regarding these communication pieces
- Allow for coordinating mailings so consumers are not getting multiple mailings at the same time
- Ensure carriers are in compliance with the QDP Contract

Instructions

To complete this attachment:

1. Complete the table provided in this attachment and add additional rows to the table as necessary (beginning on page 2)
2. For the Files column, embed a Word doc or PDF of the members communication piece, if available:
   a. Click the cell in which the file will appear
   b. On the Insert tab, click the "Object" button, then select "Adobe Acrobat Document" or "Microsoft Word Document" from the Create from File tab. To display the document as an icon on the spreadsheet, click the "Display as Icon" check box in the Object box before selecting the file
   c. Browse and select the file you want to embed

Notes

- Indicate documents that need to be co-branded, and embed a Word document of the draft communication piece if possible.
- Reference the Data Dictionary below for descriptions of the items requested in this attachment and reference Types of Communication for an example list of communication pieces to be reported.

Qualified Dental Plan (QDP) Certification Application for Plan Year 2017
Attachment D1 Member Communication Calendar

Communications Piece and Purpose	Frequency	Delivery/ Drop Date	Estimated Volume	Audience	Covered California Contact Info Provided	Co-Branded (Yes/No)	Files (Embed as Object)	Document Status	Action needed by Covered California
Example 1: EOB Insert	Annual	11/15/2015	100,000	Existing Members	N/A	No	Adobe Acrobat Document	Final	Reference as needed
Example 2: ID Card Insert	Annual	12/15/2015	100,000	Existing Members	N/A	Yes	Test document.docx	Draft	Review and provide feedback by 1/15/16

Qualified Dental Plan (QDP) Certification Application for Plan Year 2017
Attachment D1 Member Communication Calendar

Data Dictionary

Term	Definition
Communications Piece and Purpose	Description and purpose of the communication sent to consumers
Frequency	How often the communication piece will be sent to consumers, i.e. once per month, bi-annual, annual, etc.
Delivery/Drop Dates	When the mail is estimated to be delivered to consumer mailboxes
Estimated Volume	Number of consumers who are expected to receive the communication
Audience	Target audience for the communication
CC Contact Info Provided in Communication	Indicate if CC contact information is included in the communication – website, service center phone number, etc.
Co-Branded (Yes/No)	Indicate if the communication should be co-branded with CC based on co-branding guidelines
File Link	Provide a link to the file or embed the file in reporting document
Document Status	Indicate if the document is complete, draft form, not started, etc.
Action needed by Covered California	Describe the action needed by CC in order to complete the document

Types of Communication, including but not limited to:

- Co-branded marketing materials such as billboards, advertisements, etc. directed to CoveredCA members
- General communications such as Welcome Packets, newsletters, etc., specifically for CoveredCA members
- Evidence Of Coverages, , Explanation Of Benefits, Identification cards, etc., specifically for CoveredCA members
- General letters such as invoices, reinstatement approval/denial notice, etc., specifically for CoveredCA members
- Notices for appeals, case management or authorizations, etc. (provide 1-2 examples)
- Notices such as invoice errors, other issue notification, etc. (provide 1-2 examples)
- Member Outreach Scripts and Robo Calls such as welcome calls, reminders, renewal reminders, etc., specifically for CoveredCA members
- Any materials that need to be co-branded