



## **EXECUTIVE DIRECTOR'S REPORT**

Peter V. Lee, Executive Director | June 17, 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**

**May 20**

**June 17**

**July 15** *(No meeting)*

**August 19**

**September 16**

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

**November 18**

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

# COVERED CALIFORNIA DATA & RESEARCH

## CONSUMER RESEARCH TO INFORM IMPLEMENTATION OF THE AMERICAN RESCUE PLAN

Katie Ravel, Director, Policy, Eligibility & Research Division

# OVERVIEW OF IN-DEPTH INTERVIEW CONSUMER RESEARCH PROJECT

**Project origin:** Covered California designed a “rapid-cycle” consumer research effort to provide insights for consumer-focused efforts at implementing the American Rescue Plan. The research was conducted by NORC at the University of Chicago and Slosar Research.

**Research objective:** Understanding the opportunities and challenges around getting various consumer segments to respond to a given call to action in the context of the American Rescue Plan.

## **Consumer segments of focus:**

- ❑ Off-exchange consumers – *Primary call to action: Switch to Covered California*
- ❑ Current members enrolled in Bronze – *Primary call to action: Upgrade to another tier*

# OFF-EXCHANGE IN-DEPTH INTERVIEW – RESEARCH APPROACH

## Research Questions

- ❑ How can Covered California inform off-exchange consumers about the new subsidies available through the American Rescue Plan?
- ❑ What are the attitudinal and logistical barriers to getting them to make the switch?
- ❑ How can Covered California increase the likelihood that off-exchange consumers will switch – ASAP or at least eventually?

## Research Participants

- ❑ In-depth interviews with 10 off-exchange consumers likely to benefit from financial help available through the American Rescue Plan. Consumer respondents represented a diverse background in race, ethnicity, age, and household income.
- ❑ In-depth interviews with 6 insurance agents who have an off-exchange book of business and certification to enroll consumers in Covered California.

# TEN KEY TAKEAWAYS FROM IN-DEPTH INTERVIEWS WITH OFF-EXCHANGE ENROLLEES AND AGENTS

1. The opportunity: Off-exchange consumers want to spend less on health insurance.
2. The biggest barrier: They don't think they would ever qualify for financial help or coverage through Covered California.
3. This needs to feel new.
4. It will be difficult to get people to act before Open Enrollment.
5. Carriers are important messengers.
6. For some consumers, health insurance agents are key to both outreach and enrollment.
7. Talking about financial help.
8. Potential savings.
9. Low(er)-hanging fruit: Just make sure they're in the know.
10. Harder-sells: Making it easy is the name of the game.

Findings from "Bringing Off-exchange Consumers to Covered California under the American Rescue Plan." NORC at the University of Chicago and Slosar Research. April 2021. Summary of findings available [here](#).



# BRONZE ENROLLMENT IN-DEPTH INTERVIEW – RESEARCH APPROACH

## Research Questions

- ❑ How can Covered California help members currently enrolled in Bronze plans use the new subsidies available to upgrade to a Silver plan?

## Research Participants

- ❑ In-depth interviews with 16 consumers who were enrolled in Bronze plans through Covered California for 2021. Consumer respondents represented a diverse background in race, ethnicity, age, and household income.
- ❑ In-depth interviews with 8 health insurance agents from across the state. All agent respondents had certification to enroll consumers in coverage through Covered California.

# TEN KEY TAKEAWAYS FROM IN-DEPTH INTERVIEWS WITH COVERED CALIFORNIA BRONZE ENROLLEES AND AGENTS

1. Plan choice objective: find the plan with the lowest monthly premium.
2. Consumers' focus on lower premiums is driven by priorities and budget constraints.
3. Most understand what they've signed up for – but some recent enrollees are less certain.
4. Responses to the “magic wand” question reveal consumers' priorities.
5. Motivations to consider upgrading to another metal tier.
6. Enrolling in Silver is a “no brainer” if it costs the same as Bronze.
7. Not likely to upgrade plans on their own.
8. Consumers are open to the idea of auto-enrollment in Silver but want to retain some agency.
9. What about HSAs?
10. Be mindful of the potential for increased tax liability.

*Note:* IDIs also explored the potential for auto-enrollment into \$1 Silver coverage during renewal

Findings from “Upgrading from Bronze to Silver under the American Rescue Plan: Consumer Perspectives.” NORC at the University of Chicago and Slosar Research.  
June 2021. Summary of findings available [here](#).

# STATE LEGISLATIVE UPDATE

# STATE BUDGET

The Governor has until June 30 to sign the state budget passed by the Legislature on June 14. Notable provisions in the Legislature's Budget include:

- ❑ **One-Dollar Premium Subsidy Program**— Approves the Governor's May Revision proposal to subsidize \$1 per member, per month at a General Fund cost of \$20 million annually allowing consumers to pay a \$0 monthly premium.
- ❑ **Health Care Affordability Reserve Fund**—Sets aside \$333.4 million in a new Health Care Affordability Reserve Fund, to be used by Covered California for affordability programs no earlier than plan year 2023. Requires Covered California to produce a report by January 2022 on the options for use of the funding. The report is to include timelines and operational considerations for implementation.

# STATE BUDGET PROVISIONS

- ❑ **Hospital Discharge Data Sharing** – Requires OSHPD to share hospital discharge data with Covered California for the purposes of improving accuracy of annual premium rate setting
- ❑ **Medi-Cal Coverage to Undocumented Older Adults** – Expand eligibility for full scope Medi-Cal to adults aged 50 and older, regardless of immigration status.
- ❑ **Golden State Stimulus II** – Provides \$8.1 billion in tax rebates to Californians making under \$75,000, including ITIN filers with dependents.
- ❑ **Employee Compensation** – Provides full funding for employee salaries including potential general salary increases which may occur as a result of collective bargaining between CalHR and the unions. CalHR is currently in negotiations with the employee unions regarding these issues.

# TRAILER BILL

- ❑ The administration is proposing trailer bill language to extend Covered California's Emergency Rulemaking Authority for three years until January 2025. This is similar to SB 455 (Leyva) which is no longer moving forward due to a limit on the number of bills each lawmaker can move through the second house.
- ❑ The timing of the passage of trailer bill language is unknown, but is generally done shortly after the passage of the Budget Bill.

# 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: 8,267
- Members: 68,923
- Retention: 88.2%
- Average Group Size: 8.3 members
- YTD New Membership Sales 5,547

\*membership reconciled thru 4/30/2021



## ❑ Operations Update

- Membership sales are doing well, and new employee adds from existing customers are beginning to pick-up in April and May.
- Customers adding new employees for coverage, suggests more small businesses are starting to hire again with the anticipation of better days ahead.

# SERVICE CENTER UPDATE

- ❑ Improving Customer Service
  - Surge vendor assisted with consumer calls on Memorial Day
- ❑ Enhancing Technology Solutions
  - Partnered with Information Technology and several CCA divisions to launch Phase 1 of expanded Live Chat to include CalHEERS assistance
- ❑ Staffing Updates
  - Vacancy rate of 6.6 percent (2021) comparable to prior year of 8.4 percent (2020)

# COMPARING MAY 2021 VS. 2020 & 2019 CALL STATISTICS

Year	Calls to IVR	Calls Offered to SCR	Abandoned %	Calls Handled	ASA	AHT	Service Level %
<b>2021</b>	346,392	204,679	2.76%	198,638	0:01:14	0:19:45	72.83%
<b>2020</b>	383,735	193,338	1.68%	183,496	0:00:41	0:17:24	78.75%
<b>Percent Change</b>	10% Decrease	6% Increase	64% Increase	8% Increase	80% Increase	14% Increase	8% Decrease

Year	Calls to IVR	Calls Offered to SCR	Abandoned %	Calls Handled	ASA	AHT	Service Level %
<b>2021</b>	346,392	204,679	2.76%	198,638	0:01:14	0:19:45	72.83%
<b>2019</b>	251,427	150,460	1.25%	148,268	0:00:29	0:18:52	80.80%
<b>Percent Change</b>	38% Increase	36% Increase	121% Increase	34% Increase	155% Increase	5% Increase	10% Decrease

# COMPARING APRIL 2021 VS. 2020 & 2019 CALL STATISTICS

- ❑ The total Calls Offered increased from 2020 by 6%
- ❑ The total Calls Offered increased from 2019 by 36%
  
- ❑ Calls Handled increased from 2020 by 8%
- ❑ Calls Handled increased from 2019 by 34%
  
- ❑ The Abandoned % increased from 2020 by 64%
- ❑ The Abandoned % increased from 2019 by 121%
  
- ❑ Service Level decreased from 2020 by 8%.
- ❑ Service Level decreased from 2019 by 10%.

# QUICK SORT VOLUMES

## May Consortia Statistics

SAWS Consortia	Calls Offered	Service Level %	Calls Abandoned %	ASA
C-IV	643	93.00%	2.00%	0:00:28
CalWIN	1,121	86.89%	1.52%	0:00:16
LRS	759	83.00%	2.90%	0:00:48

- SAWS = Statewide Automated Welfare System (consortia). California has three SAWS consortia 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

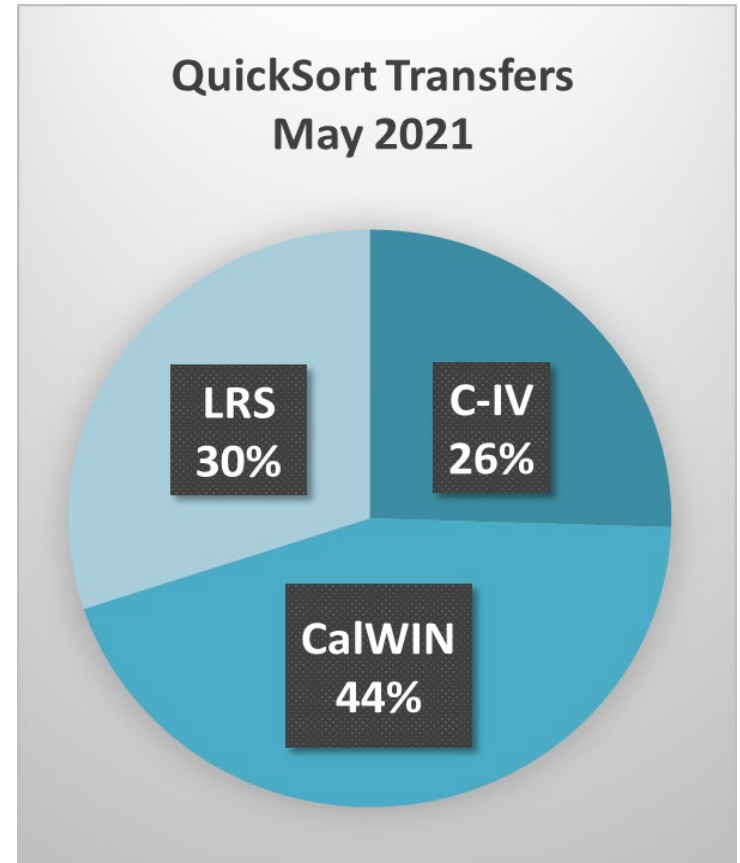
## May Weekly Quick Sort Transfers

Week 1*	Week 2	Week 3	Week 4	Week 5	Total
5/1 - 5/8	5/9 - 5/15	5/16 - 5/22	5/23 - 5/29	5/30 - 5/31	
1,962	2,055	2,566	2,645	110	9,338

\* \*Week 1 includes 8 days, to allow for 5/1/21.

# 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 21.6 is planned for June 21, 2021 and will include changes to:
  - Align with federal and state regulations to examine data sources on a semiannual basis for changes in circumstances in households receiving APTC or CSR.
  - The Eligibility Results Page to remove confusing and contradictory information, display prominent information more clearly and improve overall readability and ease of use.
  - Provide Level 3 Users a special QLE to allow them to define the Eligibility Results period and the Enrollment Coverage start date upon selection without a complex work around.



# CALHEERS UPDATES

- ❑ CalHEERS Release 21.6 continued:
  - Provide a Special Enrollment Period (SEP) reason for a short timeframe to provide consumers utilizing this placeholder the ability to self-serve to enroll in coverage or change their current plan (assuming otherwise eligible) without administrative overrides.
  - Lock the income FPL limit as 139% for APTC eligibility determination for cases where consumers received unemployment income in the benefit year in alignment with the American Rescue Plan.

# CALHEERS UPDATES

- ❑ CalHEERS Release 21.6 continued:
  - Provide CECs with the ability to export all household cases on the Entity's Portal and capture the delegation changes in all enrollments, including terminated, allows Bulk Transfers performed by Broker & Entity Admins for an entire agency, and expands search capabilities for Agents, Entity and CECs.
  - Changes to transition Off-Exchange enrollments to the Exchange so that consumers can take advantage of any premium subsidies or Medi-Cal programs that they may be eligible for as a result of the American Rescue Plan.

## OTHER TECHNOLOGY UPDATES

- ❑ Carrier Microsite Pages with Quick Calculator – Created 11 landing pages for each carrier including a calculator for consumers to estimate savings from switching to an on-exchange plan for each carrier. Go live scheduled for 6/21/21.
- ❑ CiCi – American Recue Plan (ARP) Content – Added a dialog flow for consumers that have questions regarding the ARP
- ❑ CiCi Live Chat – Added additional support topics for consumers through Live Chat. SCRs can now assist with application specific questions.
- ❑ Events Portal Salesforce Integration – Gives the Sales Division and our navigator partners the ability to manage events on our public facing site through Salesforce.

# OUTREACH & SALES ENROLLMENT PARTNER TOTALS

Uncompensated partners supporting enrollment assistance efforts.

ENROLLMENT ASSISTANCE PROGRAM	ENTITIES	COUNSELORS
Certified Application Counselor	254	1,238
Plan-Based Enroller	11	401
Medi-Cal Managed Care Plan	2	26

# OUTREACH & SALES NON-ENGLISH ENROLLMENT SUPPORT

Data as of June 7, 2021

## 11,556 Certified Insurance Agents

18% Spanish  
4% Cantonese  
5% Mandarin  
5% Korean  
4.1% Vietnamese

## 1,029 Navigator: Certified Enrollment Counselors

65% Spanish  
3% Cantonese  
3% Mandarin  
2% Vietnamese  
1% Korean

## 1,238 Certified Application Counselors

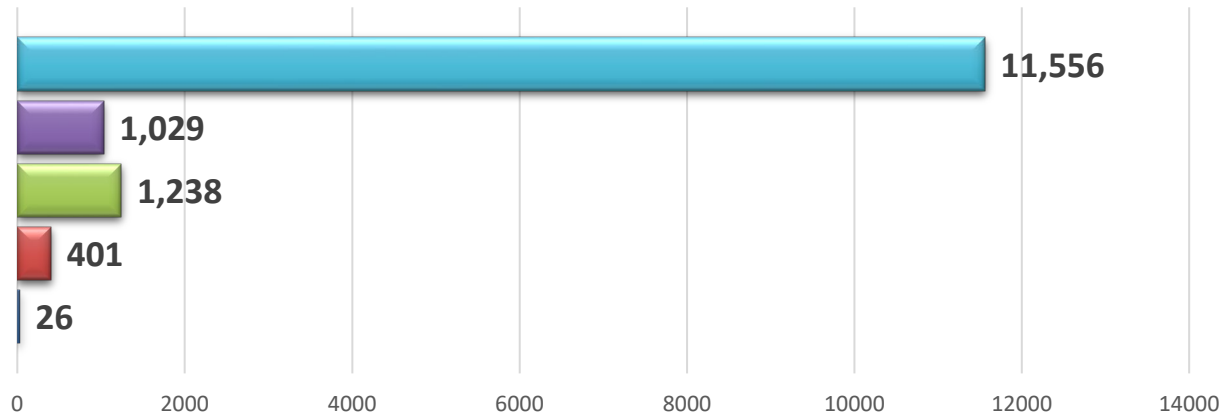
57% Spanish  
4% Cantonese  
2% Mandarin  
1% Vietnamese  
0.5% Korean

## 401 Certified Plan Based Enrollers

34% Spanish  
6% Cantonese  
2% Mandarin  
3% Vietnamese  
1% Korean

## 26 Certified Medi-Cal Managed Care Plan Enrollers

65% Spanish  
8% Cantonese  
0% Mandarin  
4% Tagalog



Axis Title

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