



EXECUTIVE DIRECTOR'S REPORT

Jessica Altman, Executive Director | November 16, 2023 Board Meeting

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 – *No Meeting*

March 9

April 20

May 18

June 15

July 20

August 17

September 21

October 19 – *No Meeting*

November 16

December 21 *

**Possibly no meeting*

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January 18

February 15

March 21 *

April 18

May 16

June 20

July 18 *

August 15

September 19

October 17 *

November 21

December 19 *

**Possibly no meeting*

EXECUTIVE DIRECTOR'S UPDATE

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- ❑ Open Enrollment 2024
- ❑ State and Federal Updates
- ❑ Data and Research
 - DHCS and Covered California Updates on Continuous Coverage Unwinding

OPEN ENROLLMENT UPDATE

OE24 COMMS LAUNCH – BRIDGING THE GAP

Statewide kickoff events in Los Angeles, San Francisco, San Diego, Fresno, and Sacramento

Featured speakers:

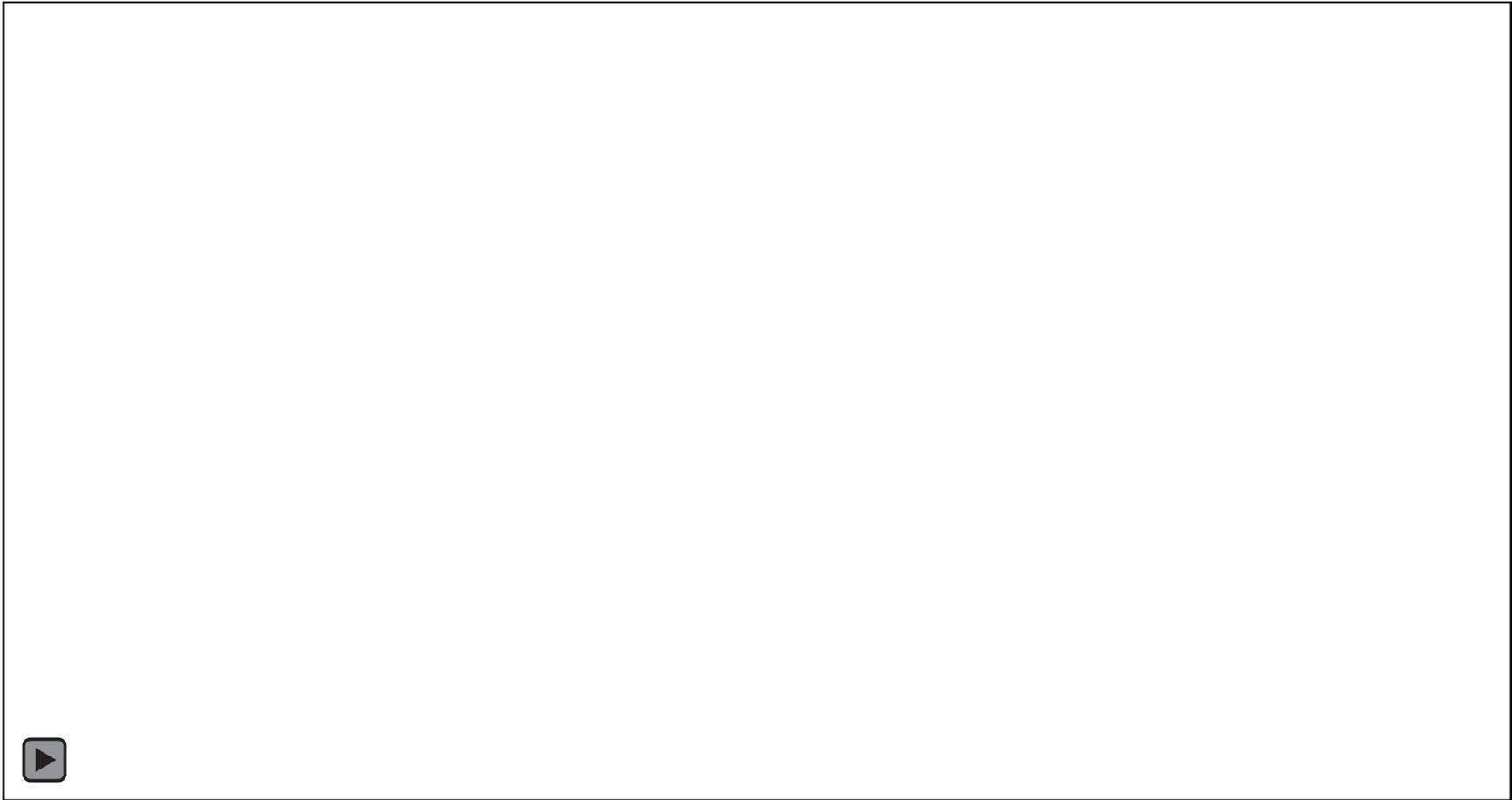
- ❑ State and local elected officials and offices
- ❑ Covered California board members and executives
- ❑ Advocates and community leaders
- ❑ Navigators and enrollers

Robust coverage in diverse and multicultural media

- ❑ AAPI, Black/AA, Spanish

Strong interest in health equity messaging from reporters





OE24 MARKETING UPDATE: TV / VIDEO

“For You” [Covered California Open Enrollment 2024 - YouTube](#)



“Open Enrollment for Health Coverage in 2024” https://youtu.be/J7OlxMgPQ_g



OE24 MARKETING UPDATE: WHAT'S NEW

- ❑ Paid Social Media for English & Spanish Audiences
- ❑ Spanish TV Integration
- ❑ Tailored Spanish Purchase Email List
- ❑ Expand media buy audience to include Medi-Cal to Covered California transitioners



OE24 MARKETING UPDATE: CSR MESSAGING

Digital Display

**more help
to lower
OUT-OF-POCKET COSTS.**

COVERED CALIFORNIA

This way to health insurance.

Print

COVERED CALIFORNIA

NOW IT'S POSSIBLE TO GET QUALITY HEALTH INSURANCE FOR \$10/month.

Covered California is a free service from the state that has already helped millions of people like you get and pay for health insurance, and we offer:

- Financial help to lower the monthly cost of health coverage.
- Even more help to lower copays and deductibles.
- All brand-name plans include doctor visits, prescriptions and emergency care, plus free preventive care.

Enroll by December 31 to be covered by January 1.
CoveredCA.com | 800.375.8355

This way to health insurance.

Native Display

12 Ways to Recover Joy in Your Life

ADVERTISEMENT - CONTINUE READING BELOW

Now you can get even more help for health insurance

SPONSORED BY COVERED CA

Many Californians will see additional cost savings for health care, with lower copays for doctor visits, prescriptions, and emergency care.

SMART SKINCARE

The Best Eye

Now you can get even more help paying for health insurance

SPONSORED BY COVERED CA

This year, many Californians will see additional cost savings for health care, with lower copays for doctor visits, prescriptions, and emergency care.

Social Media

Covered California Sponsored

Covered California is a free service to help you get covered through a quality health insurance company. Plus, there's more financial help this year. Enroll by December 31.

get a quality health plan

WITH A MONTHLY PREMIUM AS LOW AS \$10 A MONTH.

aetna **CVS Health.** **Balance** **health net**

coveredca.com
Financial help available
Enroll by December 31 [Learn more](#)

Like Comment Share

STATE AND FEDERAL POLICY/LEGISLATIVE UPDATES

STATE LEGISLATION

The deadline for Governor Newsom to sign, take no action, or veto legislation introduced during the 2023 Legislative Session was October 14, 2023. Bills of interest with action taken by the Governor include:

- ❑ **SB 595 (Roth, Chapter 492, Statutes of 2023):** This bill clarifies and enhances existing law which enables Covered California to receive specified tax filer information from the Employment Development Department for the purposes of marketing and outreach. Adds consumer protective provisions regarding data exchange between the departments, as well as information security requirements. **SIGNED**
- ❑ **SB 635 (Menjivar):** This bill would have, starting January 1, 2025, required health insurance carriers to cover hearing aids for enrollees under the age of 21. Limits coverage to \$3000 per hearing aid and prohibits hearing aids from being subject to deductibles and copays. If the coverage requirement exceeds Essential Health Benefits under the Affordable Care Act, cost defrayal by the state will be required. **VETOED**

FEDERAL UPDATE

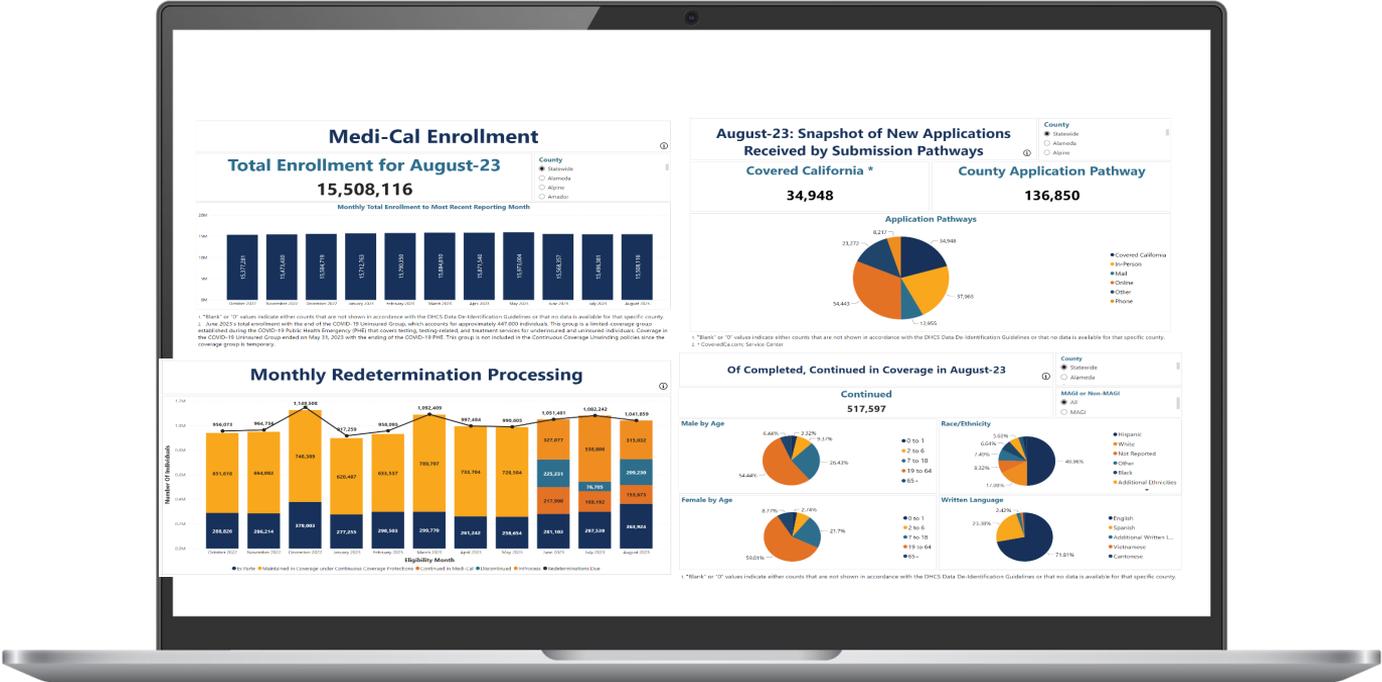
- ❑ Covered California continues to monitor the status of the U.S. Department of Health and Human Services (HHS) proposed rule expanding access to health care for Deferred Action for Childhood Arrivals (DACA) recipients.
- ❑ Released in April, the [proposed rule](#) seeks to amend the definition of lawfully present to include DACA recipients, making these individuals eligible to enroll in a Qualified Health Plan and receive financial assistance through the marketplace. Covered California submitted a [comment letter](#) in support of the proposed rule and highlighted how it aligns with the core principles of the Affordable Care Act by ensuring that health care remains accessible and affordable to those who need it most.
- ❑ While HHS originally anticipated implementing the proposed rule before open enrollment for 2024 coverage, it currently remains under regulatory review and has not been finalized.

DATA AND RESEARCH

Medi-Cal Continuous Coverage Unwinding Update

Thursday, November 16, 2023

Medi-Cal Continuous Coverage Unwinding Dashboard



» Continuous Coverage Unwinding Dashboard

Redetermination Outcomes

	June 2023	July 2023	August 2023
Enrollment			
Monthly Enrollment	15.6 million	15.5 million	15.5 million
Number of new applications received	143,069	142,052	171,798
Newly Enrolled in Medi-Cal for the first time	53,836	63,443	72,569

Continued Redetermination Outcomes

	June 2023	July 2023	August 2023
Redeterminations			
Number redeterminations due	1.05 million	1.08 million	1.04 million
Percentage returned renewal packets for review or completed through ex parte	81%	80%	82%
Number of disenrollments as a result of renewals	225,231	76,705 ¹	209,320
Percentage disenrolled (of total redeterminations due)	21%	7% ²	20%
Ex parte percentage	27%	25%	35%

¹ 76,705 Medi-Cal members (7 percent of July redeterminations) were disenrolled for not returning information or because they were determined ineligible; disenrollments occurred on August 1 and would be tracked separately since the redetermination month would be the same. This would not be reflected in August's data. DHCS will report final July disenrollment rates in late November 2023.

² Historically, California has seen a reinstatement rate of approximately 4 percent over the 90-day cure period. Medi-Cal members who were disenrolled in July have until October 30, 2023, to return needed information to have their coverage restored. DHCS anticipates the final disenrollment rate in July 2023 to be reduced by approximately 4 percent after the 90-day cure. DHCS will report on this final rate in late November 2023.

Continuous Coverage Unwinding Outreach Efforts



Keep Your Community Covered Resources Hub

- » DHCS launched the Keep Your Community Covered Resources Hub to support collaboration in this effort.
- » Download and share resources in all **19 threshold languages**.



Keep your community covered.



Keep Your Medi-Cal

CAMPAIGN

Keep Your Medi-Cal

DESCRIPTION

The California Department of Health Care Services (DHCS) is conducting a statewide public information, education, and outreach campaign to raise awareness about the return of the annual Medi-Cal eligibility renewals and encourage Medi-Cal members to take steps to keep themselves and their families covered.

To promote collaboration with community groups in this effort, DHCS created the Keep Your Community Covered Resource Hub with outreach materials in **English**. Simply select from the tabs below to download and share graphics, flyers, videos, and access specific audience resources. These materials can be customized and are designed to help Medi-Cal members take steps to keep their health coverage.

Important: clicking on the file names will immediately begin downloading the files.

General Messaging Resources	Social Media Graphics	Print Materials	
Media Outreach Resources	Videos	For IHSS Recipients	For Uninsured Group
For Providers	For Managed Care Plans (MCPs)	For Schools and Families	
For Older Californians	For Employers		

ADDITIONAL DOWNLOADABLE ASSETS & HOUSED MEDIA

English Communications Toolkit	English Renewal Message Guide
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Mantenga Su Medi-Cal

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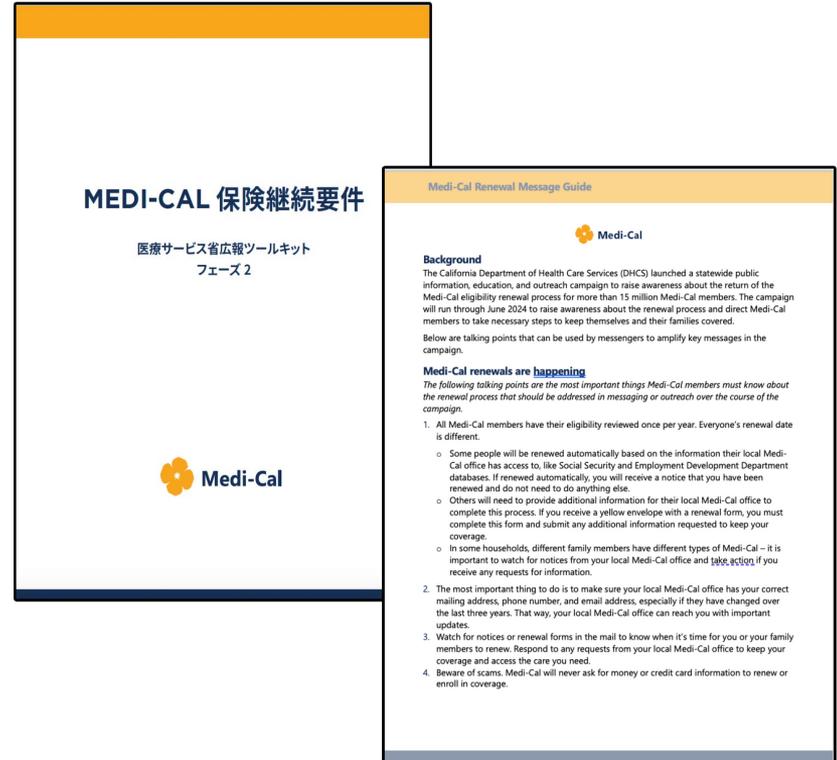
To promote collaboration with community groups in this effort, DHCS created the Keep Your Community Covered Resource Hub with outreach materials in **Spanish**. Simply select from the tabs below to download and share graphics, flyers, videos, and access specific audience resources. These materials can be customized and are designed to help Medi-Cal members take steps to keep their health coverage.

Important: clicking on the file names will immediately begin downloading the files.

General Messaging Resources	Social Media Graphics	Print Materials
Media Outreach Resources	For Uninsured Group	Videos

General Messaging Resources

- » The Phase 2 toolkits include messaging for landing pages, call centers, emails, and much more.
- » A new messaging provides easy-to-reference messages about:
 - Renewal process
 - Updating contacting information
 - Completing a renewal form
 - What happens once their renewal form is submitted
 - Transition to Covered California



Social Media Graphics

GOT MEDI-CAL?



Look for important renewal info.



DON'T LOSE YOUR COVERAGE.

Got Medi-Cal Tweet

Medi-Cal renewals are starting! If your contact info has changed in the last three years, log into your Medi-Cal account to update it. Then look for renewal info in the mail and respond right away to keep your coverage. Find where to update your info at [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org)

 Post

Take action to keep your Medi-Cal!



Watch for an important renewal letter coming soon.

Take Action FB Post Copy

Make sure Medi-Cal can reach you. Visit [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org) to learn how to log in and check that Medi-Cal has your current contact information – and update it if you need to.

 Post to timeline

MEDI-CAL MEMBERS:

Act now to keep your coverage.



Get in-person help to renew your Medi-Cal.



已经参加 MEDI-CAL?

请留意重要的续保信息。



不要失去您的保险。

ការបន្ត MEDI-CAL ឡើងវិញ កំពុងចាប់ផ្តើម។

ធានាថា អ្នកអាចរក្សា ការធានារ៉ាប់រងរបស់អ្នក។



Print Materials

- » Customizable flyers, poster, and palm card are available in 19 threshold languages.
- » You can add a logo and contact information using free Adobe Reader.
- » To add your organization's logo, click on the grey mountain icon and upload your logo.
- » There is also a text box to add contact information.

How to Update Your Contact Information for Medi-Cal

Your local Medi-Cal office will contact you when it is time for you to renew your coverage. If your information changes, update your account or let your local Medi-Cal office know right away. Update your contact information so you don't miss any important information about your Medi-Cal.

Three ways to update your contact information

- ONLINE**
 - This is the fastest way to check and update your information.
 - You can log in or create an account through [BenefitsCal.com](#).
 - If you don't know which system to use, visit [KeepMediCalCoverage.org](#) for help.
- BY PHONE**
 - You can call your local Medi-Cal office.
 - Find your local Medi-Cal office's phone number at [KeepMediCalCoverage.org](#). Select "Find my local Medi-Cal office" from the menu.
 - Have your information ready before you call.
- IN PERSON**
 - You can visit your local Medi-Cal office.
 - Find your local Medi-Cal office. Select "Find my local Medi-Cal office" from the menu.
 - Bring your new information that you will be using.

You can also contact an Enrollment Navigator for additional help. Visit [KeepMediCalCoverage.org](#) and select "Find local help."

Medi-Cal

Tuav koj tus kheej thiab koj tsev neeg li ntawv pov hwm mus ntxiv.

Xyuas kom zoo seb koj tej ntawv ntawv kev tiv tauj puas tseem yog li qub lossis hloov lawm.

Medi-Cal pov hwm ntxiv yam kev kho mob toem ceeb rau koj thiab koj tsev neeg sws li kev mus ntxiv tus kev kho mob, cov ntawv siv (shuaij noj), tshaj shuaij tiv thav sab mob, kev kho sab ntawv, thiab maw yam miv. Ces yog tas koj muaj Medi-Cal, nco ntsoov ua ntawv ntawv puas mus ntxiv thaum toog koj.

Ohia puas kev tiv tauj
Ohia toog tej yam Hnouv tshab uas Hnouv sws li koj lub npe, chaw nyob, xov tooj, thiab tus email, es koj lub tsev xoom qhaub thaj tiv tauj rau koj.

Xyuas tej ntawv xa tuaj rau koj
Tsev xoom qhaub yuav xa li tsab ntawv tuaj qhia koj paub toog koj li kev muaj npe tau Medi-Cal li qum koj yuav tau ua daim ntawv rov tso npe dua. Yog tias koj tau daim ntawv rov tso npe dua, xa tuaj haav kev xa ntawv, haav xov tooj, nra tuaj tim ntsej tim muag, lossis xa haav online kom thaj li tias daim koj li ntawv pov hwm.

Taim lossis xyuas koj tus as khvaj nyob hauv online
Koj tuaj yeem tso npe kom tau tsais xov vem qhia paub toog koj cov ntawv ntawv. Taim lossis ntawv mus rau haav koj tus as khvaj los baas, cov ntawv ceeb toem noj koj xa tuaj daim ntawv rov tso npe dua hauv online lossis thov tej ntawv ntawv nyob hauv online los tau thiab.

Ua kom tiav koj daim ntawv rov tso npe dua (yog tias koj tau txais)
Yog tias koj tau daim ntawv rov tso npe dua, xa koj cov ntawv tuaj haav kev xa ntawv, haav xov tooj, nra tuaj tim ntsej tim muag, lossis xa haav online kom thaj li tias daim koj li ntawv pov hwm.

Yog xav paub ntxiv thiab yuav kho tshab koj tej ntawv ntawv sib tiv tauj li cas, mus rau [KeepMediCalCoverage.org](#)

Medi-Cal

Videos

- » Detailed How-To explaining the step-by-step renewal process. This is perfect for lobbies and waiting rooms.
- » Short videos made for social media and advertising, including “Take Care” and “Stay Covered”.

**Top 3 things
to know about
Medi-Cal renewal.**



**Las 3 cosas más importantes
que debe saber sobre
la renovación de Medi-Cal.**



يحافظ برنامج
Medi-Cal
تأمينك وتأمين
عائلتك.



អ្នកត្រូវផ្តល់ព័ត៌មានដែលបានស្នើសុំ
ដើម្បីដឹងថាតើ អ្នកនៅតែមានលក្ខណៈសម្បត្តិសម្រាប់
Medi-Cal ឬយ៉ាងណា។



Tailored Audience Resources

- » Tailored resources for specific audiences and outreach partners, including In-Home Supportive Services (IHSS), Managed Care Plans (MCP), Providers, Schools and Families, and older Californians.

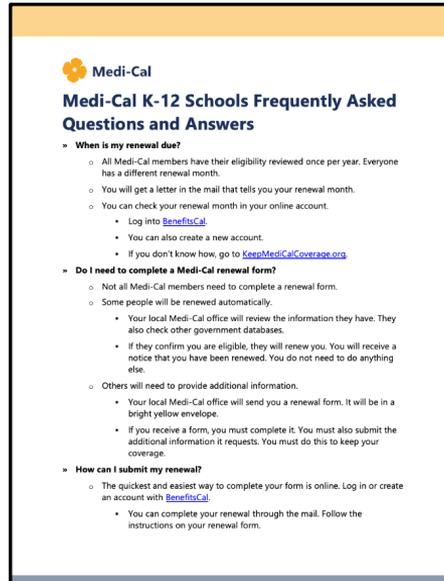


Renewals are happening!



Do You Take Care of a Child with Medi-Cal?
Do you take care of a child with Medi-Cal? Renewals are happening! If you get a yellow renewal envelope, reply to stay covered. If a member is not automatically renewed, they will receive their envelope two months before their renewal date. Learn more at [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org).

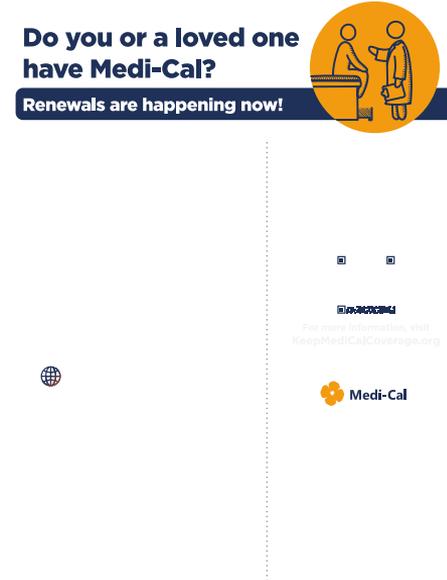
 [Post to timeline](#)



 **Medi-Cal**

Medi-Cal K-12 Schools Frequently Asked Questions and Answers

- » **When is my renewal due?**
 - o All Medi-Cal members have their eligibility reviewed once per year. Everyone has a different renewal month.
 - o You will get a letter in the mail that tells you your renewal month.
 - o You can check your renewal month in your online account.
 - Log into [BenefitsCal](https://www.BenefitsCal).
 - You can also create a new account.
 - If you don't know how, go to [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org).
- » **Do I need to complete a Medi-Cal renewal form?**
 - o Not all Medi-Cal members need to complete a renewal form.
 - o Some people will be renewed automatically.
 - Your local Medi-Cal office will review the information they have. They also check other government databases.
 - If they confirm you are eligible, they will renew you. You will receive a notice that you have been renewed. You do not need to do anything else.
 - o Others will need to provide additional information.
 - Your local Medi-Cal office will send you a renewal form. It will be in a bright yellow envelope.
 - If you receive a form, you must complete it. You must also submit the additional information it requests. You must do this to keep your coverage.
- » **How can I submit my renewal?**
 - o The quickest and easiest way to complete your form is online. Log in or create an account with [BenefitsCal](https://www.BenefitsCal).
 - o You can complete your renewal through the mail. Follow the instructions on your renewal form.



Do you or a loved one have Medi-Cal?

Renewals are happening now!




For more information, visit [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org)



Questions?

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Yingjia.Huang@dhcs.ca.gov



MEDI-CAL TO COVERED CALIFORNIA ENROLLMENT PROGRAM

SEPTEMBER 2023

KEY PERFORMANCE INDICATORS

as of 11/07/2023

Indicates data not yet settled

Medi-Cal to Covered California Transition Data						
By Month Marketplace Eligibility Begins*	Metric	2023	July	August	September	October
Medi-Cal Transitions eligible in CalHEERS	<i>E1</i>	574,540	34,995	47,657	282,621	209,267
Medi-Cal Transitions with plan selection**	<i>A1</i>	94,174	10,097	11,92	35,602	36,550
<i>Auto Plan Selections***</i>	<i>A4</i>	88,019	9,426	10,711	32,981	34,901
Effectuated Coverage After Auto Plan Selection	<i>A7</i>	24,306	2,916	3,735	9,233	8,422
<i>Effectuated after APS - Eligible for \$0 Silver plan</i>	<i>A10</i>	34%	32%	36%	36%	33%
<i>Effectuated after APS - Switched out of default plan</i>	<i>A11</i>	30%	31%	30%	29%	32%
Effectuation Rate After Auto Plan Selections	<i>A12</i>	28%	31%	35%	28%	24%
<i>Effectuation rate among APS - eligible for \$0 plan</i>	<i>A13</i>	29%	33%	40%	30%	24%

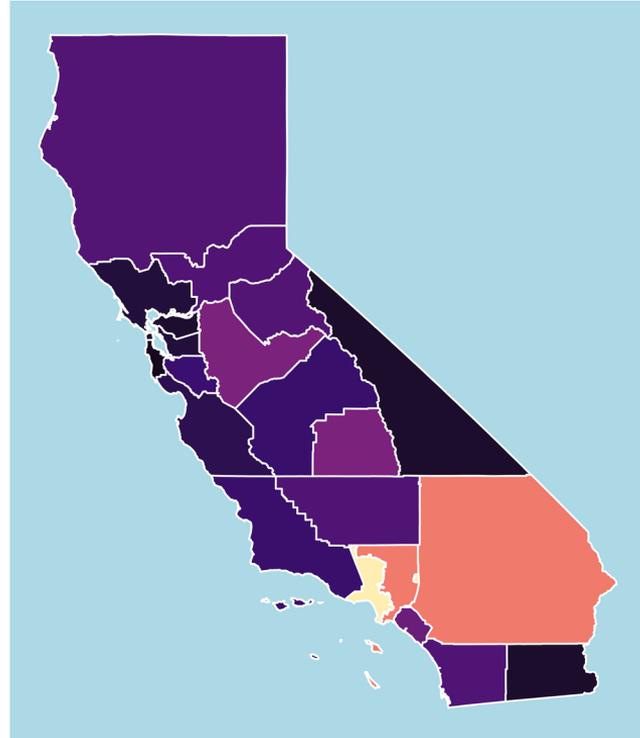
* Data excludes any consumers with Medi-Cal redetermination, initially found marketplace eligible, but who returned to Medi-Cal eligibility before losing coverage.

** Includes plan selections by individuals who do not qualify for subsidies and members who were automatically added to an existing family enrollment.

*** A subset of Medi-Cal Transitions with a plan selection. Indicates that consumer received an automatic plan selection when first transitioning from Medi-Cal. Includes consumers who were automatically added to an existing enrollment in the same household, and includes those who later switched into a different plan after auto plan selection.

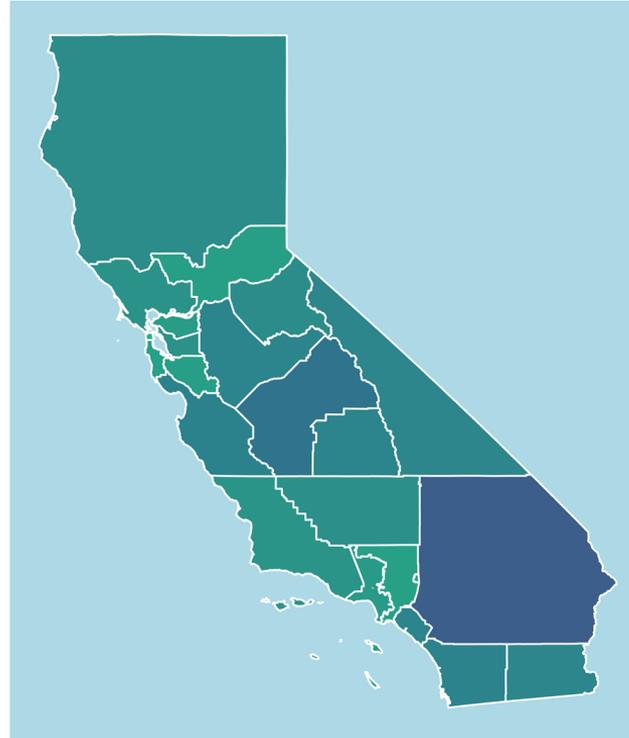
EFFECTUATION HOT SPOTS: RATING REGION

Eligible individuals per rating region



Count 0 5000 10000

Effectuation rates per rating region



Rate 0.00 0.25 0.50 0.75 1.00

- ❑ Region 17 (San Bernardino, Riverside) has the lowest effectuation rate, with 15% compared to the state average of 25%.
- ❑ This region holds the second-highest number of eligible individuals (9,231) of all regions.
- ❑ The second lowest rate occurs in region 11 (Madera, Fresno, Kings) with 19%.

EFFECTUATION HOT SPOTS: RACE AND ETHNICITY

Medi-Cal Transitioners Receiving Automatic Plan Selection (APS) by Race/Ethnicity*

- Effectuation remains highest among Asian Americans.

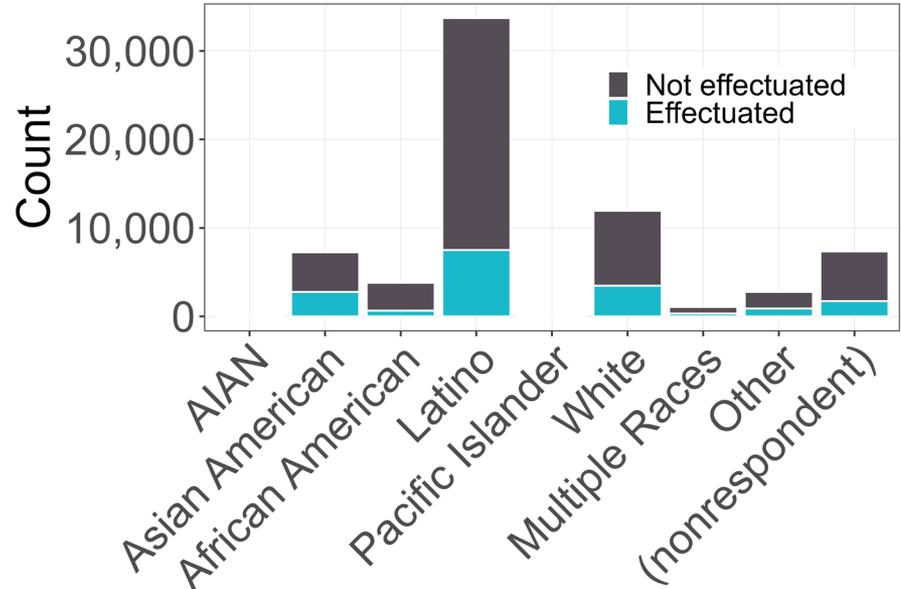
	Medi-Cal Transitioners w/ APS	Effectuation rate
American Indian or Alaska Native	79	23 %
Asian American	3,637	47 %
Black or African American	2,035	25 %
Latino	17,357	31 %
Native Hawaiian or Other Pacific Islander	72	8 %
White	6,192	41 %
Multiple Races	532	41 %
Other	1,462	46 %
(nonrespondent)	3,804	30 %
Total	35,170	35 %

* Table pools data with September and October eligibility start months.

EFFECTUATION HOT SPOTS: RACIAL GROUPINGS

- The biggest opportunity for gains in effectuation lie with the Latino consumer group.

Medi-Cal Transitioners Receiving Automatic Plan Selection, by Race/Ethnicity*
(showing effectuation outcome)

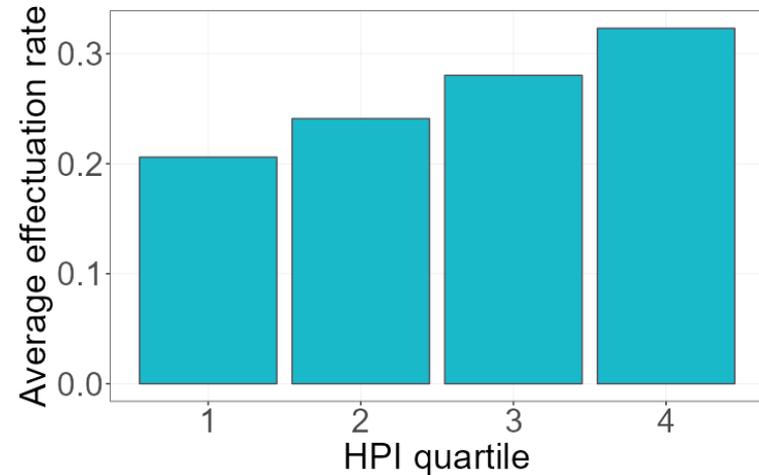


* Bar graph pools data with September and October eligibility start months.

EFFECTUATION HOT SPOTS: HEALTHY PLACES INDEX

- Effectuation rates are lower in disadvantaged communities. The Healthy Places Index (HPI) and HPI indicators for education, economy, and healthcare access are strong predictors of plan effectuation even after accounting for individuals' income.*

Effectuation Rates Among Medi-Cal Transitioners Receiving Automatic Plan Selection, by Healthy Places Quartile based on Census Tract



* The Healthy Places Index is a composite index of community well-being developed by the Public Health Alliance of Southern California. The overall score is computed out of weighted domain scores, with economy and education as most influential domains. A higher score (and a higher quartile) indicates a place with greater well-being.

EFFECTUATION HOT SPOTS: IMPLICATIONS FOR QUALITATIVE RESEARCH

- ❑ As part of ongoing consumer research during the PHE Unwind, Covered California plans to conduct qualitative research to better understand why consumers are not taking up coverage and going uninsured following loss of Medi-Cal coverage.
- ❑ Demographic and hot spot analyses provide insight for recruitment strategies for upcoming consumer interviews who received an automatic plan selection but are now uninsured.
- ❑ Early insights from the hot spot analyses could focus recruitment among:
 - Consumers residing in low HPI zip codes, as well as the Central Valley and San Bernardino/Riverside counties
 - Black or African Americans and Latino consumers

MEDI-CAL TO COVERED CALIFORNIA OUTBOUND CALL CAMPAIGN OVERVIEW

- ❑ Previous experiments with outbound calls show their effectiveness on coverage take-up, with prior experience during Open Enrollment showing that receiving a call increased enrollment by 2.7 percentage points (or 22.5%) overall.
- ❑ To test the effectiveness of outbound calls on take-up among Medi-Cal transitioner population who had received an automatic plan selection (APS), the Service Center began conducting multiple outbound call campaigns in August.
- ❑ Each campaign focuses on a different population:
 - August: \$0 premium cases, English only, after loss of Medi-Cal
 - September: \$0 and >\$0 premiums, Spanish only, after loss of Medi-Cal
 - September: \$0 and >\$0 premiums, English and Spanish, first call *before* loss of Medi-Cal
 - October: \$0 premiums, English and Spanish, after APS cancellation and before end of SEP

POPULATIONS INCLUDED IN EACH OUTBOUND CALL CAMPAIGN

- ❑ While variations in premium amount, language, and start date varied with each campaign, the general inclusion criteria:
 1. Were automatically enrolled under SB 260 functionality with pending enrollment status
 2. Had English or Spanish as preferred spoken language
 3. Had a valid cell or home phone number
 4. Did not have an agent delegation

- ❑ Case lists were pulled the week prior the start of an outbound call campaign, and households were randomly assigned to a control or treatment group.

- ❑ The Service Center team manually conducted up to two calls to each household included in the treatment arm, and, if possible, left messages for consumers who could not be reached.

OUTBOUND CALL EFFECTUATION RESULTS

Campaign	Run period	APS Start Month	Language	Premium Amount	Cases (treatment & control)	Effect of treatment assignment on effectuation	Effect of treatment receipt on effectuation
Pilot	08/22/23-08/25/23	August	English	\$0	1,250	6.1pp	20pp
Spanish language	09/11/23-09/27/23	September	Spanish	\$0	1,356	11.1pp	25.8pp
Spanish language	09/11/23-09/27/23	September	Spanish	>\$0	1,785	Results not statistically significant	
Prior to loss of Medi-Cal	09/18/23-10/13/23	October	English & Spanish	\$0	3,495	5.4pp	15pp
Prior to loss of Medi-Cal	09/18/23-10/13/23	October	English & Spanish	>\$0	7,103	Results not statistically significant	
October SEP	10/17/23-Ongoing	September	English & Spanish	\$0	3,203	2.6pp	Analysis in progress

We cannot precisely estimate effect of outbound calls among cases with premiums greater than \$0, due to small sample size and potentially small effect size.

OUTBOUND CALL EARLY TAKEAWAYS

- ❑ For many consumers, particularly those eligible for a \$0 plan and Spanish speakers, outbound calls are an effective mechanism for boosting take-up among the SB 260 auto plan-selected consumers.
- ❑ Ongoing campaigns will allow us to understand subgroup effects, as well as more precisely measure the impact among consumers whose APS plan has a premium greater than \$0.
- ❑ While calls for consumers during their SEP are underway, preliminary results indicate that calls placed during the first coverage month of a consumers' APS plan are most effective at increasing take-up.

LOOKING AHEAD AND NEXT STEPS

- ❑ Automatic enrollment in 2024 benefit designs and new lowest cost Silver plans will begin next week. Early results – along with first survey results – will be presented in January.
- ❑ Covered California is adapting tactics in response to early data on coverage take up among Medi-Cal transitioners:
 - Expanding media buy audience segments for open enrollment to include consumers transitioning from Medi-Cal to ensure this audience receives broader open enrollment message as well as the tailored Medi-Cal transitioner message.
 - Continuing to test and refine outbound call campaigns to optimize effectiveness by subgroup (e.g., preferred language, income).
 - Testing direct outreach messages to optimize effectiveness. New testing of region-specific outreach messages will begin in December.
 - Enrollment partners engaging to help their Medi-Cal enrollees transition to Covered California by working reports sent each month of their members who are scheduled to transition.
 - Prominently integrating "Find Local Help" feature into the online enrollment portal for Medi-Cal transitioners who would benefit from assistance from Covered California Navigators and Agents. This new feature will be available in February.
 - Working with Inland Empire Health Plan – the 2024 lowest cost Silver plan in Region 17 – to identify strategies to address low effectuation.
- ❑ Covered California will be releasing a Request for Information to understand vendor capabilities to integrate and scale our outbound outreach efforts (i.e., email, text messaging and outbound calls).

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 2024

Enhancing Technology Solutions

- ❑ Partnered with CCIT to train Quality Assurance on Speech Analytics features for Verint QA system.

Staffing Updates

- ❑ Vacancy rate of 7.0 percent (2023) comparable to prior year of 6.8 percent (2022)

SERVICE CENTER UPDATE

Comparing October 2023 vs. 2022 Call Statistics

Year	Calls to IVR	Calls Offered to SCR	Abandoned %	Calls Handled	ASA	AHT	Service Level %
2023	302,080	197,573	3.76%	188,501	0:02:42	0:21:22	73.15%
2022	242,830	148,987	2.33%	144,052	0:01:26	0:20:40	78.17%
Percent Change	24% Increase	33% Increase	61% Increase	31% Increase	88% Increase	3% Increase	6% Decrease

- ❑ The total Calls Offered increased from 2022 by 33%
- ❑ Calls Handled increased from 2022 by 31%
- ❑ The Abandoned % increased from 2022 by 61%
- ❑ Service Level decreased from 2022 by 6%

SERVICE CENTER UPDATE – QUICK SORT VOLUMES

October Weekly Quick Sort Transfers:

Week 1	Week 2	Week 3	Week 4	Week 5	Total
10/01-10/07	10/08 - 10/14	10/15 - 10/21	10/22 - 10/28	10/29 - 10/31	
1,406	1,372	1,369	1,532	694	6,373

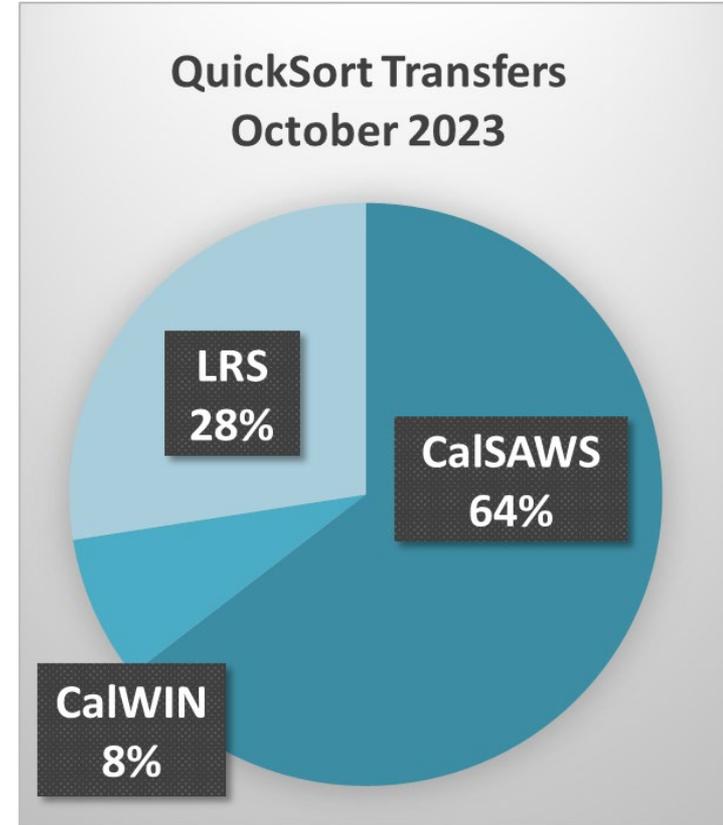
October Consortia Statistics:

SAWS Consortia	Calls Offered	Service Level %	Calls Abandoned %	ASA
CalSAWS	2,501	90.72%	3.60%	0:00:33
CalWIN	313	90.42%	0.32%	0:00:30
LRS	1,067	89.69%	0.66%	0:00:15

- SAWS = Statewide Automated Welfare System (consortia). California has three SAWS consortia's to provide service to the counties.
- CalSAWS = California SAWS Consortium (formally C-IV)
- 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: 8,811
- ❑ Members: 76,300
- ❑ Average Group Size: 8.6
- ❑ YTD New Sales: 6765

**membership reconciled through 10/14/2023*



CALHEERS UPDATES

CalHEERS Release 23.12 is planned for December 11, 2023. This update includes enhancements such as:

- ❑ **Print & Mail updates for IRS and FTB Forms:** Federal IRS 1095 and State FTB 3895 forms (voids, corrections) for years prior to 2023.
- ❑ **Enroller Portal Agency and Entity Improvements:** Added new features to improve the onboarding process and internal Admin operations.
- ❑ **Admin Portal Screen Improvements:** Streamlined the Admin Portal Screens to help SCRs access case information more effectively and efficiently, reducing their manual workload.

OTHER TECHNOLOGY UPDATES

- ❑ Help on Demand
 - Updated the look and feel to match the web site for a seamless user experience for consumers.
- ❑ Find an Enroller
 - Consumers will be able to easily find an enroller in their own neighborhood on our web site.
- ❑ Plan Management and EQT HBEX updated site
 - Consumers will be able to easily find an enroller in their own neighborhood on our web site.

OUTREACH & SALES ENROLLMENT PARTNER TOTALS

Uncompensated partners supporting enrollment assistance efforts

ENROLLMENT ASSISTANCE PROGRAM	ENTITIES	COUNSELORS
Certified Application Counselor	215	1185
Plan-Based Enroller	13	511
Medi-Cal Managed Care Plan	3	39

OUTREACH & SALES NON-ENGLISH ENROLLMENT SUPPORT

Data as of October 5, 2023

11,613 Certified Insurance Agents

- 18.7% Spanish
- 9.6% Chinese
- 4.0% Vietnamese
- 4.7% Korean

1,146 Navigator: Certified Enrollment Counselors

- 60.9% Spanish
- 4.2% Chinese
- 1.7% Vietnamese
- 1.2% Korean
- 6.4% Other Languages

1,185 Certified Application Counselors

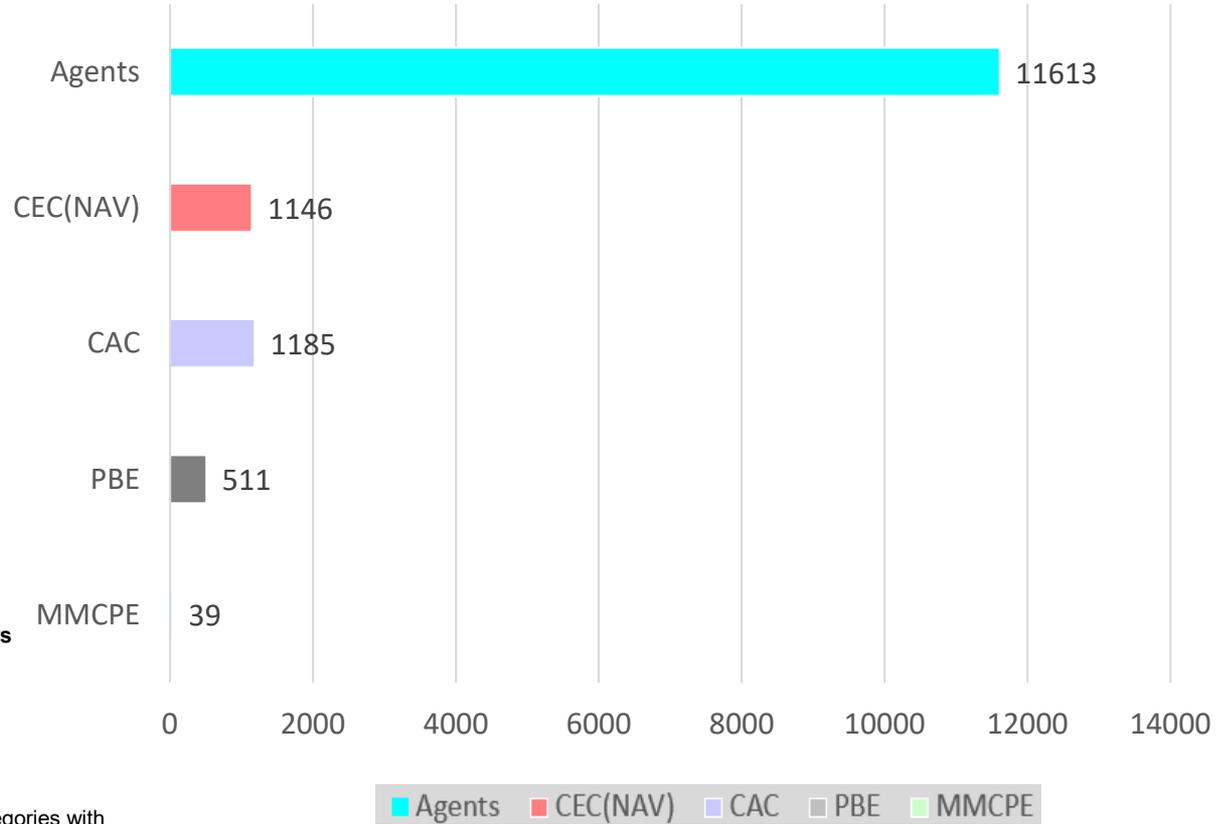
- 52.6% Spanish
- 4.6% Chinese
- 1.4% Vietnamese
- .5% Korean
- 4.4% Other Languages

511 Certified Plan Based Enrollers

- 25.0% Spanish
- 4.1% Chinese
- 1.4% Vietnamese
- .6% Korean
- 2.2% Other Languages

39 Certified Medi-Cal Managed Care Plan Enrollers

- 53.8% Spanish
- 0% Chinese
- 2.6% Vietnamese
- 0% Korean
- 0% Other Languages



Note: The chart does not display a color bars for categories with minimal data.