



EXECUTIVE DIRECTOR'S REPORT

Jessica Altman, Executive Director
February 20, 2025 Board Meeting

Welcome, Sumi!



Thank you, Kate!



EXECUTIVE DIRECTOR'S UPDATE

COVERED CALIFORNIA 2025 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 16

February 20

March 20 *

April 17

May 15

June 26

July 17 *

August 21

September 18

October 16 *

November 20

December 18 *

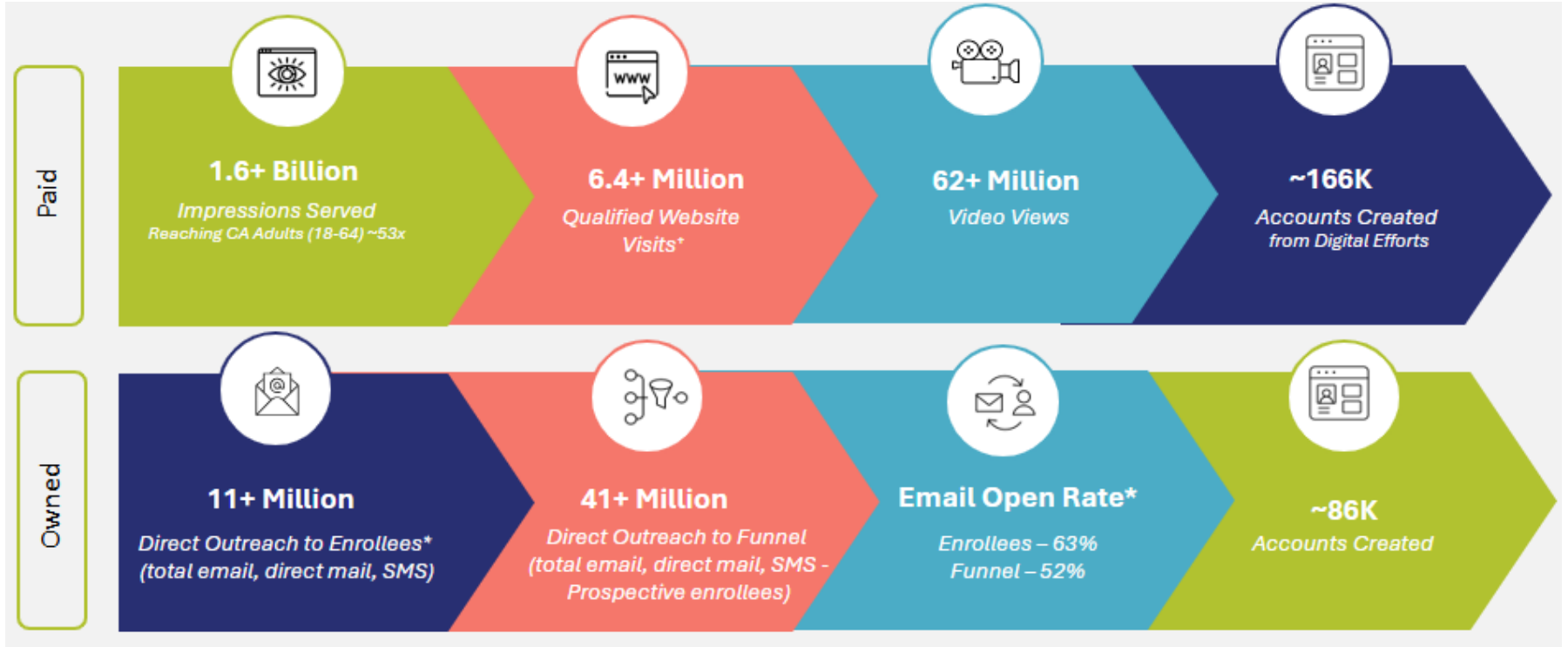
**Possibly no meeting*

EXECUTIVE DIRECTOR'S UPDATE

- ❑ Open Enrollment Update
- ❑ State and Federal Policy/Legislative Update

2025 OPEN ENROLLMENT

STRONG FINISH! MARKETING CAMPAIGN DROVE ENROLLMENT ACTIONS



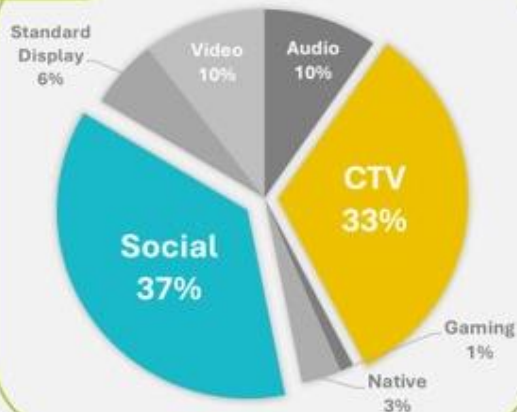
- Data Sources: Marketing Email Tableau Dashboard and Digital Paid Media Dashboard
- +Qualified visit is when someone lands on our website for at least 10 seconds per 24-hour period.
- *Email Open Rates are above the industry standard of 37%.

DIGITAL CHANNELS HELPED NUDGE CONSUMERS ALONG THEIR ENROLLMENT JOURNEY

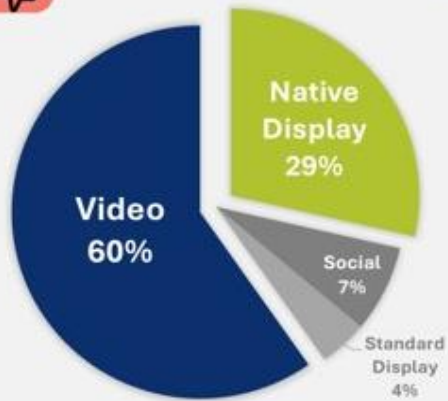
A diverse channel mix is necessary to engage prospective consumers along their enrollment journey as some channels excel in driving awareness metrics while others excel in driving conversions.



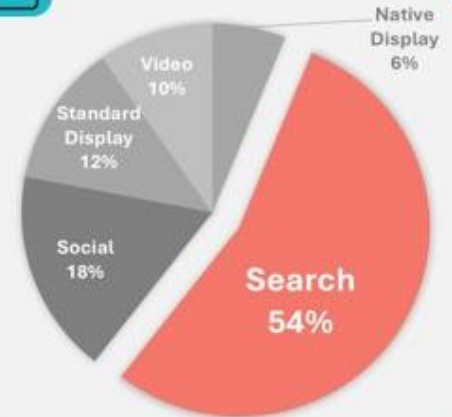
Awareness (Impressions)



Consideration (Site Traffic)



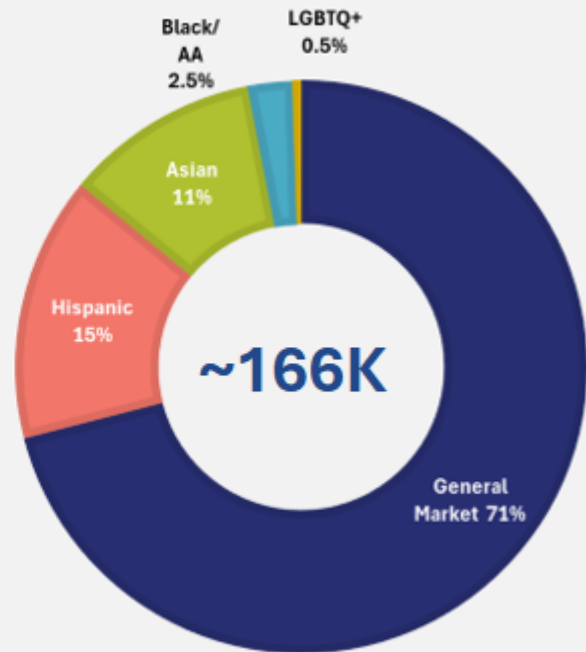
Decision (Account Creations)



Account Creations are unique visitors in each channel buy that have clicked "submit" through the application process
All channel share metrics are being reported based on the channel buy associated with the KPI

MULTI-SEGMENT ADVERTISING DROVE ENROLLMENT ACTIONS ACROSS KEY AUDIENCE SEGMENTS

- General Market campaign contributed 71% of trackable Account Creations.
- While the rest of the segments combined drove 29%, we know from research that these consumers prefer to convert with assistance via an agent and/or over the phone.
- And, because Paid Search makes up over half of our Account Creations, it is very likely that a user in the smaller segments could have converted via the English search ad.



POST CAMPAIGN RESEARCH TO EVALUATE ADVERTISING RECALL TO HELP INFORM FUTURE WORK

Methodology

- ✓ Quantitative online survey in English & Spanish
- ✓ Fielding: February – March 2025
- ✓ Report: April 2025
- ✓ Audience groups:
 - Uninsured, Subsidy Eligible (138-600% FPL)
 - Insured
 - Covered California members
 - Employer Sponsored Insurance

Research Goal

- ✓ Assess OE25 :30 TV/Video ads to evaluate breakthrough
- ✓ Assess actions taken and/or change in behavior
- ✓ Advertising impact on health insurance decision making
- ✓ Inform future advertising efforts





**COVERED
CALIFORNIA**

2025 OPEN ENROLLMENT Comms Campaign



Community Health and Well-Being

Let's Talk Health

CAMPAIGN STRATEGY

- Launched the “Let’s Talk Health” initiative aimed to improve the health literacy of all Californians and reach the remaining uninsured.
- Collaborated with health literacy experts to provide culturally relevant messaging and educational materials in multiple languages, using simplified language and terms.
- Developed a campaign landing page on CoveredCA.com with health literacy resources.
- Partnered with the California State Library to reach communities across California.



COVERED CALIFORNIA



Let's Talk Health

KEY EVENTS ACROSS THE STATE

- Covered California executed a statewide general and ethnic media tour to encourage the remaining uninsured to sign up for health insurance.
- Media events spanned from Redding to San Diego, in 8 counties across the state.
- Events focused on health literacy, reaching diverse communities, and bringing awareness to regional chronic health conditions.



2025 OPEN ENROLLMENT DATA

TOTAL NET PLAN SELECTION TRENDS – HIGHEST OPEN ENROLLMENT EVER

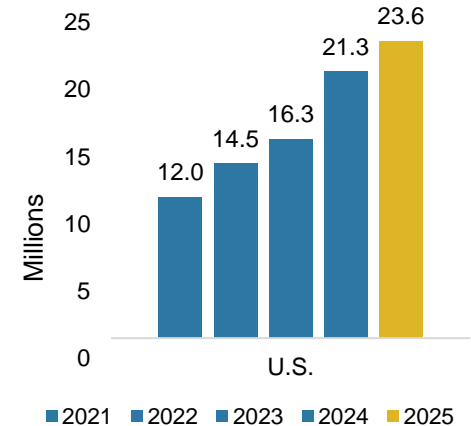
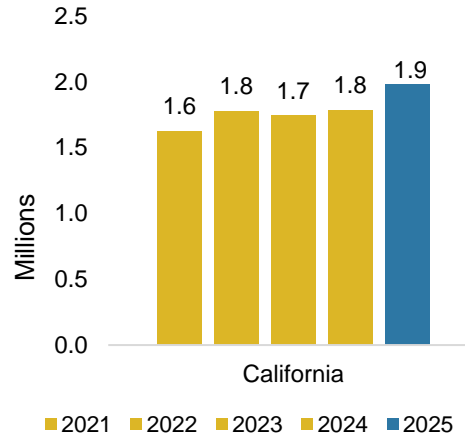
- ❑ In the 2025 Open Enrollment Period, more than 1.97 million Californians selected a Covered California plan for 2025 – the highest count yet for an Open Enrollment.
- ❑ New sign-ups have increased by 13% compared to last year.

Net Plan Selections	2023	2024	2025	Diff.	
	(Count)	(Count)	(Count)	(2025 v 2024)	
New Enrollment	263,320	306,382	345,711	39,329	13%
Renewals	1,476,040	1,478,271	1,633,793	155,510	11%
Total Plan Selections	1,739,360	1,784,653	1,979,504	194,839	13%

MARKETPLACE ENROLLMENT INCREASES NATIONALLY

- ❑ Plan selections for Open Enrollment total more than 1.9 million for 2025, an 11% increase over the prior year.
- ❑ Enrollment in the federal marketplace through HealthCare.gov increased by 12% with 23.6 million total plan selections, nearly 4 million new sign-ups and 20 million renewing consumers.
- ❑ The Federally-facilitated Marketplaces (FFMs) have experienced significant growth in sign-ups in recent years, with a 78% rise over three years.

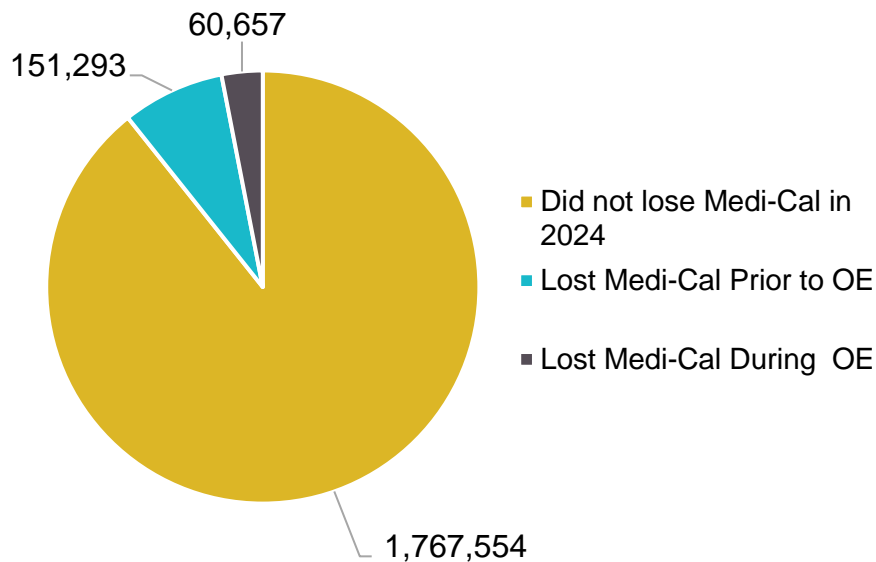
Net Marketplace Plan Selections: California & HealthCare.gov



MEDI-CAL TRANSITIONERS CONTRIBUTE TO GROWTH IN ENROLLMENT THROUGHOUT THE YEAR

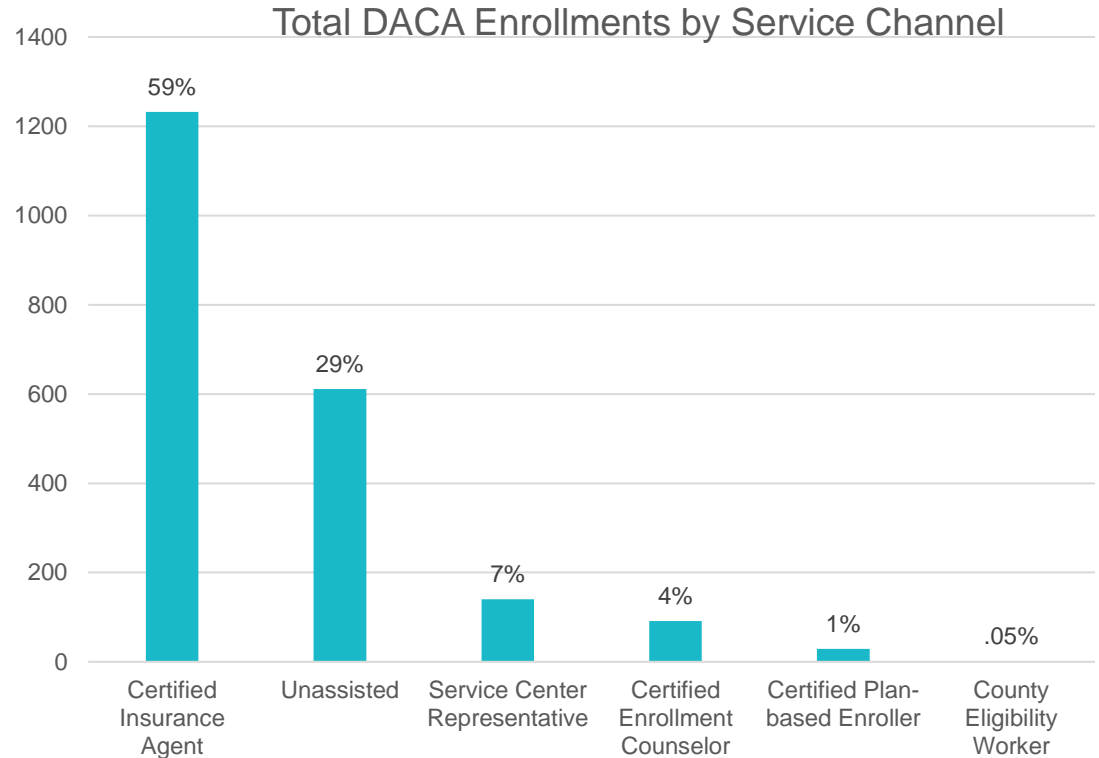
- ❑ Consumers moving from Medi-Cal to Covered California continue to increase enrollment throughout the year.
- ❑ More than 210,000 Open Enrollment consumers (11%) lost Medi-Cal at some point during the year or during the Open Enrollment period.
- ❑ About two-thirds of this group (151,293) lost Medi-Cal during the 2024 plan year, while another third (60,657) lost Medi-Cal during Open Enrollment.

Open Enrollment Plan Selections by Prior Medi-Cal Status



DACA RECIPIENTS ARE NEWLY ELIGIBLE FOR MARKETPLACE COVERAGE

- ❑ Beginning November 1, 2024, DACA recipients were newly eligible to enroll in marketplace coverage.
- ❑ Over the course of Open Enrollment, more than 2,100 DACA recipients took up coverage for 2025.
- ❑ Nearly 3 in 5 DACA recipients who enrolled did so with the help of an agent or broker – similar to the share for the overall population of new plan selections during Open Enrollment.



Net plan selections through January 31st, 2025.

TRENDS FOR NEW SIGN-UPS – INCOME

Two in five new sign-ups had incomes under 200% of the Federal Poverty Level (FPL), increasing from 112,200 in 2024 to 135,500 in 2025, a year-over-year increase of 21%.

INCOME	2023		2024		2025		2025 v. 2024	
	Enrollees	Column %	Enrollees	Column %	Enrollees	Column %	Difference	% Change
150% FPL or less	39,840	15%	33,640	11%	42,634	12%	8,994	27%
150% FPL to 200% FPL	53,890	20%	78,540	26%	92,914	27%	14,374	18%
200% FPL to 250% FPL	37,010	14%	52,980	17%	49,519	14%	-3,461	-7%
250% FPL to 400% FPL	75,100	29%	81,880	27%	95,202	28%	13,322	16%
400% FPL or greater	40,270	15%	41,030	13%	46,601	13%	5,571	14%
FPL Unavailable	17,210	7%	18,330	6%	18,841	5%	511	3%
Grand Total	263,320	100%	306,380	100%	345,711	100%	39,310	13%

TRENDS FOR NEW SIGN-UPS – METAL TIER

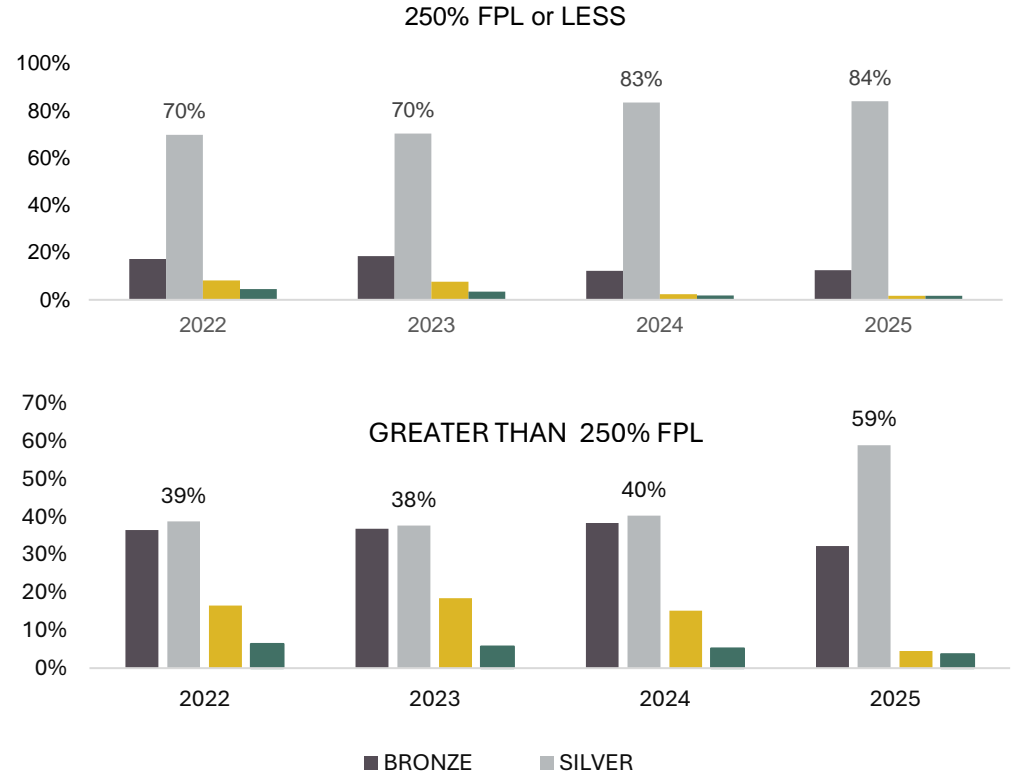
- Enrollment in Silver plans continues to increase, with Silver plans making up 69% of all new sign-ups, a 29% increase compared to last year.
- This increase reflects the extension of enhanced CSR benefits to all consumers regardless of income in 2025, as well as ongoing auto-enrollment of Medi-Cal transitioners into Silver plans.

TIER	2023		2024		2025		2025 v. 2024	
	Enrollees	Column %	Enrollees	Column %	Enrollees	Column %	Difference	% Change
Minimum Coverage	5,390	2%	4,360	1%	4,007	1%	-353	-8%
Bronze	73,230	28%	78,680	26%	78,055	23%	-625	-1%
Silver	137,330	52%	185,380	61%	240,065	69%	54,685	29%
Gold	34,360	13%	26,370	9%	13,017	4%	-13,353	-51%
Platinum	13,010	5%	11,600	4%	10,567	3%	-1,033	-9%
Grand Total	263,320	100%	306,390	100%	345,710	100%	39,320	13%

Net plan selections through January 31st, 2025.

SHARE OF NEW SIGN-UPS ENROLLED IN SILVER

- ❑ In 2025, 84% of new sign-ups with incomes below 250% FPL enrolled in an enhanced Silver plan.
- ❑ Consumers with incomes over 250% were newly eligible for enhanced CSR benefits – with 59% choosing Silver in 2025 compared to 40% in the prior year.
- ❑ Among both income groups, the increase in Silver enrollment corresponds to a decrease in the share of consumers enrolling in Gold plans.



Data based on net plan selections from November 1, through January 31, respectively from 2022 to 2025. Minimum Coverage tier data excluded.

TRENDS FOR NEW SIGN-UPS – AGE

Age trends appear to be relatively stable compared to prior years, with the 18-25 and 35-44 age groups increasing relative to 2024.

AGE	2023		2024		2025		2025 v. 2024	
	Enrollees	Column %	Enrollees	Column %	Enrollees	Column %	Difference	% Change
Age 17 or less	24,500	9%	28,250	9%	31,250	9%	3,000	11%
Age 18 to 25	32,280	12%	41,360	14%	49,193	14%	7,833	19%
Age 26 to 34	61,020	23%	69,010	23%	78,801	23%	9,791	14%
Age 35 to 44	43,110	16%	52,770	17%	62,164	18%	9,394	18%
Age 45 to 54	44,000	17%	50,990	17%	55,674	16%	4,684	9%
Age 55 to 64	56,240	21%	61,620	20%	66,594	19%	4,974	8%
Age 65+	1,990	1%	2,370	1%	2,035	1%	-335	-14%
Grand Total	263,320	100%	306,370	100%	345,710	100%	39,340	13%

TRENDS FOR NEW SIGN-UPS - RACE/ETHNICITY

New sign-ups increased across all race/ethnicity groups, with the largest increases seen among Latino consumers – increasing by 18,033, or 23%, compared to 2024.

RACE / ETHNICITY	2023		2024		2025		2025 v. 2024	
	Enrollees	Column %	Enrollees	Column %	Enrollees	Column %	Difference	%Share
American Indian or Alaska Native	510	0%	580	0%	757	0%	177	31%
Asian American	43,420	16%	53,000	22%	58,955	21%	5,955	11%
Black or African American	7,620	3%	8,960	4%	10,698	4%	1,738	19%
Latino	60,530	22%	79,010	32%	97,043	35%	18,033	23%
Multiple Races	6,860	3%	7,890	3%	9,208	3%	1,318	17%
Native Hawaiian or Other Pacific Islander	260	0%	300	0%	375	0%	75	25%
Other	15,230	6%	17,660	7%	17,980	6%	320	2%
White	69,830	27%	78,870	32%	83,742	30%	4,872	6%
(nonrespondents)	59,070	22%	60,120	24%	66,950	24%	6,833	11%
Total	204,260	100%	246,270	100%	278,758	100%	39,321	16%

TRENDS FOR NEW SIGN-UPS – LANGUAGE

New sign-ups among Spanish speakers grew 20% in 2025 relative to 2024, compared to average growth of 13% for all new enrollees.

Enrollment among other language groups, such as Mandarin and Russian speakers, also increased considerably.

LANGUAGE SPOKEN	2023		2024		2025		2025 v. 2024	
	Enrollees	Column %	Enrollees	Column %	Enrollees	Column %	Difference	% Change
(nonrespondent)	1,064	0%	740	0%	755	0%	15	2%
Arabic	148	0%	260	0%	248	0%	-12	-5%
Armenian	142	0%	350	0%	312	0%	-38	-11%
Cambodian	53	0%	70	0%	87	0%	17	24%
Cantonese	1,748	1%	2,320	1%	1,953	1%	-367	-16%
English	228,268	87%	260,270	85%	291,827	84%	31,557	12%
Farsi	214	0%	330	0%	328	0%	-2	-1%
Hindi	61	0%	180	0%	102	0%	-78	-43%
Hmong	20	0%	20	0%	40	0%	20	100%
Korean	1,902	1%	1,830	1%	1,444	0%	-386	-21%
Mandarin	8,947	3%	9,370	3%	12,781	4%	3,411	36%
Punjabi	104	0%	260	0%	326	0%	66	25%
Russian	438	0%	990	0%	1,260	0%	270	27%
Spanish	18,563	7%	26,330	9%	31,580	9%	5,250	20%
Tagalog	276	0%	410	0%	417	0%	7	2%
Vietnamese	1,371	1%	2,640	1%	2,251	1%	-389	-15%
Grand Total	263,320	100%	306,380	100%	345,710	100%	39,330	13%

Net plan selections through January 31st, 2025.

TRENDS FOR NEW SIGN-UPS – REGION

Southern California Counties account for 59% of total new-sign ups.

Other regions – including Sacramento, Monterey, and Central San Joaquin – had substantial enrollment growth in 2025.

Rating Region	2023		2024		2025		2025 v. 2024	
	Enrollees	Column%	Enrollees	Column%	Enrollees	Column %	Difference	% Change
01 - Northern counties	8,370	3%	10,187	3%	10,549	3%	362	4%
02 - North Bay counties	8,870	3%	9,509	3%	10,859	3%	1,350	14%
03 - Sacramento Valley	15,290	6%	16,392	5%	20,283	6%	3,891	24%
04 - San Francisco County	5,310	2%	6,681	2%	7,483	2%	802	12%
05 - Contra Costa County	7,800	3%	8,996	3%	9,855	3%	859	10%
06 - Alameda County	11,240	4%	12,604	4%	14,365	4%	1,761	14%
07 - Santa Clara County	10,910	4%	13,892	5%	15,318	4%	1,426	10%
08 - San Mateo County	4,560	2%	5,653	2%	6,163	2%	510	9%
09 - Monterey Coast	4,600	2%	4,911	2%	6,156	2%	1,245	25%
10 - San Joaquin Valley	11,310	4%	14,217	5%	16,235	5%	2,018	14%
11 - Central San Joaquin	6,090	2%	7,393	2%	10,638	3%	3,245	44%
12 - Central Coast	10,520	4%	12,044	4%	13,191	4%	1,147	10%
13 - Eastern counties	2,080	1%	2,108	1%	1,875	1%	-233	-11%
14 - Kern County	3,730	1%	4,634	2%	5,595	2%	961	21%
15 - Los Angeles County, partial	32,210	12%	38,653	13%	41,354	12%	2,701	7%
16 - Los Angeles County, partial	46,060	17%	55,060	18%	56,077	16%	1,017	2%
17 - Inland Empire	28,250	11%	30,747	10%	37,475	11%	6,728	22%
18 - Orange County	25,100	10%	29,926	10%	31,091	9%	1,165	4%
19 - San Diego County	21,040	8%	22,719	7%	31,149	9%	8,430	37%
Grand Total	263,340	100%	306,326	100%	345,711	100%	39,385	13%



TRENDS FOR NEW SIGN-UPS - ISSUER

New sign-ups with Inland Empire Health Plan, a new entrant in 2024, have doubled compared to last year.

Some of the plans with the largest growth in new-sign ups in 2024, such as IEHP and Western Health, have large shares of Medi-Cal transitioners among their new enrollees (as much as 25-33%).

ISSUER	2023		2024		2025		2025 v. 2024	
	Enrollees	Column %	Enrollees	Column %	Enrollees	Column %	Difference	% Change
Aetna CVS Health	650	0%	5,600	2%	5,853	2%	253	5%
Anthem Blue Cross	45,700	17%	51,450	17%	41,501	12%	-9,949	-19%
Blue Shield	72,620	28%	65,510	21%	69,124	20%	3,614	6%
CCHP	300	0%	510	0%	663	0%	153	30%
Health Net	12,490	5%	18,440	6%	22,190	6%	3,750	20%
Inland Empire Health Plan		0%	7,590	2%	14,983	4%	7,393	97%
Kaiser	92,120	35%	96,310	31%	119,870	35%	23,560	24%
LA Care	20,680	8%	37,570	12%	39,617	11%	2,047	5%
Molina Health Care	7,120	3%	10,460	3%	14,160	4%	3,700	35%
Oscar Health Plan	2,490	1%		0%		0%		
SHARP Health Plan	4,520	2%	4,440	1%	7,211	2%	2,771	62%
Valley Health	2,880	1%	5,820	2%	4,587	1%	-1,233	-21%
Western Health	1,760	1%	2,700	1%	5,952	2%	3,252	120%
Grand Total	263,330	100%	306,380	100%	345,710	100%	39,310	13%

Net plan selections through January 31st, 2025.

TRENDS FOR NEW SIGN-UPS - ISSUER

In 2025, 12% of new sign-ups were consumers who lost Medi-Cal coverage.

Consumers who lost Medi-Cal coverage represented more than 20% of the total new enrollments for Aetna, IEHP and Molina.

Issuer Name	2025		2025		2025		Share%	
	Total New Sign-Ups		MCT Consumers		Non MCT Consumers		MCT	Non_MCT
	Enrollees	Column %	Enrollees	Share %	Enrollees	Column %	Row%	Row%
Aetna CVS Health	5,853	2%	1,238	3%	4,615	2%	21%	79%
Anthem Blue Cross	41,501	12%	4,616	12%	36,885	12%	11%	89%
Blue Shield	69,124	20%	5,538	14%	63,586	21%	8%	92%
CCHP	663	0%	72	0%	591	0%	11%	89%
Health Net	22,190	6%	1,805	5%	20,385	7%	8%	92%
Inland Empire Health Plan	14,983	4%	3,507	9%	11,476	4%	23%	77%
Kaiser	119,870	35%	10,799	27%	109,071	36%	9%	91%
LA Care	39,617	11%	6,936	17%	32,681	11%	18%	82%
Molina Health Care	14,160	4%	2,813	7%	11,347	4%	20%	80%
SHARP Health Plan	7,211	2%	632	2%	6,579	2%	9%	91%
Valley Health	4,587	1%	858	2%	3,729	1%	19%	81%
Western Health	5,952	2%	1,018	3%	4,934	2%	17%	83%
Grand Total	345,710	100%	39,832	100%	305,879	100%	12%	88%

Net plan selections through January 31st, 2025.

TRENDS FOR SWITCHERS- ISSUER

Among renewing consumers, 6% switched plans, for the 2025 benefit year.

2025 Issuer (column)														
2024 issuer (row)	Aetna CVS Health	Anthem Blue Cross	Blue Shield	CCHP	Health Net	Inland Empire Health Plan	Kaiser	LA Care	Molina Health Care	SHARP Health Plan	Valley Health	Western Health	2024 Total Renewals	Switch Rate
Aetna CVS Health	82%	1%	3%	0%	0%	0%	6%	0%	0%	0%	0%	8%	18,560	18%
Anthem Blue Cross	0%	85%	3%	0%	4%	0%	3%	3%	2%	1%	0%	0%	220,272	15%
Blue Shield	0%	1%	94%	0%	2%	0%	2%	0%	0%	0%	0%	0%	423,781	6%
CCHP	0%	1%	2%	95%	0%	0%	2%	0%	0%	0%	0%	0%	3,018	5%
Health Net	0%	1%	2%	0%	93%	1%	1%	1%	1%	0%	0%	0%	112,272	7%
Inland Empire Health Plan	0%	0%	0%	0%	2%	96%	1%	0%	0%	0%	0%	0%	23,906	4%
Kaiser	0%	0%	0%	0%	0%	0%	98%	0%	0%	0%	0%	0%	522,596	2%
LA Care	0%	0%	1%	0%	1%	0%	2%	96%	0%	0%	0%	0%	185,832	4%
Molina Health Care	0%	0%	1%	0%	3%	2%	1%	1%	90%	1%	0%	0%	53,639	10%
SHARP Health Plan	0%	0%	0%	0%	0%	0%	1%	0%	1%	98%	0%	0%	25,724	2%
Valley Health	0%	2%	9%	0%	0%	0%	14%	0%	0%	0%	75%	0%	26,074	25%
Western Health	0%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	95%	14,060	5%
Share of 2025 Renewals	1%	12%	26%	0.2%	8%	2%	33%	12%	3%	2%	1%	1%	1,633,734	6%

Net plan selections through January 31st, 2025.



Net plan selections through January 31st, 2025



- Consumers that stayed in their plan

TRENDS FOR NEW SIGN-UPS – SERVICE CHANNEL

Enrollment by Service Channel in 2025 shows an increase in the share of consumers who received assistance from agents.

SERVICE CHANNEL	2023		2024		2025		2025 v. 2024	
	Enrollees	Column %	Enrollees	Column %	Enrollees	Column %	Difference	% Change
Certified Enrollment Counselor	4,990	2%	6,920	2%	8,971	3%	2,051	30%
Certified Insurance Agent	137,040	52%	158,140	52%	194,578	56%	36,438	23%
Certified Plan-based Enroller	5,820	2%	4,850	2%	6,927	2%	2,077	43%
County Eligibility Worker	130	0%	220	0%	309	0%	89	40%
Service Center Representative	18,670	7%	23,440	8%	25,725	7%	2,285	10%
Unassisted	96,690	37%	112,810	37%	109,201	32%	-3,609	-3%
Grand Total	263,320	100%	306,380	100%	345,710	100%	39,330	13%

UPDATED RESOURCES FOR UNDERSTANDING THE IMPACT OF THE INFLATION REDUCTION ACT

THE ENHANCED TAX CREDITS PROVIDE AN ADDITIONAL \$2 BILLION IN ANNUAL PREMIUM SAVINGS

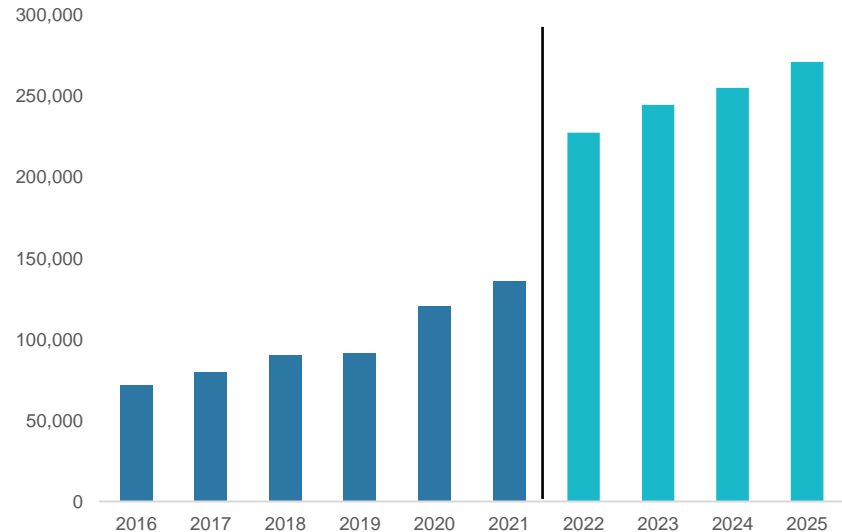
- ❑ In 2025, Californians are estimated to receive as much as \$11 billion in total savings for their monthly premiums due.
- ❑ The enhanced tax credits account for more than \$2 billion of the total savings.
- ❑ This translates to an average \$100 per month in additional premium savings for marketplace enrollees.

FPL Group	Subsidized Enrollees	Annual Value of Enhanced Tax Credits
0-150% FPL	264,880	\$125 million
150-200% FPL	531,460	\$424 million
200-250% FPL	278,590	\$308 million
250-400% FPL	500,780	\$440 million
>400% FPL	173,460	\$795 million
Total	1,749,550	\$2.1 billion

ENROLLMENT AMONG MIDDLE-INCOME CONSUMERS HAS NEARLY DOUBLED SINCE 2021

- ❑ The expansion in eligibility for tax credits to middle income consumers has resulted in substantial enrollment growth among this group.
- ❑ Since 2021, enrollment has nearly doubled among those with incomes over 400% FPL (or \$60,240 for an individual in 2025).
- ❑ This level of enrollment growth has contributed to the fact that more than 1 million current enrollees (or 54%) have only marketplace coverage under the expanded affordability of the enhanced tax credits.

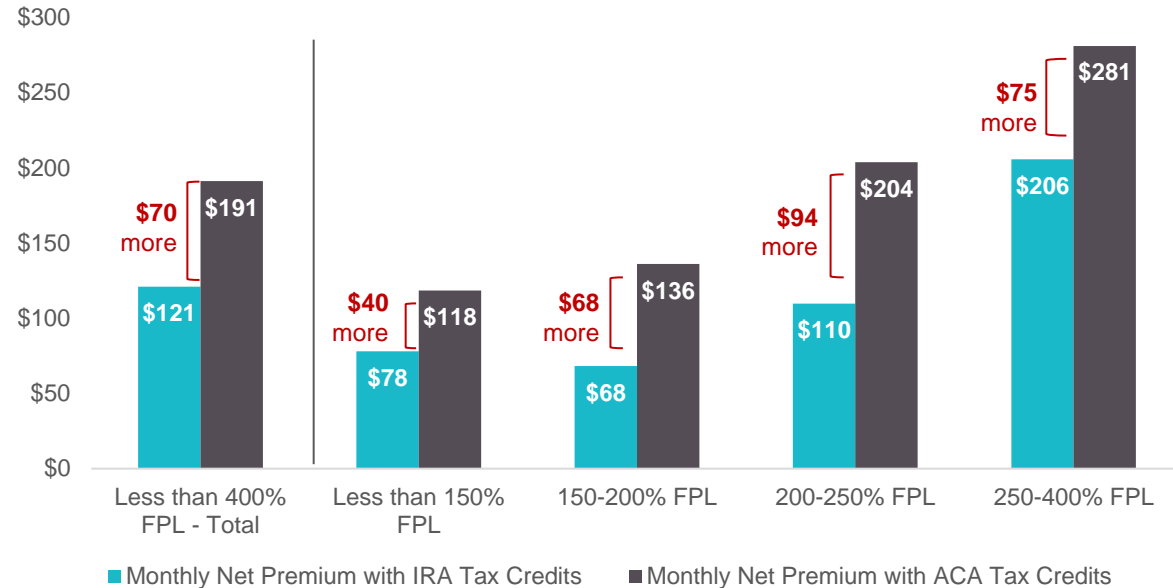
Open Enrollment Plan Selections:
Consumers with Incomes over 400% FPL



PREMIUMS EXPECTED TO INCREASE IF INFLATION REDUCTION ACT SUBSIDIES EXPIRE

- ❑ Consumers with incomes less than 400% FPL (\$60,240 for an individual), could see, on average, a \$70 monthly increase in net premiums without enhanced tax credits.
- ❑ Some consumers, who earn between \$23,000 and \$30,000 annually, could see their premium costs double from \$68 to \$136 per month.

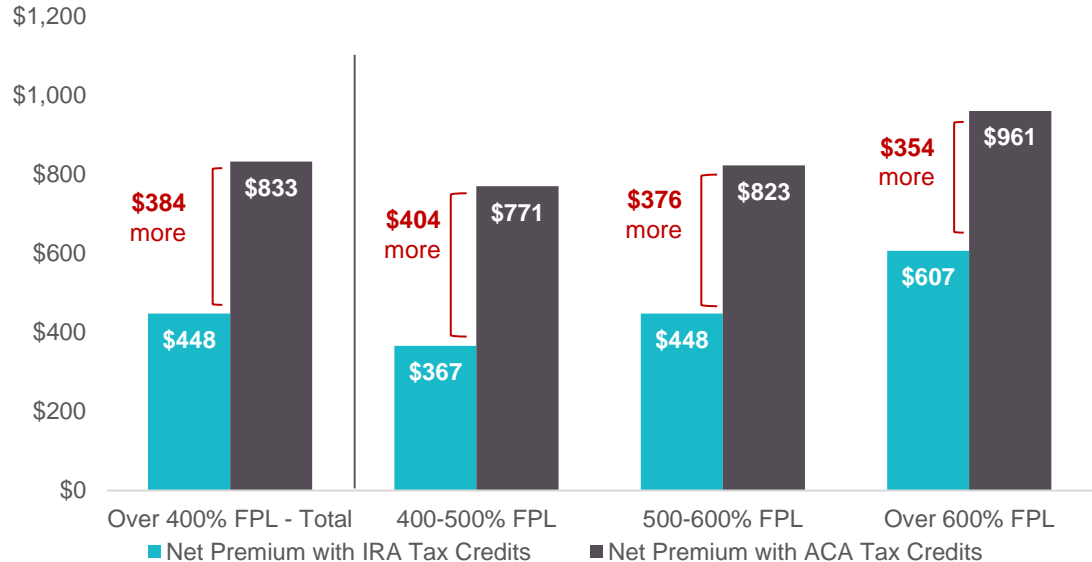
Monthly Net Premium Without Extension of Enhanced Premium Tax Credits - Subsidized Enrollees Under 400% FPL



PREMIUMS EXPECTED TO INCREASE IF INFLATION REDUCTION ACT SUBSIDIES EXPIRE

- Without the extension of enhanced tax credits, middle income consumers will no longer receive federal financial assistance and must pay full premium costs to retain coverage.
- More than 170,000 middle income Californians save an average of \$384 per month in premium costs due to the Inflation Reduction Act.

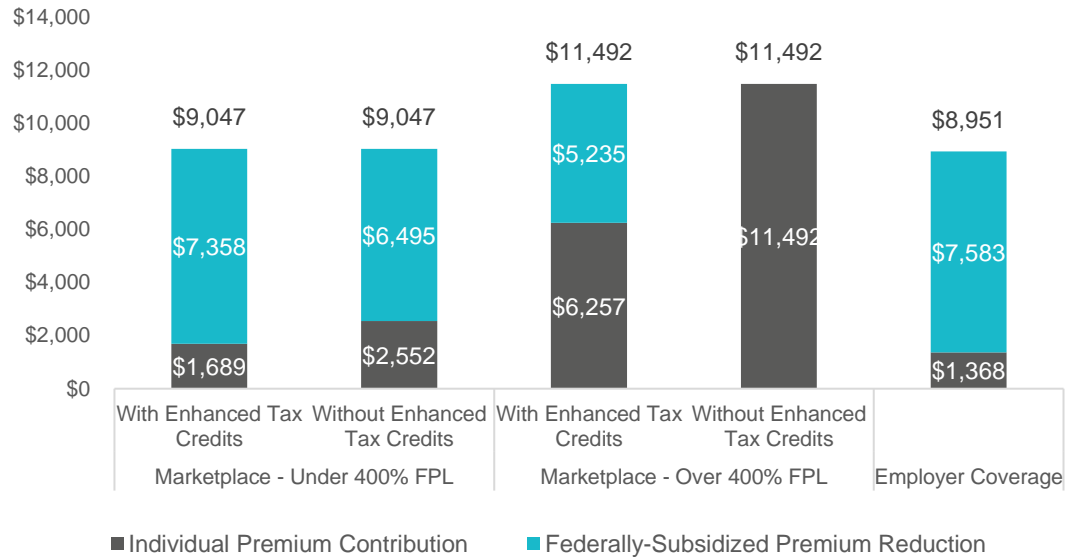
Monthly Net Premiums Without Extension of Enhanced Premium Tax Credits - Subsidized Enrollees Over 400% FPL



TAX CREDITS ENSURE AFFORDABLE COVERAGE FOR SELF-EMPLOYED CONSUMERS

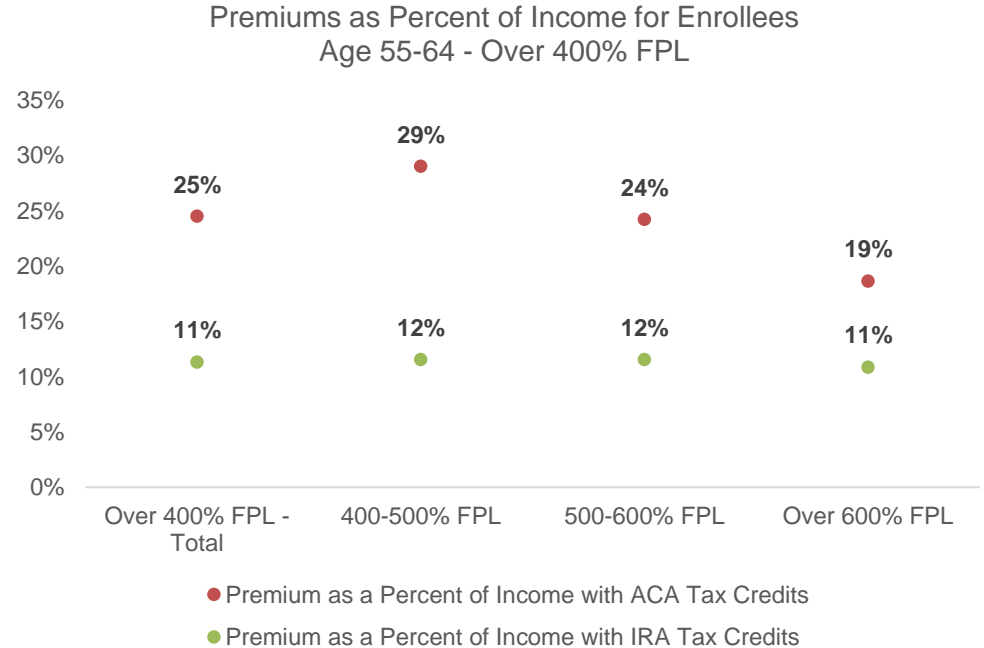
- More than 500,000 enrollees receiving tax credits are self-employed, saving an additional \$106 per month on their premium costs.
- Subsidized coverage is particularly important for these consumers as they are not eligible for other sources of coverage, such as through an employer, and must rely on the individual market for coverage.

Annual Premium Amounts without the Enhanced Premium Tax Credit: Self-Employed Marketplace Enrollees and Employer Coverage



OLDER ENROLLEES COULD PAY MORE THAN A QUARTER OF THEIR HOUSEHOLD INCOME

- ❑ Covered California provides an important bridge between retirement and Medicare for enrollees ages 55-64.
- ❑ Premiums are expected to double or more for enrollees ages 55-64 earning over 400% FPL, costing as much as \$1,193 per month.
- ❑ For some enrollees, this can consume as much as 29% of their annual incomes.

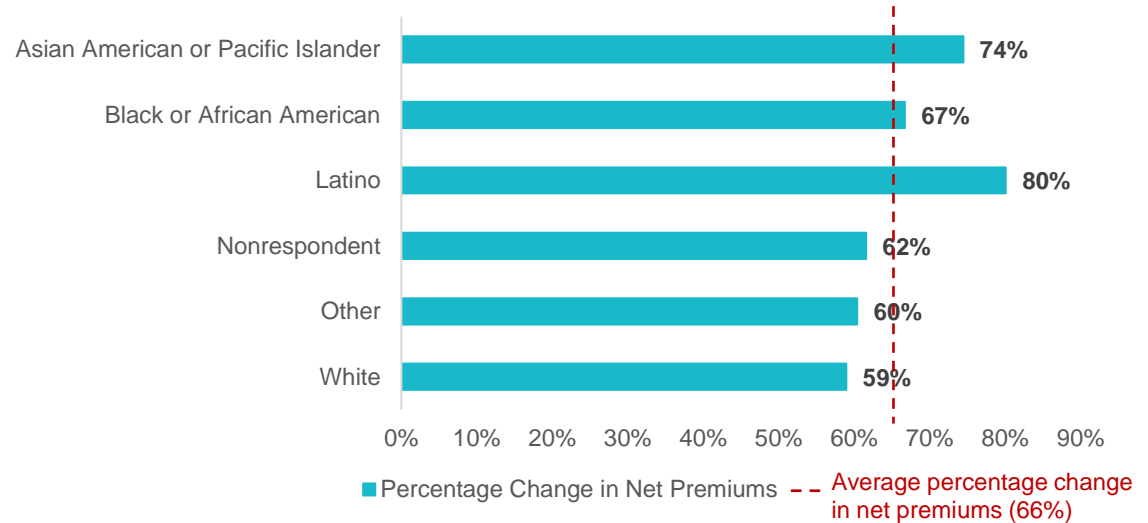


Source: Snapshot of January 2025 Covered California among individuals receiving monthly APTC.

COMMUNITIES OF COLOR FACE LARGEST INCREASES IN PREMIUMS

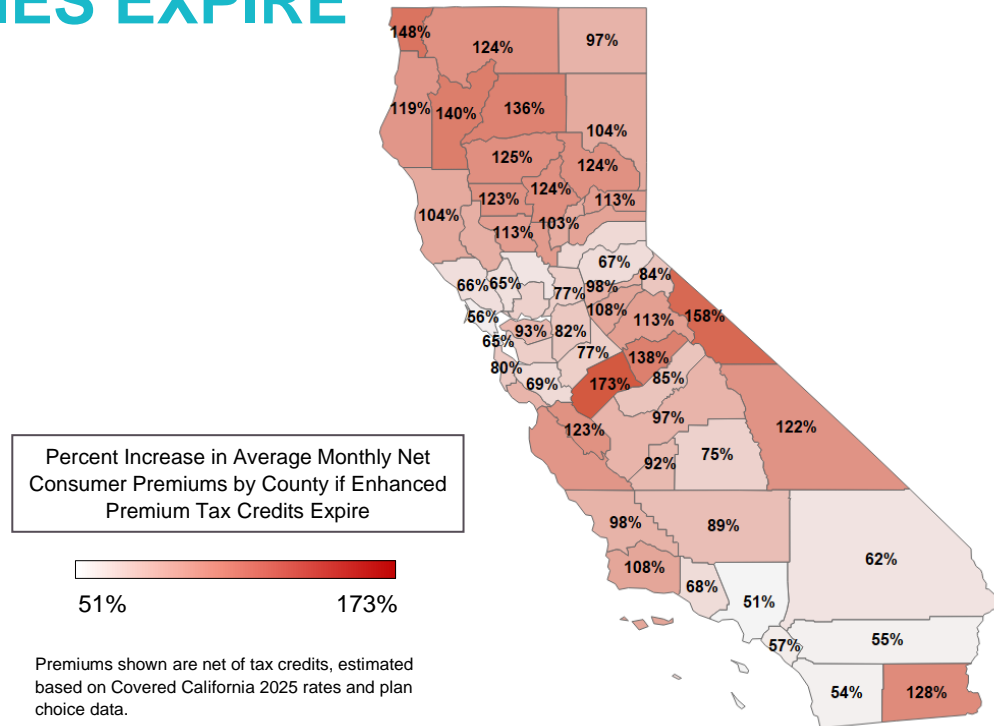
- ❑ While Covered California subsidized enrollees face an average 66% increase, premiums will increase more for communities of color.
- ❑ Communities that had some of the highest gains in enrollment since 2020 will face the greatest threats to affordable coverage without the enhanced tax credits.

Percentage Change in Net Premiums Without Extension of Enhanced Premium Tax Credits - Enrollees by Race/Ethnicity



PREMIUMS EXPECTED TO INCREASE IF INFLATION REDUCTION ACT SUBSIDIES EXPIRE

- ❑ On average, Californians across the state will see their monthly premiums increase by 66%.
- ❑ However, counties such as Imperial, Humboldt, and Shasta will see average premiums more than double.
- ❑ In Merced county, enrollee premiums are anticipated to increase up to 173%.



MORE INFORMATION ON IMPACT OF TAX CREDITS FOR COVERED CALIFORNIA ENROLLEES

- ❑ A publicly-available [databook](#) comparing consumer net premiums under the Affordable Care Act and Inflation Reduction Act is available online.
- ❑ Data is available by demographics and geography, including congressional district.

Enrollees				
Subsidy Status	All Enrollees (M1)	Gross Premium Amount (avg \$ - PMPM) (M3)	IRA Net Premium Amount (avg \$ - PMPM) (M4)	ACA Net Premium Amount (avg \$ - PMPM) (M5)
Subsidy Received	1,501,120	\$674	\$155	\$253
Unsubsidized	201,290	\$540		
Grand Total	1,702,410	\$656	\$155	\$253

Self-Employed				
Individuals are considered self-employed if they report any self-employment income on their CalHEERs application.				
Self-Employed	Subsidized Enrollees (M2)	Gross Premium Amount (avg \$ - PMPM) (M3)	IRA Net Premium Amount (avg \$ - PMPM) (M4)	ACA Net Premium Amount (avg \$ - PMPM) (M5)
Not Self-Employed	1,075,390	\$647	\$146	\$243
Self-Employed	425,730	\$743	\$177	\$280
Total	1,501,120	\$674	\$155	\$253

Congressional District				
Congressional District	Subsidized Enrollees (M2)	Gross Premium Amount (avg \$ - PMPM) (M3)	IRA Net Premium Amount (avg \$ - PMPM) (M4)	ACA Net Premium Amount (avg \$ - PMPM) (M5)
1	27,710	\$885	\$90	\$216
2	33,230	\$843	\$191	\$333
3	34,260	\$819	\$186	\$322
4	24,770	\$785	\$183	\$308
5	28,590	\$750	\$146	\$262



2025 SPECIAL ENROLLMENT PERIODS

2025 SPECIAL ENROLLMENT PERIODS

- ❑ The 2025 Special Enrollment Period has begun allowing individuals to enroll in coverage when they experience qualifying life events such as losing coverage through a job, moving, getting married and having a baby.
- ❑ In addition to the standard qualifying life events, federal and state emergency declarations and public health emergencies trigger special enrollment. California launched a special enrollment period that will be available through March 8th for residents of Los Angeles and Ventura counties.
- ❑ Finally, Covered California opened a special enrollment period on February 1st for DACA recipients. Covered California plans to offer this special enrollment period throughout 2025.

STATE AND FEDERAL POLICY/LEGISLATIVE UPDATES

STATE LEGISLATIVE UPDATE

Covered California continues to monitor and track new state legislation. As of 2/14, the following new bills of interest to Covered California were introduced:

- ❑ AB 298 (Bonta) This bill would prohibit a health plan from imposing a deductible, coinsurance, copayment, or other cost-sharing requirement for services provided to an enrollee or insured under 21 years of age.
- ❑ AB 546 (Caloza) This bill would require health plans to cover HEPA purifiers and filters without cost sharing for persons with specified conditions.
- ❑ SB 257 (Wahab) This bill would add pregnancy to the definition of a qualifying life event for the purposes of enrolling in or changing a health insurance policy. Would prohibit discrimination based on pregnancy, including in cases where the person is acting as a gestational carrier.

The Legislature's deadline to introduce new bills is February 21.

ESSENTIAL HEALTH BENEFITS BENCHMARK PLAN

- ❑ The administration and legislature have undertaken a process to evaluate the potential of updating the California's Essential Health Benefits benchmark plan for the 2027 plan year.
- ❑ On January 28, the Department of Managed Health Care held a stakeholder meeting to present findings from an actuarial analysis, discuss potential benefit additions, and gather public feedback.
- ❑ On February 11, the Senate and Assembly Health Committees held a joint informational hearing regarding 2027 Essential Health Benefits Benchmark options. Covered California provided testimony inform committee members about key considerations from a purchaser perspective.

INFORMING FEDERAL AFFORDABILITY POLICY

- ❑ This February, Covered California staff traveled to Washington, D.C. to meet with members of California's Congressional delegation.
- ❑ Covered California provided state-level updates and technical assistance to inform the policy dialogue regarding marketplace affordability. Specifically, data and information was provided to inform policymakers about potential impacts to consumers if enhanced premium tax credits are allowed to expire at the end of 2025.
- ❑ Covered California will continue to provide data, information, and technical assistance as policymakers deliberate potential extension of enhanced premium tax credits beyond 2025.

FEDERAL UPDATE

- ❑ Covered California is also closely monitoring the evolving federal administrative actions and policies to assess their potential impact on consumers and our programs.

- ❑ On January 15, the U.S. Department of Health and Human Services (HHS) issued the final Notice of Benefit and Payment Parameters for 2026, which adopted several policies aimed at expanding access to affordable, high-quality health care, addressing administrative challenges, and strengthening program integrity, effective immediately. Notable policies include:
 - **Earlier Actuarial Value (AV) Calculator Release:** HHS revised its methodology for updating the AV Calculator, which is used to determine whether plans meet metal level of coverage requirements, to publish only a single, final version of the calculator earlier in the year, allowing for additional operational planning while reducing administrative burdens.
 - **Increased User Fee For Federal Marketplace:** Recognizing the uncertainty over the enhanced federal subsidies set to expire in 2025, HHS increased the user fee rate from 1.5% to 2.5% for the Federally-facilitated Marketplace, and from 1.2% to 2.0% for State-based Marketplaces on the Federal Platform. If the subsidies are extended, the rate will only increase to 2.8% and 1.8%, respectively.
 - **Codifying Cost-Sharing Reduction (CSR) Loading:** HHS codified its policy permitting issuers to increase premiums to offset the cost of providing CSRs, generally by loading the cost onto silver plans, so long as these adjustments are actuarially justified and follow state law.
 - **Increased Public Reporting on Marketplaces:** To enhance transparency and promote program improvements, HHS will begin publicly releasing additional outreach and customer service metrics, such as for call centers and websites, mirroring what Covered California already publishes.

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

1. Service Center Update
2. Covered California for Small Business Update
3. CalHEERS Update
4. Outreach and Sales Update

Appendix 1: Service Center Update

SERVICE CENTER UPDATE

Improving Customer Service

- ❑ New Employee Training for Service Center
- ❑ Extended hours of Operation on 01/30/25 - 8:00am – 8:00pm and 01/31/25 - 8:00am – 10:00pm

Enhancing Technology Solutions

- ❑ Partnered with CCIT on tax season messaging

Staffing Updates

- ❑ Vacancy rate of 5.3 percent (2025) comparable to prior year of 7.6 percent (2024)

SERVICE CENTER PERFORMANCE UPDATE

Comparing January 2025 vs. 2024 Call Statistics

SERVICE CENTER PERFORMANCE UPDATE

Year	Calls to IVR	Calls Offered to SCR	Abandoned %	Calls Handled	ASA	AHT	Service Level %
2025	521,757	326,579	8.53%	293,666	0:07:08	0:21:07	14.09%
2024	602,856	307,453	16.27%	243,918	0:16:50	0:21:42	23.69%
Percent Change	13% Decrease	6% Increase	48% Decrease	20% Increase	58% Decrease	3% Decrease	41% Decrease

**Due to the Courtesy Callback launch on Monday, December 09, 2024, all Call Statistics are being reviewed for accuracy.*

SERVICE CENTER PERFORMANCE UPDATE - CONTINUE

- ❑ The total Calls Offered increased from 2024 by 6%
- ❑ Calls Handled increased from 2024 by 20%
- ❑ The Abandoned % decreased from 2024 by 48%
- ❑ Service Level decreased from 2024 by 41%

QUICK SORT VOLUMES

January Weekly Quick Sort Transfers

Week 1*	Week 2	Week 3	Week 4**	Week 5	Total
01/01 - 01/04	01/05 - 01/11	01/12 - 01/18	01/19 - 01/25	01/26 - 01/31	
700	2,226	2,588	1,977	3,673	11,164

*Partial Week - All CoveredCA Service Centers were closed Wednesday, January 01, 2025, in observance of New Years Day.

**Partial Week – All CoveredCA Service Centers were closed Monday, January 20, 2025, in observance of Martin Luther King, Jr Day.

QUICK SORT VOLUMES

January Consortia Statistics

SAWS Consortia	Calls Offered	Service Level %	Calls Abandoned %	ASA
CalSAWS	5,812	77.53%	4.90%	0:03:28

- CalSAWS = Statewide Automated Welfare System (consortia). November 2023 all SAWS consortiums were combined.

Appendix 2: Covered California for Small Business Update

COVERED CALIFORNIA FOR SMALL BUSINESS

Dec 2024

- Group & Membership Update:
 - Groups: 8,995
 - Members: 77,728
 - Average Group Size: 8.6 members
 - YTD New Sales: 9,981
- *membership reconciled through 01/24/2025*



COVERED CALIFORNIA FOR SMALL BUSINESS

Jan 2025

- Group & Membership Update:
 - Groups: 9,030
 - Members: 76,576
 - Average Group Size: 8.4 members
 - YTD New Sales: 2,404
- *membership reconciled through 01/24/25*



Appendix 3: CalHEERS Update

CALHEERS UPDATES: ALTERNATIVE COMMUNICATION FORMATS – PHASE II

What are Alternative Formats?

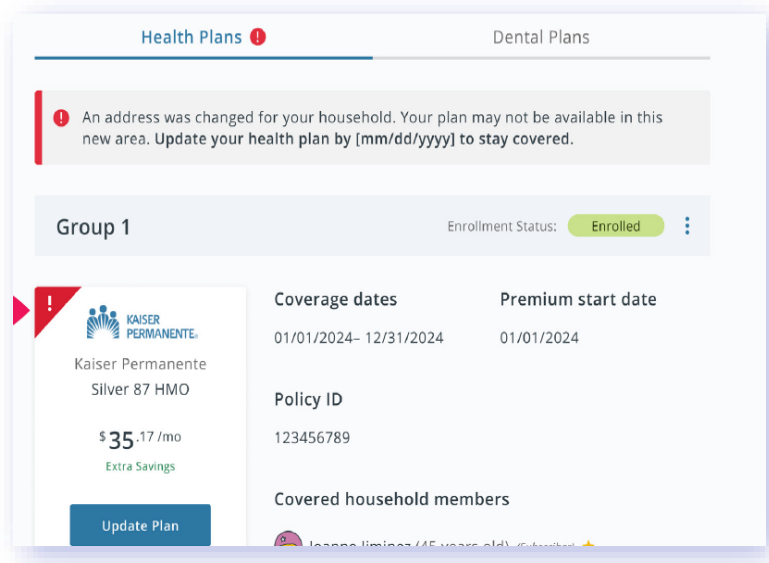
Alternative formats are for those who need printed communications in a format such as Braille, large print, audio electronic, or data electronic format.

- **Large print** documents have bigger letters, numbers, and pictures to make it easier for people with low vision to read. They are printed in much larger fonts than regular documents.
- **Audio electronic format** is a recording of someone reading a document out loud. You can listen to it using headphones, speakers, or other devices.
- **Data electronic format** is the electronic versions of a printed document that can be read on a computer, smartphone, tablet, or other electronic devices.
- **Braille** is a system of raised dots that people who are blind or visually impaired can touch with their fingers to read.

Close

Alternative Formats Phase II is designed to build upon and enhance the capabilities introduced in Phase 1, focusing on the generation and distribution of notices in various alternative formats. It also encompasses the integration with Document Fulfillment Services, our alternative notice print vendor to offer alternative format printing services, thereby accommodating consumer preferences for large print, audio, data electronic formats, and Braille.

CALHEERS UPDATES: CONSUMERS MOVING OUT OF REGION




Enhanced CalHEERS to notify consumers when their existing health plan is no longer available due to a change in address. Implemented targeted portal messaging for these scenarios to ensure consumers are informed of the need to update their enrollment when they move to a new region. This change improves transparency and supports informed decision-making, maintaining the integrity of consumer coverage choices.

CALHEERS UPDATES: CONSUMER TAKE AWAY PAGES

Coverage Year: [YYYY]


Health Plan Details



Agent: John Doe Email: john.j.doe@covered.ca.gov
License: [XXXXXXXXXX] Phone: XXX-XXX-XXXX

Household Information

ZIP Code: 94416 Estimated Financial Help: **\$200/month**
County: San Francisco County
Annual Income: \$35,999
Choose a plan by [Plan Selection Due Date] to start your coverage on [Earliest Plan Start Date].

 [#] Household Members **Applying** for Coverage

[First Last] Age: [32] Relationship: [Spouse]	Eligibility Status: Conditionally Eligible	Program Eligibility: [Covered CA] [Financial Help] [Enhanced Silver Benefits]
[First Last] Age: [32] Relationship: [Spouse]	Eligibility Status: Conditionally Eligible	Program Eligibility: [Covered CA] [Financial Help] [Enhanced Silver Benefits]
[First Last] Age: [32] Relationship: [Spouse]	Eligibility Status: Conditionally Eligible	Program Eligibility: [Covered CA] [Financial Help] [Enhanced Silver Benefits]
[First Last] Age: [32] Relationship: [Spouse]	Eligibility Status: Conditionally Eligible	Program Eligibility: [Covered CA] [Financial Help] [Enhanced Silver Benefits]

We will release a feature in February 2025 that allows Enrollers to easily save and print take-away materials, including Qualified Health Plan (QHP) and Qualified Dental Plan (QDP) quotes, enrollment details, plan costs, and delegation information. This enhancement provides consumers with clear, printable records for their reference, aiding in their decision-making process and supporting efforts to enroll more Californians into QHPs and QDPs. This feature addresses a long-standing request from Certified Enrollers, enhancing their ability to assist consumers effectively.

CALHEERS UPDATES: ENROLLMENT UI ENHANCEMENTS FOR ADMINS

Reinstate Health Enrollment

Year **2025** Exchange Policy ID **22242**

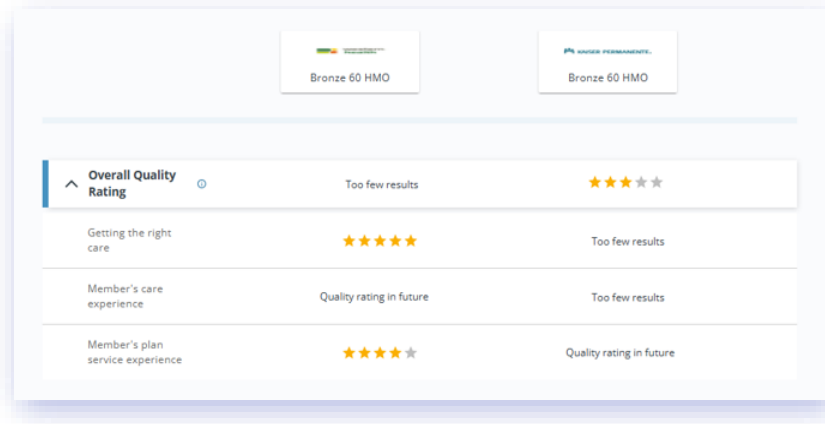
Enrollee (1) ▾

i General changes have occurred since termination, please verify.

If you reinstate the enrollment, the consumer (subscriber) will be responsible for any unpaid premium.

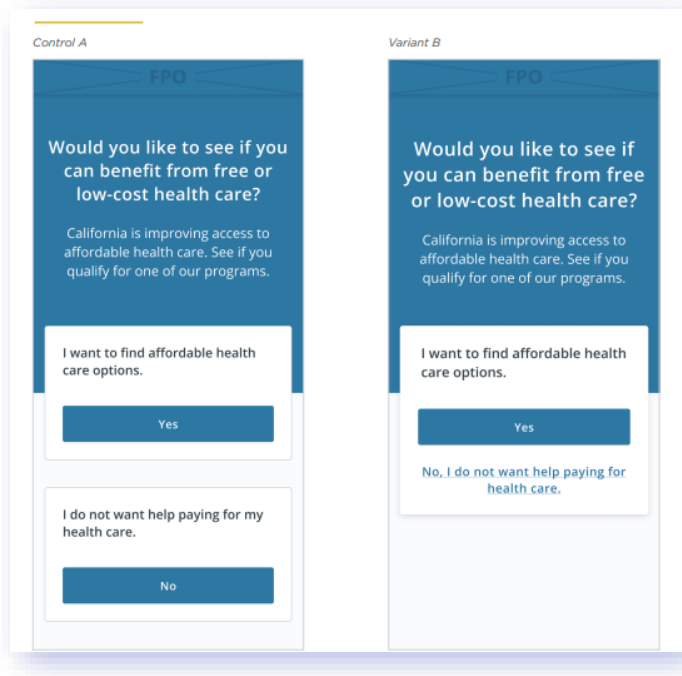
We are implementing a series of user interface enhancements to the administrative portal designed to significantly improve operational efficiency and decision-making processes for our team. These upgrades are tailored to enhance transparency, ensuring that administrative users receive comprehensive insights into any enrollment changes, which in turn facilitates more informed decision-making and streamlines case management.

CALHEERS UPDATES: UI ENHANCEMENTS FOR CONSUMERS



Implemented updates and corrections to consumer-facing UI text, including tool tips and descriptions for Qualified Health Plan (QHP) Quality Ratings and Benefit Design Details. These changes improve clarity and accuracy, helping consumers make more informed decisions about their health coverage options.

CALHEERS UPDATES: A/B TESTING IMPLEMENTATION



Enabling the ability to conduct realtime implementation tests on CalHEERS and CoveredCA.com production web pages, including A/B tests, multi-variate testing, and redirect testing. This will allow us to quickly experiment with different user experience and user interface designs, targeting various consumer groups to improve the portal web experience. This data-driven approach will help make informed product design decisions, enhancing the overall user experience and potentially increasing enrollment rates.

CALHEERS UPDATES: ANNUAL FEDERAL POVERTY LEVEL CHANGES

based on the Federal Poverty Level (FPL)

		Federal Premium Tax Credit*										
		SEE NOTE BELOW FOR INCOMES IN THIS RANGE									Tax credit continues beyond 400%	
		American Indian / Alaska Native (AIAN) Zero Cost Sharing (100%-200%)										
		Silver 94 (100%-150%)			Silver 87 (>150%-200%)			Silver 73 (>200%)				AIAN Limited Cost Sharing** (over 300%)
% FPL		0%	100%	138%	150%	200%	213%	250%	266%	300%	322%	400%*
Household Size	1	\$0	\$15,060	\$20,783	\$22,590	\$30,120	\$32,078	\$37,650	\$40,060	\$45,180	\$48,494	\$60,240
	2	\$0	\$20,440	\$28,208	\$30,660	\$40,880	\$43,538	\$51,100	\$54,371	\$61,320	\$65,817	\$81,760
	3	\$0	\$25,820	\$35,632	\$38,730	\$51,640	\$54,997	\$64,550	\$68,682	\$77,460	\$83,141	\$103,280
	4	\$0	\$31,200	\$43,056	\$46,800	\$62,400	\$66,456	\$78,000	\$82,992	\$93,600	\$100,464	\$124,800
	5	\$0	\$36,580	\$50,481	\$54,870	\$73,160	\$77,916	\$91,450	\$97,303	\$109,740	\$117,788	\$146,320
	6	\$0	\$41,960	\$57,905	\$62,940	\$83,920	\$89,375	\$104,900	\$111,614	\$125,880	\$135,112	\$167,840
	7	\$0	\$47,340	\$65,330	\$71,010	\$94,680	\$100,835	\$118,350	\$125,925	\$142,020	\$152,435	\$189,360
	8	\$0	\$52,720	\$72,754	\$79,080	\$105,440	\$112,294	\$131,800	\$140,236	\$158,160	\$169,759	\$210,880
addtl add		\$5,380	\$7,425	\$8,070	\$10,760	\$11,460	\$13,450	\$14,311	\$16,140	\$17,324	\$21,520	

Medi-Cal

Medi-Cal for Adults

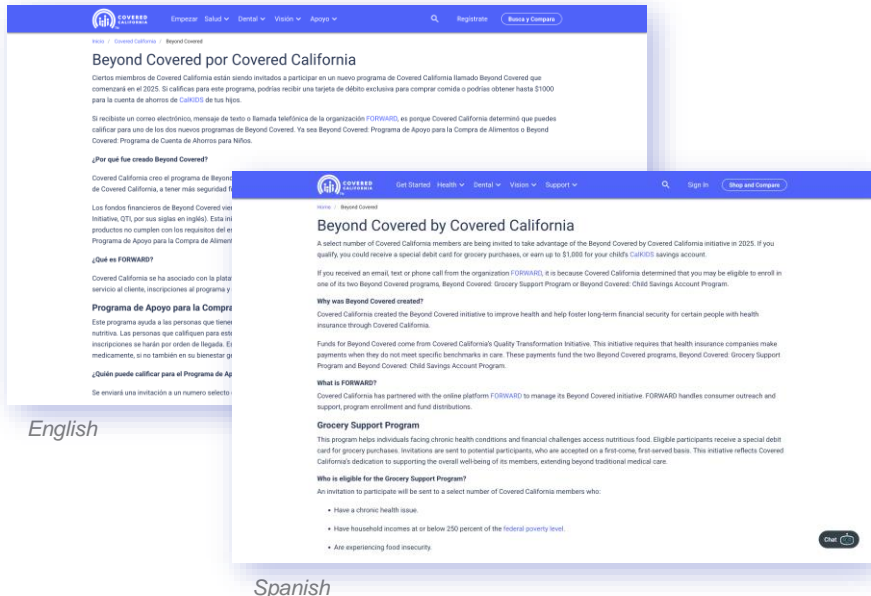
Medi-Cal for Pregnant Individuals

Medi-Cal Access Program (for Pregnant Individuals)

CCHIP (San Francisco, San Mateo, and Santa Clara county residents)

The federal government updates Federal Poverty Level (FPL) limits every January, and these updates are integrated into county systems and CalHEERS in March. From January to March, eligibility determinations are based on the previous year's FPL limits for both Medi-Cal and Covered California. From March to December, Medi-Cal eligibility for current-year coverage uses the current-year FPL guidelines, while Covered California continues to use the previous year's FPL chart for eligibility determinations. The FPL values are updated dynamically within CalHEERS to streamline and improve operational efficiencies, and the updates are tracked through specific Change Requests (CRs) to ensure all necessary adjustments are made accurately and efficiently.

DOTCOM UPDATES: NEW PAGE SUPPORTING BEYOND COVERED CALIFORNIA

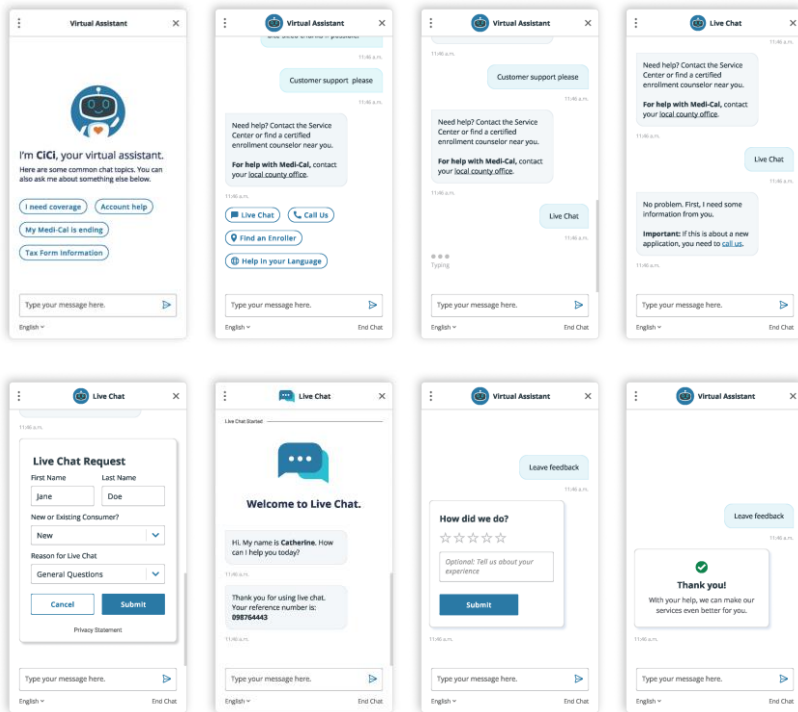


Created a Beyond Covered by Covered California webpage to inform select Covered California members about the new initiative launching in 2025.

This initiative includes two programs: the Grocery Support Program and the Child Savings Account Program, both aimed at improving health outcomes and fostering long-term financial security for eligible consumers.

The programs are funded by Covered California's Quality Transformation Initiative and managed by the online platform FORWARD, which handles consumer outreach, program enrollment, and fund distribution.

CHATBOT UPDATES: LIVE CHAT UPDATES THROUGH CICI



Enhancing the CiCi chatbot's Live Chat functionality by improving integration between CiCi and consumer information managed within Salesforce.

We've also redesigned CiCi's user interface to make it easier for consumers to use.

These upgrades ensure that consumers receive more personalized and responsive support, enhancing their overall experience and satisfaction with Covered California.

Appendix 4: Outreach and Sales Update

OUTREACH & SALES ENROLLMENT PARTNER TOTALS

Uncompensated partners supporting enrollment assistance efforts

ENROLLMENT ASSISTANCE PROGRAM	ENTITIES	COUNSELORS
Certified Application Counselor	175	1,254
Plan-Based Enroller	13	668
Medi-Cal Managed Care Plan	2	24

OUTREACH & SALES NON-ENGLISH ENROLLMENT SUPPORT

Data as of January 31, 2025

11,587 Certified Insurance Agents

- 19.8% Spanish
- 10.3% Chinese
- 4.0% Vietnamese
- 4.5% Korean
- 20.6% Other Languages

1,308 Navigator: Certified Enrollment Counselors

- 34.6% Spanish
- 4.2% Chinese
- 1.5% Vietnamese
- 0.6% Korean
- 4.0% Other Languages

1,254 Certified Application Counselors

- 34.3% Spanish
- 2.0% Chinese
- 0.3% Vietnamese
- 0.2% Korean
- 2.1% Other Languages

668 Certified Plan Based Enrollers

- 11.5% Spanish
- 1.6% Chinese
- 0.75% Vietnamese
- 0.45% Korean
- 1.2% Other Languages

24 Certified Medi-Cal Managed Care Plan Enrollers

- 62.5% Spanish
- 8.3% Chinese
- 8.3% Vietnamese
- 0.0% Korean
- 0.0% Other Languages

