

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

### Purpose of Reporting

Applicants must submit a document detailing the 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 regularly 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.

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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

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**Data Dictionary**

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