



## **EXECUTIVE DIRECTOR'S REPORT**

Peter V. Lee, Executive Director | March 18, 2021 Board Meeting

# ANNOUNCEMENT OF CLOSED SESSION

# EXECUTIVE DIRECTOR'S UPDATE

# COVERED CALIFORNIA BOARD 2021 MEETING DATES

All meetings will be held at Covered CA Headquarters, 1601 Exposition Boulevard, Sacramento. Depending on social distancing and emergency rules regarding how meetings are held during the pandemic, we are planning for meetings to be virtual through the end of 2020 and likely well into 2021. Unless otherwise notified, meetings will begin at 10:00 am and are held the third Thursday of the month.

## 2021 Meeting Dates

**January 14**

**February 18** *No Meeting*

**March 18**

**April 8 New Date!**

**May 20**

**June 17**

**July 15** *(Possibly no meeting)*

**August 19**

**September 16**

**October 21** *(Possibly no meeting)*

**November 18**

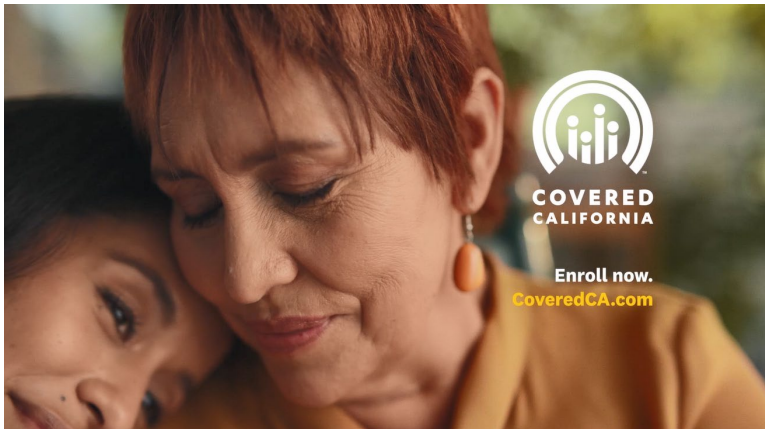
**December 16** *(Possibly no meeting)*

# ENHANCED (COVID-19) SPECIAL ENROLLMENT UPDATE – WHAT COVERED CALIFORNIA IS DOING NOW

# CAMPAIGN IN MARKET AS OF FEBRUARY 1ST

- ❑ Comprehensive statewide campaign reaching diverse CA populations, including TV in top markets
  - Covered CA TV investment stands at \$5.4M vs FFM \$18M nationally
- ❑ Message focused on importance of health coverage due to pandemic and that consumers can still sign up

## TV



Covered California ads:

EN Anthem <https://youtu.be/LxVkJN10fQpg>

SP Anthem <https://youtu.be/wveePHCbs6E>

## Digital



HealthCare.gov ads:

EN <https://www.youtube.com/watch?v=LNgWXOSBiCk>

SP [https://www.youtube.com/watch?v=-aR0p9\\_FsJI](https://www.youtube.com/watch?v=-aR0p9_FsJI)

## Social



# STATE LEGISLATIVE UPDATE

# STATE UPDATES

The deadline to introduce state legislation for the first year of the 2021-22 legislative session was February 19th. Covered California is tracking numerous bills spanning an array of policy areas including coverage, health care affordability, health information exchange, cost-sharing/benefit mandates, information security, and access to public meetings.

Key bills directly related to Covered California include:

- SB 455 (Leyva) would extend Covered California's emergency rulemaking authority for an additional five years.
- SB 644 (Leyva) would require the Employment Development Department to share specified data with Covered California to enable marketing and outreach to recipients of unemployment benefits.
- AB 1131 (Wood) would require plans and providers to make data available to Covered California, the Department of Healthcare Services, and CalPERS through a network of health information exchanges.



# STATE UPDATES

In addition to policy bills going through the legislature, stakeholders presented budget proposals for consideration. Per advocates, these proposals would:

- Increase affordability assistance in Covered California by extending and repurposing state budget investments to lower or eliminate ever-rising deductibles, guaranteeing zero premiums for those with lower-incomes, and address other inequitable cost-sharing.

# PUBLIC COMMENT

**CALL: (877) 336-4440**

**PARTICIPANT CODE: 6981308**

- ❑ To request to make a comment, press 10; you will hear a tone indicating you are in the queue for comment. Please wait until the operator has introduced you before you make your comments.
- ❑ If watching via the live webcast, please mute your computer to eliminate audio feedback while calling in. Note, there is a delay in the webcast.
- ❑ The call-in instructions can also be found on page two of the Agenda.

**EACH CALLER WILL BE LIMITED TO TWO MINUTES PER AGENDA ITEM**

*NOTE: Written comments may be submitted to [BoardComments@covered.ca.gov](mailto:BoardComments@covered.ca.gov).*

# APPENDICES

# APPENDICES: TABLE OF CONTENTS

- Covered California for Small Business Update
- Service Center Update
- CalHEERS Update
- Service Channel Update

# COVERED CALIFORNIA FOR SMALL BUSINESS

## Group & Membership Update

- ❑ Groups: 8,033
- ❑ Members: 66,504 \*
- ❑ Retention: 88.1%
- ❑ Average Group Size: 7.5 members
- ❑ YTD New Membership Sales 2,962

\*membership reconciled thru 1/31/2021



## Operations Update - March

- ❑ Membership sales are still doing well; however, membership terminations swelled during the month of January which is CCSB's largest renewal month.
- ❑ It is clear many Small Business customers are still struggling to keep their employees covered.

# SERVICE CENTER UPDATE

## **Improving Customer Service**

- Partnered with BSB and CCIT to deploy webcams to all Service Center staff
- Updated Tagalog prompts with new Text to Speech (TTS) services

## **Enhancing Technology Solutions**

- Interactive Voice Recognition (IVR) system updated with front end message advising how to access tax forms

## **Staffing Updates**

- Vacancy rate of 5.5 percent (2021) comparable to prior year of 8.3 percent (2020)

# SERVICE CENTER PERFORMANCE UPDATE

## Comparing February 2021 vs. 2020 Call Statistics

Year	Calls to IVR	Calls Offered to SCR	Abandoned %	Calls Handled	ASA	AHT	Service Level %
2021	341,349	206,390	0.80%	204,649	0:00:14	0:18:36	89.54%
2020	400,641	235,441	6.63%	218,986	0:03:02	0:19:16	57.38%
Percent Change	15% Decrease	12% Decrease	88% Decrease	7% Decrease	92% Decrease	3% Decrease	56% Increase

\*Time formats (H:MM:SS) are not equal to decimals. Time formats must be converted to decimal before performing calculations. (Example 0:15:45 = 15.75)

- The total Calls Offered decreased from 2020 by 12%
- Calls Handled decreased by 7%
- The Abandoned % decreased by 88%
- Service Level increased by 56%.

# QUICK SORT VOLUMES

## February Consortia Statistics

SAWS Consortia	Calls Offered	Service Level %	Calls Abandoned %	ASA
<b>C-IV</b>	374	99.00%	0.00%	00:00:11
<b>CalWIN</b>	750	90.50%	0.92%	00:00:19
<b>LRS</b>	501	96.21%	0.20%	00:00:10

- ❑ SAWS = Statewide Automated Welfare System (consortia). California has three SAWS consortia's to provide service to the counties.
- ❑ C-IV = SAWS Consortium C-IV (pronounced C 4)
- ❑ CalWIN = California Welfare Information Network
- ❑ LRS = formally LEADER = Los Angeles Eligibility Automated Determination, Evaluation and Reporting Systems

## February Weekly Quick Sort Transfers

Week 1	Week 2	Week 3*	Week 4*	Total
2/1 – 2/6	2/7 – 2/13	2/14 – 2/20	2/21 – 2/28	
778	707	665	840	<b>2,990</b>

\* Partial Week – 2/15/21 – Service Centers closed in observance of President's Day

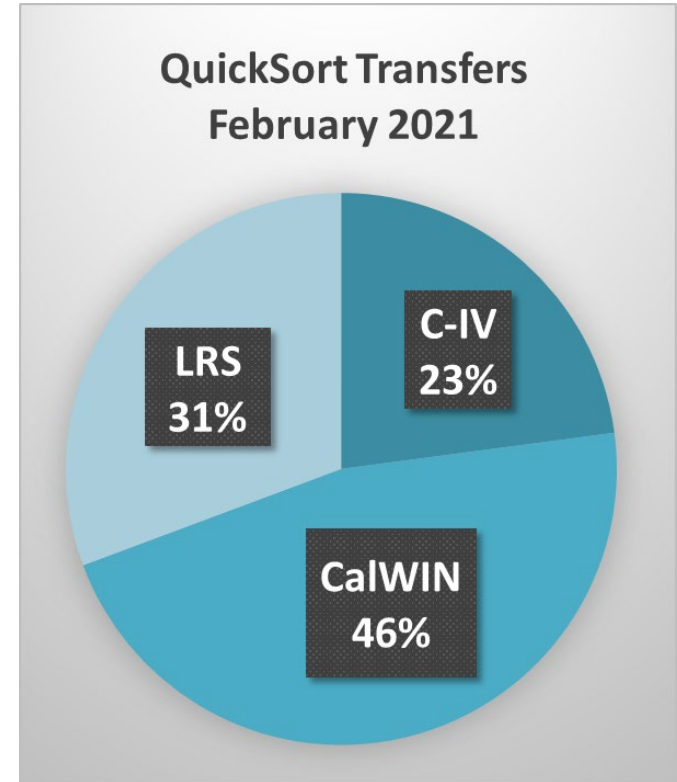
\* Week 4 – 2/23/21 Salesforce issue, new contacts may not have been created

\* Week 4 – Includes Sunday, February 28, 2021



# QUICK SORT VOLUMES

Quick Sort refers to the calculator tool used to determine if a consumer is eligible for CoveredCA or should be referred to Medi-Cal. The tool also determines which consortia the consumer should be referred. This volume represents the total of those transfers.



# CALHEERS UPDATES

- CalHEERS Release 21.2.4 is planned for April 5, 2021 and will include:
  - Changes in support of the recent passage of Proposition 22 to allow consumers working as independent contractors using app-based rideshare and delivery platforms, the ability to print their proof of coverage which includes the months of enrollment.
  - Changes in support of the American Rescue Plan to remove the upper APTC cliff limit of 400% FPL and uses the alternate fair share percentage table to calculate new APTC to determine eligibility for new consumers or those reporting a change.
  
- CalHEERS Release 21.2.5 is planned for April 12, 2021 and will include:
  - Changes in support of the American Rescue Plan to implement batch functionality that will allow redetermination of eligibility for existing consumers that may have been impacted by the contribution percent changes and the removal of the APTC cliff.

# OTHER TECHNOLOGY UPDATES

- Financial Help Tool Pop-up – provides consumers quick answers on subsidy eligibility on specific CoveredCA.com pages.
  
- Breaking News Banner added to Apply page – highlights “Enrollment is still open”. Content can be updated by the Communications team as needed.
  
- Salesforce Service Cloud (February Release)
  - Developed new workspace for Special Project Unit
  - Developed new workspace and process for CCSB Exception

# OUTREACH & SALES ENROLLMENT PARTNER TOTALS

Uncompensated partners supporting enrollment assistance efforts.

ENROLLMENT ASSISTANCE PROGRAM	ENTITIES	COUNSELORS
Certified Application Counselor	257	1,373
Plan-Based Enroller	11	384
Medi-Cal Managed Care Plan	2	26

# OUTREACH & SALES NON-ENGLISH ENROLLMENT SUPPORT

Data as of March 18, 2021

**11,353 Certified Insurance Agents**

- 18% Spanish
- 4% Cantonese
- 5% Mandarin
- 5% Korean
- 4% Vietnamese

**1,150 Navigator: Certified Enrollment Counselors**

- 57% Spanish
- 3% Cantonese
- 2% Mandarin
- 2% Vietnamese
- 1% Korean

**1,373 Certified Application Counselors**

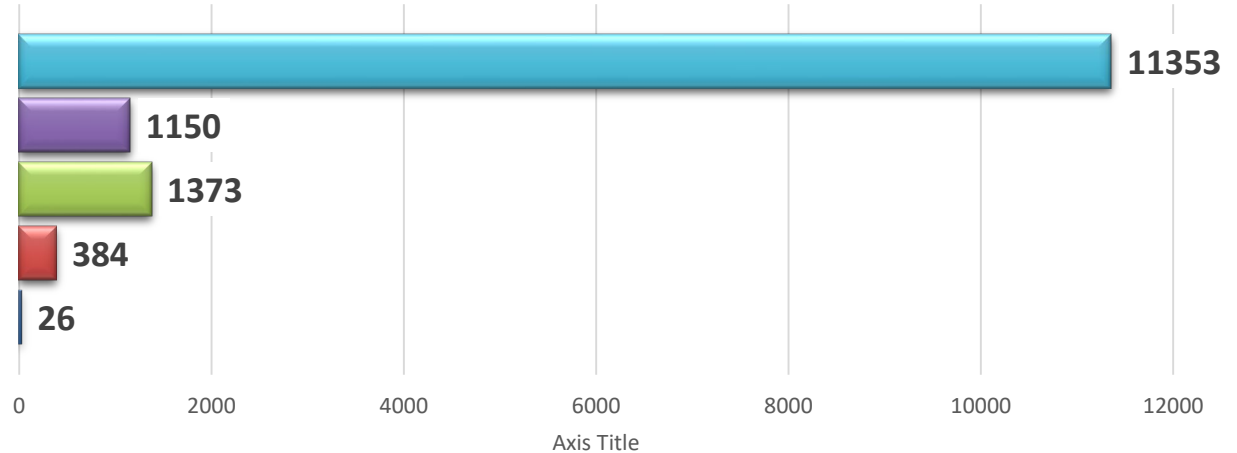
- 50% Spanish
- 3% Cantonese
- 3% Mandarin
- 1% Vietnamese
- 0.4% Korean

**384 Certified Plan Based Enrollers**

- 34% Spanish
- 6% Cantonese
- 3% Mandarin
- 2% Vietnamese
- 0.5% Korean

**26 Certified Medi-Cal Managed Care Plan Enrollers**

- 62% Spanish
- 8% Cantonese
- 0% Mandarin
- 0% Russian



■ Certified Insurance Agents    
 ■ Navigator: Certified Enrollment Counselors    
 ■ Certified Application Counselors    
 ■ Certified Plan Based Enrollers    
 ■ Certified M/C Managed Care Plan Enrollers