



EXECUTIVE DIRECTOR'S REPORT

Jessica Altman, Executive Director | November 17, 2022 Board Meeting

ANNOUNCEMENT OF CLOSED SESSION

COVERED CALIFORNIA 2022 BOARD MEETING DATES

All meetings will be held at Covered CA Headquarters, 1601 Exposition Boulevard, Sacramento. Unless otherwise notified, meetings will begin at 10:00 am and are held the third Thursday of the month.

December 15 *

**No meeting planned at this time*

COVERED CALIFORNIA 2023 BOARD MEETING DATES

All meetings will be held at Covered CA Headquarters, 1601 Exposition Boulevard, Sacramento. Unless otherwise notified, meetings will begin at 10:00 am and are held the third Thursday of the month.

January 19

February 16

March 9 *

April 20

May 18

June 15

July 20 *

August 17

September 21

October 19 *

November 16

December 21 *

**Possibly no meeting*

EXECUTIVE DIRECTOR'S UPDATE

EXECUTIVE DIRECTOR'S UPDATE

- ❑ Executive Leadership Transitions
- ❑ Open Enrollment!
 - Launch of our 10th open enrollment period
 - Launch of our OE23 marketing campaign
- ❑ State and Federal Updates
 - New state legislation
 - Status of the federal public health emergency
- ❑ Data and Research
 - Covered California efforts to automatically transition enrollees to plans with lower cost-sharing

EXECUTIVE LEADERSHIP TRANSITIONS

GENERAL COUNSEL/CHIEF DEPUTY EXECUTIVE DIRECTOR



Kathy Keeshen - Retiring November 30, 2022; with Covered California since 2013. She has provided sound legal guidance and leadership in shaping Covered California to be a national model.



Brandon Ross – New appointee effective December 1, 2022; current Assistant General Counsel, with Covered California since 2012. His exceptional legal advice and expertise will continue to move Covered California forward navigating complex and novel health care laws.

EXECUTIVE LEADERSHIP TRANSITIONS

CHIEF MEDICAL OFFICER/CHIEF DEPUTY EXECUTIVE DIRECTOR



Alice Hm Chen, M.D. - Leaving November 30, 2022; with Covered California since 2020. She has been a strong voice and national leader on issues facing California, specifically health equity, primary care investment and payment reform, behavioral health, cost/affordability, and data exchange and analytics.

A nationwide search to fill this position will begin in December.

EXECUTIVE LEADERSHIP TRANSITIONS

DEPUTY CHIEF OPERATIONS OFFICER



Lisa Lassetter – Retiring November 30, 2022; with Covered California since 2019. Her leadership and guidance in the administrative services area have supported her teams in finding creative solutions, through the COVID pandemic and beyond.



Darci Haesche – New appointee effective November 1, 2022; previous Deputy Director, Human Resources Branch, with Covered California since 2021. Through her effective leadership, the administrative services teams will continue to seek out opportunities for, and implement, innovative solutions to better meet departmental needs.

OPEN ENROLLMENT 2023

OPEN ENROLLMENT LAUNCH: 10 YEARS STRONG!

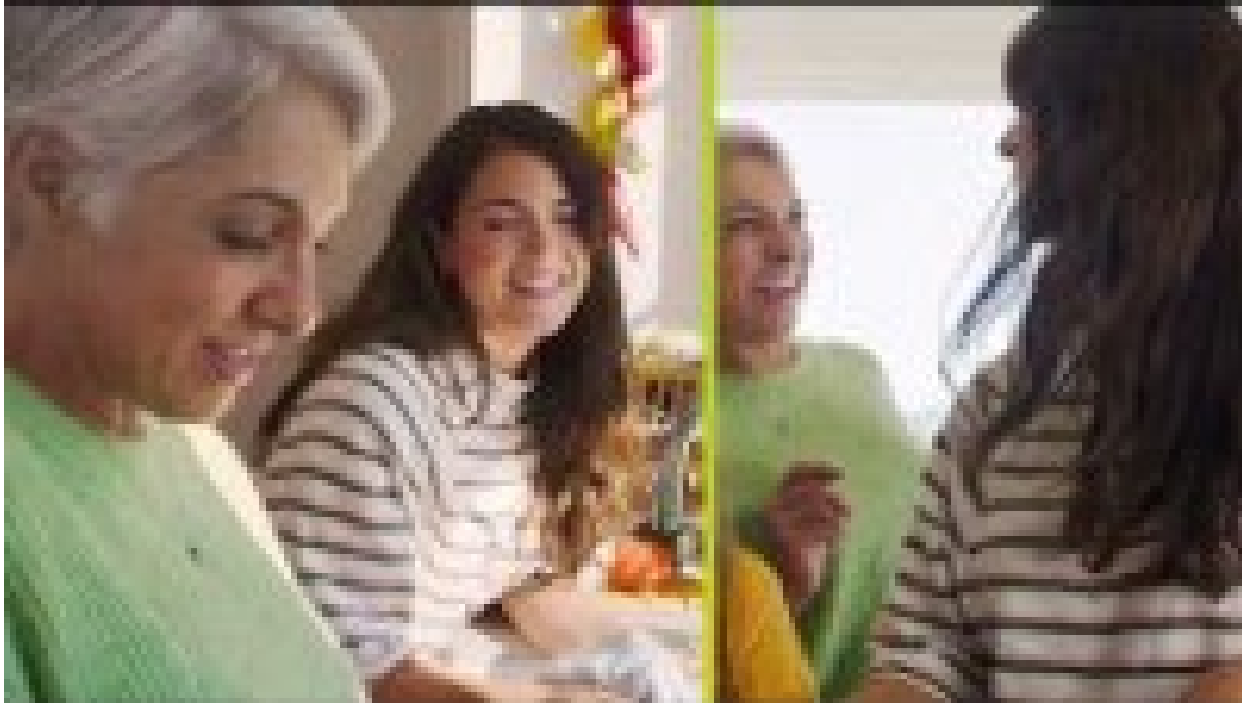
- ❑ **In-Person Media Events in Los Angeles, San Francisco, and Sacramento**
- ❑ **Speakers:**
 - National, state, and local government officials
 - Enrollment partners
 - Covered California enrollees
- ❑ **213 Media Placements**
 - English, Spanish, AAPI, and African American publications across major media markets in the state
- ❑ **Nearly 400 attendees across three events**



OE23 New TV Spot “*For you*”



“For You” *English*



Video Link: [HERE](#)



“Para tí” *Spanish*

Video Link: [HERE](#)



“For You” *Cantonese*

Video Link: [HERE](#)

STATE AND FEDERAL POLICY/LEGISLATIVE UPDATES

STATE LEGISLATIVE OUTCOMES

- ❑ **AB 2530 (Wood, Chapter 695, Statutes of 2022)** – Would require Covered California to offer health insurance to an employee who has lost minimum essential coverage from an employer trust fund because of a strike, lockout, or other labor dispute. The individual would receive the same premium assistance and cost-sharing reductions as an individual with a household income of 138.1% FPL.
- ❑ **SB 1473 (Pan, Chapter 545, Statutes of 2022)** – Would set the annual enrollment period for the individual market from November 1 of the preceding calendar year to January 31 of the benefit year. Would also set the effective date of coverage to be no later than January 1 for those who enroll by December 31 and no later than February 1 for those who enroll in January. This bill also contains provisions regarding coverage of COVID testing and treatment.

STATE LEGISLATIVE OUTCOMES

- ❑ **SB 644 (Leyva, Chapter 983, Statutes of 2022)** – Would require the Employment Development Department to share specific data on beneficiaries with Covered California for the purpose of outreach. Would require Covered California to market and publicize the availability of health care coverage through the Exchange.
- ❑ **SB 967 (Hertzberg, Chapter 170, Statutes of 2022)** – Would require the Franchise Tax Board to include a check box on state tax forms where a taxpayer can indicate interest in low-cost or no-cost health insurance. Would require Covered California to provide outreach to those individuals.

FEDERAL UPDATE – PUBLIC HEALTH EMERGENCY

- ❑ The Biden-Harris Administration has been committed to giving states at least 60-days notice before terminating or ending the PHE. The anticipated date for notice of the end of the current PHE was on November 14, 2022.
- ❑ With no notice provided, the COVID-19 Public Health Emergency (PHE) remains in effect.
- ❑ We anticipate, based on the 90-day previous extensions, that the PHE will continue until **April 2023**.

FEDERAL UPDATE

Covered California continues to lend its expertise to inform critical efforts to advance equity and reduce disparities in health care across the nation.

- ❑ On September 17, Covered California [submitted](#) a comment letter on the U.S. Department of Health and Human Services proposed rule implementing Section 1557 of the Affordable Care Act, which prohibits discrimination in certain health programs and activities. Drawing from California's strong nondiscrimination protections as experience, Covered California supported the reinstatement of nondiscrimination protections previously removed by the 2020 rule and the incorporation of the U.S. Supreme Court's Bostock ruling defining sex discrimination to include sexual orientation gender identity, as well as recommending reporting requirements for civil rights data.

FEDERAL UPDATE

- ❑ On November 4, Covered California responded to a Request for Information (RFI) from the Centers for Medicare and Medicaid Services (CMS) on Promoting Efficiency and Equity within CMS Programs. Covered California's response focuses on important steps needed to identify and collect measurable data to continue to make advancements on health equity and disparities. Responses to this RFI will assist CMS with building solutions that will help close gaps in healthcare quality, access, and outcomes.

COVERED CALIFORNIA DATA AND RESEARCH

BACKGROUND

- ❑ In June 2021, following passage of the American Rescue Plan, Covered California proposed to automatically move eligible bronze enrollees into \$0 Silver 94 plans – the most generous coverage option offered by the marketplace – with their same health insurer and network, an initiative referred to as the bronze to silver crosswalk.
- ❑ Following Board approval, during the 2022 and 2023 renewal period, Covered California crosswalked approximately 8,000 households from bronze to Silver 94 plans.
- ❑ Covered California implements the crosswalk at the start of renewal so enrolled households have ample time to switch back to their old plan. In addition, Covered California provides a tailored notice to inform these consumers about the action Covered California took on their behalf and the benefits of the Silver 94 plan compared to the Bronze plan.

STUDY OF THE 2022 CROSSWALK

Background: Cost Sharing Reduction (CSR) subsidies provide substantial financial protection to low-income marketplace enrollees. But every year, thousands forgo CSR Silver plans for suboptimal alternatives (known as choice errors), paying the same or more for less generous coverage. With the American Rescue Plan's passage, the required contribution for the benchmark silver plan was set to 0% for enrollees under 150% FPL; as a result, enrollment in most bronze plans among CSR Silver 94-eligible enrollees became a choice error.




Design: During the 2022 renewal period, Covered California implemented the bronze to silver crosswalk to reduce choice errors among Silver 94-eligible households in bronze plans. This intervention automatically renewed eligible low-income households in bronze plans into a \$0 net-of-subsidy CSR Silver 94 plan with their same issuer and network in October 2021.

Results: By the end of the 2022 Open Enrollment Period, approximately 93% of households in the crosswalk were in CSR Silver plans.

Implications: The crosswalk resulted in dramatic reductions in choice errors. This has implications for other marketplaces weighing competing approaches to improve plan choice quality among low-income enrollees, including those enrolled in gold or platinum plans who are eligible for CSR Silver benefits.

EXAMPLE OF A CSR CHOICE ERROR

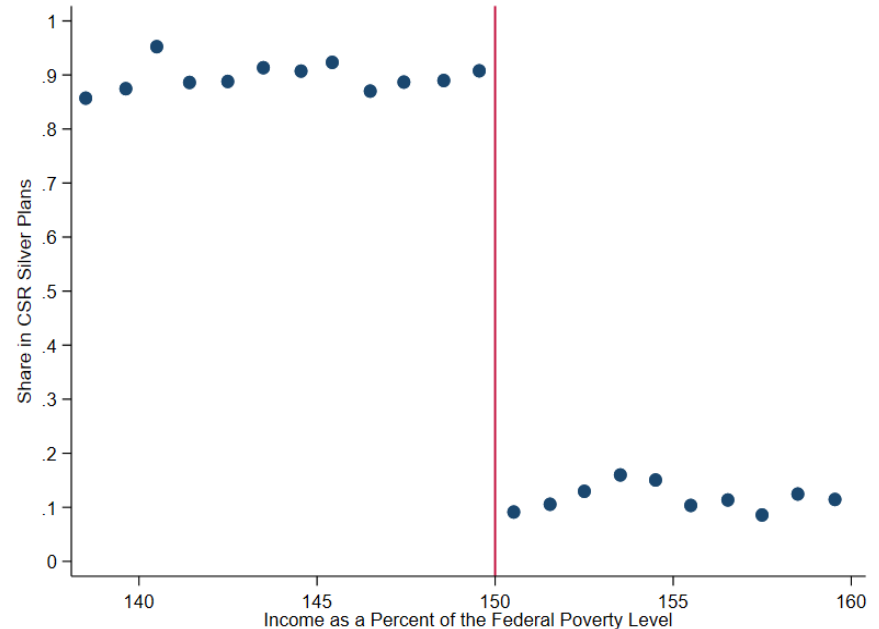
Because the bronze plan provides less actuarial value for the same net-of-subsidy premium, enrolling in the bronze plan instead of the CSR Silver 94 plan would be a choice error.

| | | |
|---|--|---|
|  KAISER PERMANENTE. Silver 94 HMO SILVER HMO CSR \$0.00 monthly premium after \$482.11 monthly savings Primary Care Visits You pay \$5 Generic Drugs You pay \$3 Yearly Deductible \$75 / \$0 (May Not Apply) Total Expense Estimate Lower 🟢 Quality Rating ★★★★★ Provider Search <input type="checkbox"/> COMPARE <input type="button" value="DETAILS"/> <input type="button" value="ADD🛒"/> |  KAISER PERMANENTE. Bronze 60 HMO BRONZE HMO \$0.00 monthly premium after \$381.92 monthly savings Primary Care Visits You pay \$65 Generic Drugs You pay \$18 Yearly Deductible \$6300 / \$500 (May Not Apply) Total Expense Estimate Lower 🟢 Quality Rating ★★★★★ Provider Search <input type="checkbox"/> COMPARE <input type="button" value="DETAILS"/> <input type="button" value="ADD🛒"/> |  KAISER PERMANENTE. Bronze 60 HDHP HMO BRONZE HSA HMO \$0.00 monthly premium after \$380.69 monthly savings Primary Care Visits You pay 0% Generic Drugs You pay 0% Yearly Deductible \$7000 (May Not Apply) Total Expense Estimate Average 🟡 Quality Rating ★★★★★ Provider Search <input type="checkbox"/> COMPARE <input type="button" value="DETAILS"/> <input type="button" value="ADD🛒"/> |
|---|--|---|

CSR SILVER ENROLLMENT IN 2022 AMONG RENEWING HOUSEHOLDS IN BRONZE PLANS IN 2021

- ❑ Among households in bronze plans during the 2021 coverage year, 93.1% of households in the crosswalk were in CSR Silver plans at the end of the 2022 Open Enrollment Period compared to 8.9% of households with incomes above 150% FPL (and thus ineligible for the crosswalk), an 84.2 percentage point difference, or 946%.

Households enrolled in bronze plans in October 2021 who were in CSR Silver plans at the end of the 2022 Open Enrollment Period by Federal Poverty Level



KEY TAKEAWAYS

- ❑ Covered California's bronze to silver crosswalk initiative resulted in less than 10% of low-income households remaining in choice error plans for 2022.
- ❑ Prior research points to substantial inertia in health insurance markets; structural interventions, such as the bronze to silver crosswalk, illustrate one pathway to achieve more complete take-up of CSR Silver plans.
- ❑ With more generous subsidies through the American Rescue Plan and Inflation Reduction Act available through the end of 2025, the crosswalk approach could be extended to other choice error subpopulations, including households in gold or platinum plans eligible for more affordable CSR Silver plans.
- ❑ Additionally, the Plan Choice and Assister Portal (PCAP) project will provide greater ability to highlight higher value plans during the initial shopping experience.

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.

APPENDICES

APPENDICES: TABLE OF CONTENTS

- ❑ Service Center Update
- ❑ California for Small Business Update
- ❑ CalHEERS Update
- ❑ Outreach & Sales Update

SERVICE CENTER UPDATE

Improving Customer Service

- ❑ Started Renewal Activities
- ❑ Celebrated Service Center Customer Service Week
- ❑ Partnered with CCU to ramp up Surge Vendor staffing for OE 2022
- ❑ Post Call Survey (PCS) overall consumer satisfaction 97% for October
- ❑ Added State staff to assist with Live Chats along with the Surge vendor

Enhancing Technology Solutions

- ❑ Partnered with CCIT in replacing Service Center Softphone (end of life) with the new product Jabber
- ❑ Collaborated with CCIT to complete OE messaging updates in IVR

Staffing Updates:

- ❑ Vacancy rate of 6.3 percent (2022) comparable to prior year of 7.4 percent (2021)

SERVICE CENTER UPDATE

Comparing October 2022 vs. 2021 Call Statistics:

| Year | Calls to IVR | Calls Offered to SCR | Abandoned % | Calls Handled | ASA | AHT | Service Level % |
|-----------------------|--------------|----------------------|--------------|---------------|---------------|---------------|-----------------|
| 2022 | 242,830 | 148,987 | 2.33% | 144,052 | 0:01:26 | 0:20:40 | 78.17% |
| 2021 | 274,759 | 173,698 | 1.27% | 169,139 | 0:00:26 | 0:20:44 | 84.77% |
| Percent Change | 12% Decrease | 14% Decrease | 83% Increase | 15% Decrease | 231% Increase | 0.3% Decrease | 8% Decrease |

- ❑ The total Calls Offered decreased from 2021 by 14%
- ❑ Calls Handled decreased from 2021 by 15%
- ❑ The Abandoned % increased from 2021 by 83%
- ❑ Service Level decreased from 2021 by 8%

SERVICE CENTER UPDATE – QUICK SORT VOLUMES

October Weekly Quick Sort Transfers:

| Week 1* | Week 2 | Week 3 | Week 4 | Week 5** | Total |
|---------------|---------------|---------------|---------------|---------------|-------|
| 10/01 - 10/08 | 10/09 - 10/15 | 10/16 - 10/22 | 10/23 - 10/29 | 10/30 - 10/31 | |
| 1,291 | 1,219 | 1,356 | 1,452 | 324 | 5,642 |

*Week 1 includes Saturday, October 1, 2022

**Partial Week

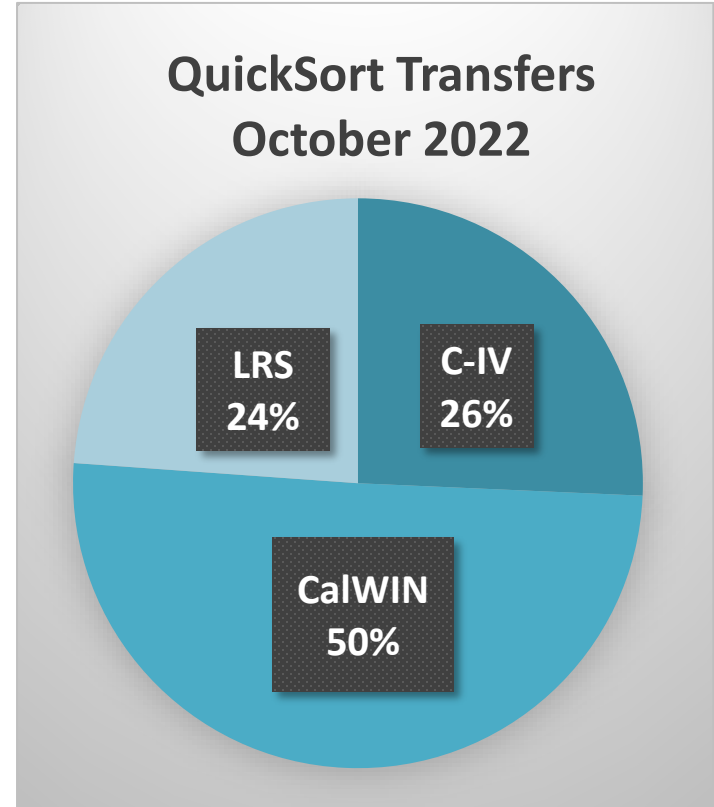
October Consortia Statistics:

| SAWS Consortia | Calls Offered | Service Level % | Calls Abandoned % | ASA |
|----------------|---------------|-----------------|-------------------|---------|
| C-IV | 887 | 93.35% | 1.58% | 0:00:20 |
| CalWIN | 1,741 | 89.95% | 0.45% | 0:00:18 |
| LRS | 824 | 96.00% | 0.49% | 0:00:49 |

- ☐ 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

SERVICE CENTER UPDATE – 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.



COVERED CALIFORNIA FOR SMALL BUSINESS

- ❑ Group & Membership Update:
 - Groups: 8,803
 - Members: 78,797
 - Average Group Size: 8.9 members
 - YTD New Sales: 9,126

**membership reconciled through 10/14/2022*



CALHEERS UPDATE

- ❑ CalHEERS Feature Release 22.12 is planned for December 12, 2022, and will include:
 - Changes to print and mail the Federal IRS 1095 (original, voids, correction) and notices for the year 2022. State FTB 3895 forms (voids, correction) for years prior to 2022.
 - Expanding the existing Interactive Voice Response (IVR) SB260 Opt In/Opt Out functionality for Auto Plan Selection (APS) to Covered CA Chat Bot.
 - Addition of Banner Message on Other Health Coverage page of the CalHEERS Portal informing consumers of Employer-Sponsored Insurance (ESI) Affordability changes related to affordability calculations.

COVEREDCA.COM UPDATES

- ❑ Content Updates for Open Enrollment (OE) – Updated homepage hero image, heading and subheading.
- ❑ Quick Calculator Update – Added a new drop down to allow consumers to get premium estimates for 2022 and 2023. Updated the plan rates and Federal Poverty Level (FPL) data used for the calculations.

OUTREACH & SALES ENROLLMENT PARTNER TOTALS

Uncompensated partners supporting enrollment assistance efforts

| ENROLLMENT ASSISTANCE PROGRAM | ENTITIES | COUNSELORS |
|---------------------------------|----------|------------|
| Certified Application Counselor | 270 | 1,580 |
| Plan-Based Enroller | 12 | 474 |
| Medi-Cal Managed Care Plan | 3 | 43 |

OUTREACH & SALES NON-ENGLISH ENROLLMENT SUPPORT

Data as of November 7, 2022

12,248 Certified Insurance Agents

18% Spanish

9% Chinese

4% Vietnamese

5% Korean

19% Other Languages

1,330 Navigator: Certified Enrollment Counselors

57% Spanish

4% Chinese

1.9% Vietnamese

1.1% Korean

6.3% Other Languages

1,580 Certified Application Counselors

48% Spanish

4.1% Chinese

1.3% Vietnamese

.46% Korean

4% Other Languages

474 Certified Plan Based Enrollers

24.6% Spanish

6% Chinese

2.15% Vietnamese

1.3% Korean

3.2% Other Languages

43 Certified Medi-Cal Managed Care Plan Enrollers

51% Spanish

2.3% Chinese

0% Vietnamese

0% Korean

2.3% Other Languages

