



Marketing, Outreach, and Enrollment Assistance Advisory Group

January 14, 2015

CHAIR'S WELCOME

ANTHONY WRIGHT

AGENDA

PLENARY SESSION (ALL SUBCOMMITTEES)

- I. **Chair's Welcome (Anthony Wright)**
- II. **Introduction and Updates (Peter V. Lee)**
- III. **Marketing, Outreach and Communications Update**
 - a. Immigration FAQ and New Landing Pages (Amy Palmer / Colleen Stevens)
 - b. Sales Update (Kirk Whelan)
 - c. Lagrant Communications
 - d. Dakota Communications
 - e. Dan Chavez
 - f. Bill Wong
 - g. Questions
- IV. **Areas for Input**
 - a) Re-bidding of Marketing and Public Relations Contracts (Colleen Stevens)
 - b) Individual Mandate (Amy Palmer)
 - c) Reconciliation and 1095A (Amy Palmer)

INTRODUCTION AND UPDATES

PETER V. LEE

MARKETING, OUTREACH AND COMMUNICATIONS UPDATE

AMY PALMER AND COLLEEN STEVENS

Immigration and the Media

- Covered California's Executive Director, Peter V. Lee held a press conference on Tuesday 1/13
- The focus of the conference call was to update the media on the latest enrollment data
- The call also discussed the tax penalties that consumers may pay for not having health insurance in 2014
- There were roughly 40 reporters on the line
- Media continues to remain interested in Covered California's enrollment figures
- The media was also curious about the number of renewals and how many consumers would be paying a penalty

Immigration and the Media

僑報網
uschinaexpress.com

首頁 中國 美國 華人 好萊塢 華爾街 留美 硅谷 移民 易居 中美 華府

首頁 > 新闻中心 > 華人新聞 > 正文

亞裔組織敦促亞太裔居民2月15日之前購買醫療保險

2015-01-12 20:28 來源: 僑報網 作者: 夏嘉 字號: [大] [中] [小] 已有17人瀏覽

【僑報記者夏嘉1月12日洛杉磯報導】Covered California行政總監彼得·李 (Peter V. Lee) 以及亞美公益促進中心 (Advancing Justice-LA) 11日共同舉行新聞發布會，敦促亞太裔居民在2015年醫療保險註冊截止日期2月15日到來之前購買保險，以避免繳納罰金。

亞美公益促進中心主席郭志明 (Stewart Kwoh) 11日在新聞發布會上說，2月15日是醫療保險註冊的截止日期，否則人們就要等到10月份來購買醫療保險，同時那些低收入者仍然可以加入加州醫療保健計劃。同時他強調說，那些購買保險的人需要說明自己的移民身份，但是無證居民無需擔心，這些信息都將完全保密。Covered California行政總監彼得·李說：“我們希望所有人能從醫療保險中受益並得到幫助，同時不需要擔心因為透露家庭成員的移民信息而對他們造成麻煩。”

郭志明說，為了更好地幫助那些英語水平有限的亞太裔居民，亞美公益促進中心還將所有的宣傳資料翻譯成了包括中文、韓文、日文、泰文等十幾種語言。彼得·李指出，Covered California還在電視、網站和電台上發布了亞洲語言的廣告，來宣傳有關醫療保險的相關信息。他還鼓勵亞太裔成員使用最新的網站來尋找這類的保險機構來幫助他們加入醫療計劃，這些保險機構的工作人員中有很多人可以使用他們的母語來提供幫助。

加州財長江俊輝 (John Chiang) 也參加了新聞發布會，他指出，醫療保險項目對於加州政府和居民的財政安全至關重要，目前正在執行的全民醫療保險政策史无前例，但是仍然有很多工作需要做，基礎設施和相關項目還需要繼續發展和改善。

針對網站的問題，彼得·李說，很多人擔心使用網絡註冊，社會安全號碼以及個人信息會因此而遭到竊騙，但是他鼓勵人們相信聯邦政府，而且今年網站的投入很大，所以現在可以很快註冊，以前等待幾個小時現在人們只需要等待幾分鐘就可以註冊。他指出，人們還可以使用當地的服務來進行註冊。

(編輯: 郭劍)

新唐人 BETA
NTDTV.COM

THE 2015 NISSAN QUEST* \$29
Awards: 2015 Best

首頁 新聞 大千世界 娛樂 生活 海外華人 評論 節目 視頻

即時新聞 晝理週刊) 選題後首發 300萬份抽獎一空

首頁 > 視頻節目 > 新聞視頻 > 今日加州 > 正文

加州全保網增中文 資料不連移民局

更新時間: 2015-01-12 08:54 PM [預約時間]

標籤: 加州 | 全保網 | 中文 節目: 今日加州

專題: 美國健保改革



加州全保總裁 Peter Lee
只會單一作為幫助你購買健保之用

LA 18

請直接登錄中文新聞網頁 뉴스페이지 바로가기

커버드 캘리포니아, “수집되는 신청자 개인정보 안전해”

Posted by LA18 Prime News.

Share:



커버드 캘리포니아, “수집되는 신청자 개인정보 안전해”

커버드 캘리포니아 신규 가입과 갱신 마감이 다음달 15로 다가왔습니다. 2월1일 수혜를 위해서는 오는 15일까지 신청을 완료해야 하지만 불체자를 포함한 신청자들의 개인정보 유출 위험성이 제기되면서 커버드 캘리포니아는 진화에 힘쓰는 모습입니다.

Reported by 홍재석
Original Air Date: 01/12/15

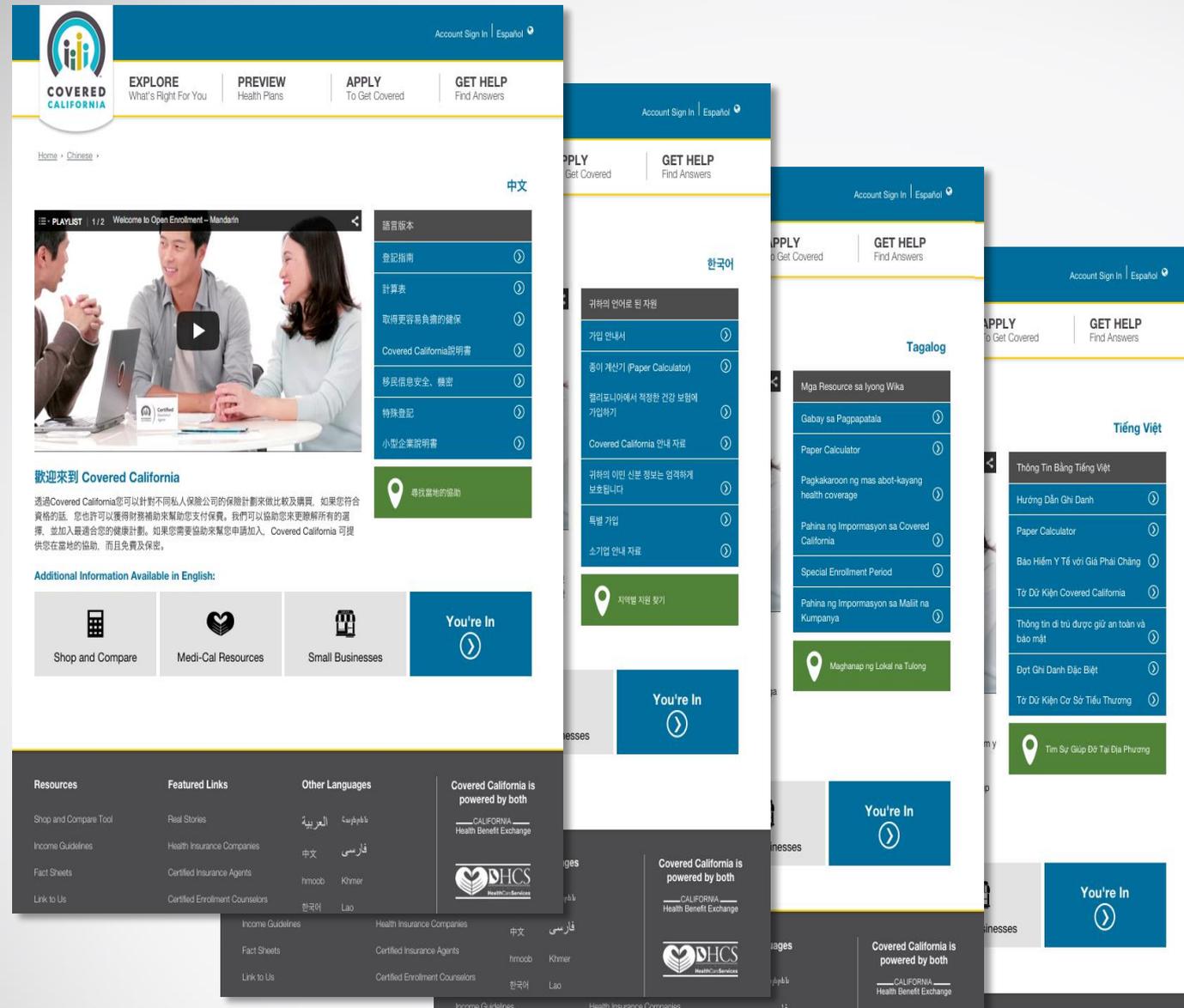
Immigration Fact Sheets



- Fact sheets developed in English, Spanish, Chinese, Korean and Vietnamese
- Informing Californians that immigration information submitted during the enrollment process will be kept secure and confidential and won't be used for immigration enforcement purposes.

Asian Landing Pages

- Asian-landing pages for Chinese, Vietnamese, Korean and Tagalog have been updated as a part of our overall website redesign to enhance customer experience.
- These landing pages are in-language, integrating informational videos and fact sheets as well as simplifying the navigation to “find local help.”



SALES UPDATE

KIRK WHELAN

PROMOTING IN-PERSON ENROLLMENT



Account Sign In | Español

EXPLORE
What's Right for You

PREVIEW
Health Plans

APPLY
To Get Covered

GET HELP
Find Answers

Over 260 Agent and Community Storefronts



570 events scheduled through 2/15/15

Find Events Near You



Find a Storefront Near You

Find Local Help



Find a Certified Insurance Agent

14,554 Agents compared to 7,700 on 11/30/13



Find a Certified Enroller

6,303 CECs compared to 1,952 on 11/30/13



Find a County Services Agency

22,000 County Eligibility Workers

You can get free, in-person help in your area

Events and storefronts provide opportunities to get free assistance from certified enrollers in your area when it's convenient for you.

Certified Enrollment Counselors help individuals and families apply and select insurance.

Certified Insurance Agents help individuals and small-business employers and employees select insurance plans.





Key Focus Areas for Sales

- **Training and Communications**
- **Commissions**
- **Service Centers**
- **Event and Storefront Program**
- **Promotional**

Weekly Updates & Alerts



The Agent Weekly

The latest in Certified Insurance Agent news and information

Important! January 15th Open Enrollment Deadline

Certified Enrollment Partners will have until 11:59 PST on Thursday, January 15, 2015 to assist new and current Covered California consumers with enrollment for coverage effective February 1st. This deadline applies to new consumers enrolling for coverage and renewing members with plan changes.

You are encouraged to assist consumers with completing their applications as soon as possible to ensure you receive any assistance you may need from our service center representatives ahead of the deadline.

New! Department of Health Care Services (DHCS) Update: Certified Enrollment Entities and Certified Insurance Agents Medi-Cal Enrollment Application Payments

At the end of 2014, DHCS issued remittance letters to Certified Enrollment Entities and Certified Insurance Agents for completed Medi-Cal applications submitted through July 2014. A remittance letter is a detailed payment statement sent separately from a check that includes supporting information about payment(s) issued. Note that the payments that correspond with these remittance letters were mailed in the first half of December 2014.

If you have not already received a remittance letter for a Medi-Cal application that was submitted by the end of July 31, 2014, please check your mailboxes over the coming week.

Update: Functionality for emailing remittance letters has been put on hold until a working process is put in place.

Beginning this month, DHCS will provide updates such as payment schedules and answers to frequently asked questions on their [Outreach and Enrollment Workgroup](#) webpage in order to keep you better informed about Medi-Cal payments.

We appreciate your continued support in shaping a healthier California.

Reminder! Medi-Cal Eligibility Notice

Some clients in your book of business may receive a notice from Covered California stating that either they or their family members are no longer eligible for premium assistance and now qualify for coverage through Medi-Cal. For information on what your client can do next



Agent Alert

Breaking News from Covered California

A Special Message from Peter V. Lee, Executive Director to Covered California Service Channels:



As we approach the end of a historic year and the deadline for January enrollment nears, I want to acknowledge and appreciate the hard work by all of our Certified Agents, Certified Enrollment Counselors, Educators, Community Outreach Network partners and County Eligibility Workers who helped Californians enroll in health care insurance and renew existing coverage. Many of these consumers have never had health insurance and this year we focused on connecting them to local help to enroll and that effort is paying off.

As of December 15, 157,361 consumers have started enrollment and have been determined eligible for coverage. An additional 144,178 consumers have made plan selections for private coverage in Covered California. Additionally, 216,423 have enrolled into Medi-Cal and 74,965 have been determined likely eligible for Medi-Cal. This is great news and

evidence of your efforts!

Now, with just five days before the close of open enrollment for January, we need to work together to help consumers who started the enrollment process to cross the finish line by selecting a plan and making their binder payment.

Thank you for your partnership, effort and patience as we work together to help cover California.

Wishing you a very Happy Holiday!

Peter Lee

New! Press Release: Covered California Announces Enrollment Results

Sign up: Agents@covered.ca.gov

Weekly Updates & Alerts



The Community Partners Weekly

The latest in Enrollment Assistance news and information

Important! You Have Extra Time to Help Consumers Complete Enrollment for January 1st!

Given the high volume of Californians interested in enrolling in health coverage, we're pleased to announce that Covered California has decided to give our service partners additional time to help consumers get across the finish line and complete enrollment. Service partners will have until midnight on Sunday, December 21, 2014 to assist consumers with enrollment. This applies to both new and renewing consumers enrolling for coverage effective January 1, 2015.

Please note that the Covered California Service Center for consumers will be closed this Sunday. You are encouraged to assist consumers with completing their applications as early this week as possible to ensure you receive the assistance you may need from our service center representatives.

While you and your consumers are given the extra time, we would appreciate your help in communicating expectations: completing enrollment after December 15th may delay invoices and proof of enrollment from the health plan the consumer has chosen. We encourage all consumers to make a binder payment when possible to facilitate faster enrollment in their chosen plan.

We will be providing further information about payment deadlines as soon as possible.

Important! Termination Update Terminate Participation Link is Active

The "Terminate Participation" link is active if the consumer's case has been auto-renewed, whether passively or actively, and a plan has been selected for 2015.

The "Terminate Participation" link will terminate both 2014 and 2015 plan benefit years. Community partners who click on the termination participation link after December 1, 2014 will end the 2014 coverage as of 12/31/14 and cancel the 2015 renewal coverage.



Enrollment Assistance Alert

Breaking News from Covered California

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COVERED CALIFORNIA INSURANCE AGENTS CERTIFIED TO DATE

Last OE up to 04/15/14	SE from 04/16/14 to 08/31/14	From Sept. 1, 2014 to now	Agents certified to date
11,539	562	1,758	13,859

ACTIVE COVERED CALIFORNIA CERTIFIED INSURANCE AGENTS BY RATING REGION

Region Code	Rating Region Name	Agents Count
Region 1	Northern California counties	406
Region 2	North Bay counties	355
Region 3	Sacramento Valley	806
Region 4	San Francisco County	208
Region 5	Contra Costa County	376
Region 6	Alameda County	435
Region 7	Santa Clara County	701
Region 8	San Mateo County	278
Region 9	Monterey Coast	220
Region 10	San Joaquin Valley	373
Region 11	Central San Joaquin	239
Region 12	Central Coast	522
Region 13	Eastern counties	20
Region 14	Kern County	158
Region 15	Los Angeles County North	1,778
Region 16	Los Angeles County South	2,390
Region 17	Inland Empire	1,044
Region 18	Orange County	1,904
Region 19	San Diego County	1,178
N/A	Other	468
Grand Total		13,859

ACTIVE COVERED CALIFORNIA CERTIFIED INSURANCE AGENTS BY SALES REGION

Sales Area	Sales Region Name	Agents Count
Area 1	Northern Cal (Rating regions 1, 2, 3)	1,567
Area 2	Bay Area (Rating regions 4, 5, 6, 7, 8)	1,998
Area 3	Central Coast (Rating regions 9, 12)	742
Area 4	Central Valley (Rating regions 10, 11, 13, 14)	790
Area 5	Los Angeles (Rating regions 15, 16)	4,168
Area 6	Inland Empire (Rating region 17)	1,044
Area 7	Orange County (Rating region 18)	1,904
Area 8	San Diego (Rating region 19)	1,178
N/A	Other	468
Grand Total		13,859

ACTIVE COVERED CALIFORNIA STOREFRONTS BY RATING REGIONS

Rating Regions			
Region	Agent Storefronts	Community Partners Storefronts	Community Events
1 - Northern California counties	7	7	6
2 - North Bay counties	1	29	7
3 - Sacramento Valley	4	22	36
4 - San Francisco County	1	3	11
5 - Contra Costa County	2	3	43
6 - Alameda County	2	8	112
7 - Santa Clara County	5	15	23
8 - San Mateo County	1	25	9
9 - Monterey Coast	3		
10 - San Joaquin Valley	3	33	108
11 - Central San Joaquin	1	8	19
12 - Central Coast	3	7	7
14 - Kern County	2	16	5
15 - Los Angeles County North	10	38	42
16 - Los Angeles County South	16	73	109
17 - Inland Empire	4	25	116
18 - Orange County	14	46	33
19 - San Diego County	8	18	14
TOTAL	87	376	700

ACTIVE COVERED CALIFORNIA STOREFRONTS BY SALES REGIONS

Sales Areas			
Sales Area	Storefronts	Community Partners Storefronts	Community Events
Northern Cal (Rating regions 1, 2, 3)	12	58	49
Bay Area (Rating regions 4, 5, 6, 7, 8)	11	54	198
Central Coast (Rating regions 9, 12)	6	7	7
Central Valley (Rating regions 10, 11, 13, 14)	6	57	132
Los Angeles (Rating regions 15, 16)	26	111	151
Inland Empire (Rating region 17)	4	25	116
Orange County (Rating region 18)	14	46	33
San Diego (Rating region 19)	8	18	14
TOTAL	87	376	700

OUTREACH UPDATE

LAGRANT COMMUNICATIONS



Covered California

Community
&
Media Outreach



GOAL

- Increase Covered California healthcare enrollment of subsidy eligible Hispanics, African Americans and Asian Americans in key target markets

STRATEGY

- Conduct community and media outreach in target markets
- Work with Covered California partners including navigators, certified enrollment counselors and certified enrollment agents by providing advice and outreach support of their enrollment efforts

Objectives

- Support and enhance outreach efforts by Covered California Partners our target markets
- Increase the number Covered California subsidy eligible African American, Hispanic and Asian American enrollees
- Educate target audiences on Covered California's subsidy program, and its benefits

Target Audience

African Americans, Hispanics and Asian/Pacific Islanders with a Federal Poverty Level of 138 percent to 400 percent, in the following counties:

African American

- Alameda County
- Contra Costa County
- Riverside County
- San Bernardino County
- San Diego County

Hispanic

- Alameda County
- Contra Costa County
- San Mateo County
- Santa Clara County
- Riverside County
- San Bernardino County
- San Diego County

Asian Americans

- Alameda County
- Contra Costa County
- San Mateo County
- Santa Clara County

Covered California Key Messages

- Find free enrollment help near you by logging on to www.coveredca.com and click **Find Local Help**.
 - Find a free enrollment counselor or agent near you
 - Find an enrollment storefront
 - Find an enrollment event
- Based on income, you may be eligible for a tax credit that will help with your monthly premium.
- The deadline to enroll is February 15, 2015; uninsured individuals may face penalties.



Community Outreach



Beauty School Partnerships

- Use the Board of Barbering & Cosmetology's list of Approved Schools to partner with beauty and barber schools per market to have enrollment days on campus of beauty schools in the following cities:

[Board of Barbering & Cosmetology Approved Schools List](#)

Inland Empire (at least 5) San Diego County (at least 3) Bay Area (at least 5)

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Moreno Valley• Riverside• San Bernardino• Victorville• Rialto• Rancho Cucamonga | <ul style="list-style-type: none">• San Diego• Oceanside | <ul style="list-style-type: none">• Oakland• Hayward• San Mateo• Alameda• Concord |
|--|---|---|

Low-Income Jobs Outreach

- Utilizing the community engagement associates, conduct outreach at local businesses, in shopping plazas, neighborhoods, malls, distribution centers, pre-schools, fast-food restaurants, and other low-paying jobs sites
 - Share Covered California collateral materials and area enrollment sites

Community Colleges & Trade Schools

- Partner with community colleges and trade schools in target markets to have on-campus enrollments at least two days per week, throughout the duration of open enrollment.
 - Develop a method for the community college representatives to set appointments for the certified enrollment counselors (CEC) and/or insurance agents
 - Secure a private room or space for CEC to enroll students
 - Promote the enrollment site via the school bulletin, website, social media, collateral distribution, and other ways the colleges suggest to promote

Faith-Based Organizations

- Partner with faith-based organizations to secure an onsite enrollment on Sundays between services and/or throughout the week
 - Partnerships should include:
 - Distribute Covered CA collateral materials to congregations, Sunday service and bulletin announcements of enrollment days, and manage appointments through a LAGRANT email address
 - The LC Team will work with CECs to be available for set appointments



Covered California

Earned and Paid Media Plan



Earned Media

- Draft at least four byline articles on individuals who's lives that have been dramatically changed by Covered California
 - Two for the Hispanic Market
 - Two for the African American Market
- Identify opportunities for members of the Legislative Caucuses to provide quotes on Covered California, op-ed pieces and interviews
- Draft and distribute a press release explaining Covered California's subsidy program and trans-adapt to Spanish
- Draft and distribute a press release announcing target markets enrollment sites in the area
- Create calendar postings for enrollment sites in each market

Paid Media

- Identify opportunities where Covered California can increase visibility to subsidy-eligible individuals in the targeted Hispanic and African American markets.
 - Evaluate opportunity and make recommendation to Covered California

Outreach Progress

Past Events

Inland Empire

- **Moreno Valley Crosswords Church**
 - Sat. & Sun. December 20 & 21
 - Outreach and education
 - Moreno Valley
 - Partner: CA NAACP
- **Juniper Church**
 - Every Sunday, January 10 – February 15, 2015
 - Outreach and education
 - Fontana
 - **Partner:**
- **Baca Foundation and Health Fair**
 - Saturday, January 10, 2015
 - Outreach and Education
- **St. Patrick Catholic Church**
 - Every Sunday, December 28, 2014 – February 15, 2015
 - Outreach and Education
 - San Bernardino
 - Partner:
- **Inland Empire Mexican Consulate**
 - Saturday, January 9, 2015
 - Outreach and Education
 - San Bernardino
 - Partner
- **Perris Christmas Parade**
 - Saturday, December 13, 2014
 - Outreach and Education
 - CA NAACP

Past Events

San Diego

- **Bethel Baptist Church**
 - January 7, 2015
 - African American Market
 - Outreach and Education
 - Insurance Agent Jennifer Smith
- **Barber shop Owner Enrollment**
 - Insurance Agent John Mendoza
 - 2 enrolled
- **Mother and daughter Enrollment**
 - Insurance Agent John Mendoza
 - 2 enrolled
- **San Diego Food Bank**
 - January 9, 2015
 - Outreach and Education
 - Insurance Agent John Mendoza

Bay Area Events

Events	Date	City	Event,Type	Covered,CA,Partner	Market
Bay,Area					
Covered'California'Enrollment	1/17/15	San'Francisco'	Enrollment'and'Education	California'Black'Chamber'of'Commerce	African'America
Sacramento'MLK'March	1/19/15	Sacramento	Outreach'and'Education	TBD	African'American
New'Member'Breakfast'South'San'Francisco'Chamber'of'Commerce	1/21/15	South'San'Francisco	SHOP'and'Indv.'Outreach'and'Education	Need'someone'who'knows'SHOP	African'American,'Asian'American,'Hispanic
Black'College'Expo'	1/24/15	Oakland	Outreach'and'Education	Black'Health'Network'Marshawn	African'American
Covered'California'Enrollment'Event	1/24/15	Richmond	Enrollment'and'Education	Vision'y'Comprimiso	Hispanic
Richmond'Talent>Show	2/8/15	Richmond	Outreach'and'Education,(Appointme nts)	Need'to'identify	African'American
Intimate'Enrollment'Mixers	TBD	TBD	Enrollment	Obama'for'Action	African'American
Business'Owner'Mixer	TBD		Outreach'and'Education	Richmond'Chamber'of'Commerce	African'American,'Asian'American,'Hispanic

San Diego County Events

Events	Date	City	Event,Type	Covered,CA,Partner	Market
San,Diego					
Food'Bank	1/10/15	San'Diego	Outreach' and' Education	John'Mendoza	African'American
Martin'Luther'King'Day'Parade	1/19/15	San'Diego	Outreach' and' Education	Black'Health'Associates	African'American
Enrollment	2/1/15	Escondido	Outreach,' Education' and' Enrollment	Michael'B.	Hispanic'
Enrollment'	2/15/15	Escondido	Outreach,' Education' and' Enrollment	Michael'B.	Hispanic'
The'Movement'Coalition'Online'Radio' Show	Every' Thursday		Media' Outreach'	Kevin'Henderson'ZLAGRANT'	African'American
Jacob'Center'for'Innovation	Every' Thursday	San'Diego	Outreach,' Education' and' Enrollment	Jennifer'Smith'&'Hispanic'TBD	African'American' and'Hispanic
San'Diego'Mesa'College	January'26'Z Feb'15,'MZ Th	Mesa	Outreach,' Education' and' Enrollment	TBD	African'American' and'Hispanic'
Hispanic'Chamber'EZCommerce	TBD	San'Diego	Outreach' and' Education	Z	Hispanic
Intimate'Enrollment'Mixers'	TBD	San'Diego	Outreach' and' Education	Affordable'Care'Act'Z Organization'for'Action	African'American'
Bethel''Baptist'Church'	TBD	San'Diego	Enrollment' and' Education	Jennifer'Smith	African'American'

Inland Empire Events

Events	Date	City	Event,Type	Covered,CA,Partner	Market
Inland,Empire					
Inland'Empire'Mexican'Consulate	1/10/15	San' Bernardino	Outreach' and' Education	'Vision'y'Comprimiso	Hispanic
Baca'Foundation'and'Health'Fair	1/10/15	San' Bernardino	Outreach' and' Education	Insurance'Agent'Dina'Esquivel	Hispanic
Juniper'Church	Every' Sunday	Fontana	Outreach' and' Education	Riverside'Black'Chamber'of' Commerce	African'American
Cops'and'Clergy	1/12/15	Perris	Outreach' and' Education	Quinn'and'NAACP	African'American
Corona'Hispanic'Chamber'of'Commerce	1/14/15	Corona	Seeking' Small'biz' partnerships ,and' Covered'CA' Information	TBD	Hispanic
THE'GROUP	1/15/15	TBD	Community' Leaders' Outreach' and' Education	TBD	African'American' and'Hispanic
UDW'HomeCare'Providers'Union	1/15/15	Riverside	Outreach' and' Education	LC'Linnie'Bailey'Guest'Speaker	African'American
Riverside'Martin'Luther'King'Breakfast	1/19/15	Riverside	Outreach' and' Education	CA'NAACP,'Riverside	African'American
Corona'Library'Community'Info'Night	1/21/15	Corona	Outreach' and' Education	Unity'Fellowship	African'American' and'Hispanic

Inland Empire Events

Events	Date	City	Event,Type	Covered,CA,Partner	Market
La'Sierra'Library	1/28/15	La'Sierra	Outreach' and' Education	Unity'Fellowship	African'American' and'Hispanic
Galleria'Famers'Market	1/9/2015'Z Cancelled' due'to'rain	Riverside	Outreach' and' Education		Hispanic
St.'Patrick'Catholic'Church	Every' Sunday	Moreno' Valley	Outreach' and' Education	Laura'Arguilez'(CEC)	Hispanic
Westside'Story'News'Publisher'Allen' Wallace'Radio'Interviews'and' Announcements	January'18'' &'February' 8	Inland' Empire	Outreach' and' Education	TBD'&'Assemblymember' Cheryl'Brown	African'American
St.'Patrick'Catholic'Church	TBD	Moreno' Valley	Workshop	Laura'Arguilez'(CEC)	Hispanic
Norco'College'Beauty'and'Culinary' College	TBD		Outreach' and' Education	TBD	African'American' and'Hispanic
Moreno'Valley'Beauty'and'Culinary'	TBD	Moreno' Valley'&'	Outreach' and' Education	TBD	African'American' and'Hispanic
Intimate'Enrollment'Mixers'	TBD	Inland' Empire	Outreach' and' Education	Affordable'Care'Act'Z Organization'for'Action	African'American'
Community'Info'Night	TBD	La'Sierra'	Education	Unity'Fellowship	African'American' and'Hispanic
Moreno'Valley'Crosswords'Church	December' 20'&'21	Moreno' Valley	Outreach' and' Education	CA'NAACP	African' American/Hispani c

Los Angeles Brazilian Market Events

Events	Date	City	Event,Type	Covered,CA,Partner	Market
Los,Angeles,Brazilian,Market					
Brasil'Brasil'Cultural'Center	1/21/15	Los'Angeles	Outreach' and' Education	TBD	Brazilian
Brazilian'Consulate	1/31/15	Los'Angeles	Outreach' and' Education' Workshop	TBD	Brazilian

OUTREACH UPDATE

DAKOTA COMMUNICATIONS

Since our start date on Dec. 5, the Dakota Communications team has organized, and continues to organize, a number of events to educate and enroll African Americans in Covered California. **Our geographic areas include Los Angeles and surrounding communities (Inglewood, Compton, Hawthorne, etc.), Long Beach, Pasadena, Altadena, Palmdale and Lancaster.**

- We are reaching out to churches; community colleges; African American Chambers and business groups; health care workers at group homes and adult residential facilities; part-time/temporary workers for Compton Unified School District.
- We are also working on multiple events for Martin Luther King, Jr. Day weekend and events to coincide with African American History month events.

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- Some of the “buzz” we are hearing thus far from people in the community is that this is a much needed focus for the communities. The message that it's the law of the land, and that the severe tax penalties are real, seems to be resonating with people.
- As we expected, having church and community leaders speak on the benefits of having health insurance has been very helpful in getting our message across. Many of these leaders have personal stories that demonstrate the dire need for health coverage. So the people are hearing the message and know this is a serious health matter.

OUTREACH AND EDUCATION EVENTS

DATE	EVENT	NUMBER OF PEOPLE
12/21/14	Full Harvest Int'l Church – service presentation	400
12/21/14	Full Harvest Int'l Church – after-service outreach	40
12/26 & 12/27/14	Kwanzaa Heritage Festival – Leimert Park	120
12/28/14	Citizens of Zion Church – service presentation	350
12/28/14	Citizens of Zion Church – after-service outreach	30
12/28/14	Kwanzaa Celebration – Palmdale	55 (5 sign-up contacts)
1/4/15	Citizens of Zion Church – after-service outreach	20
1/4/15	Southside Bethel Baptist outreach	50
1/4/15	Greater New Unity Church outreach	10
1/5 – 1/8/15	Antelope Valley College – student outreach	60 (25 sign-up contacts)
1/7/15	Cal State University Bakersfield – student outreach	20 (5 sign-up contacts)
1/11/15	Park Windsor Baptist Church – service presentation	325
1/11/15	Park Windsor Baptist Church – after-service outreach	10
1/11/15	Grace Temple Baptist Church – church presentation	225
1/11/15	Park Windsor Baptist Church – 2 nd service presentation	150
1/11/15	Park Windsor Baptist Church – 2 nd after-service outreach	10
1/11/15	Living Stone Cathedral of Worship (Antelope Valley)	100-150
1/14 and 1/15/15	Pasadena City College outreach and education, 10a-3p	TBD
1/17/15	Long Beach MLK Parade and Celebration outreach	TBD
1/17/15	MLK Day Palmdale Event - outreach	TBD
1/17/15	Palmdale City Library outreach – 2-3pm	TBD
1/17/15	23 RD Annual Empowerment Congress – 8am-1pm	TBD
1/18/15	St. Andrew Baptist – service presentation and outreach	TBD
1/18/15	Atherton Baptist Church – Hawthorne outreach	TBD
1/19/15	MLK Parade outreach – Leimert Park	TBD
1/19/15	City of Inglewood MLK Celebration	TBD
1/20-1/23/15	Univ. of Antelope Valley – Tues-Fri, 11a-1:30p outreach	TBD
1/25/15	Faithful Central Bible Church outreach	TBD
1/25/15	Resurrection – service presentation and outreach	TBD
2/3-2/4/15	El Camino Compton College outreach	TBD

ENROLLMENT EVENTS

DATE	EVENT	NUMBER ENROLLED
12/20/14	Weller Street Baptist Church Toy Drive & Enrollment	3 (+ some inquiries)
12/21/14	Unity Christian Fellowship Enrollment	15 (+ some inquiries)
1/10/15	Watts Area Ministries @ Bethel Baptist Church	0 (rain was a factor)
1/10/15	Bible Enrichment Fellowship	2
1/11/15	Living Stone Cathedral of Worship (Antelope Valley)	?
1/11/15	Experience Christian Ministries	7 (+ many inquiries)
1/13/15	Achievable Clinic/Westside Regional Center 10a-3p	3 (+inquiries)
1/15/15	Inglewood Chamber of Commerce	TBD
1/15/15	First A.M.E. Weekly Enrollment, 11am-4pm	TBD
1/16/15	Crenshaw Chamber of Commerce 12noon-4p	TBD
1/17/15	City of Refuge Enrollment Fair – Bishop Noel Jones/Sen. Isadore Hall – 11am-3pm	TBD
1/17/15	Bible Enrichment Fellowship Int'l Weekly Enrollment	TBD
1/18/15	Bilal Islamic Center Enrollment Fair	TBD
1/18/15	Southern Missionary Baptist Church enrollment, 3-7p	TBD
1/18/15	Antioch Church of Long Beach enrollment, 9a-2p	TBD
1/18/15	St. Stephen Baptist Church – La Puente, 8:30a-1:30p	TBD
1/18/15	Gardena Chamber of Commerce Enrollment Event	TBD
1/20/15	Inglewood Chamber of Commerce enrollment #2	TBD
1/22/15	First A.M.E. Weekly Enrollment	TBD
1/24/15	McCoy Memorial Baptist Church Community Health & Enrollment Fair, 11a-3p	TBD
1/24/15	Macedonia Baptist Church enrollment	TBD
1/24/15	Bible Enrichment Fellowship Int'l Weekly Enrollment	TBD
1/25/15	Atherton Baptist Church – Hawthorne	TBD
1/29/15	First A.M.E. Weekly Enrollment	TBD
1/31/15	Legislative Black Caucus Family Health & Enrollment Fair at CAAM, 11a-3p	TBD
1/31/15	Compton Unified School District enrollment	TBD
1/31/15	Citizens of Zion enrollment event	TBD

ENROLLMENT EVENTS

2/5/15	First A.M.E. Weekly Enrollment	TBD
2/7/15	Bible Enrichment Fellowship Int'l Weekly Enrollment	TBD
2/9-2/13/15	L.A. Community College District-Wide Enrollment events (enrollment on all LACCD campuses Mon-Fri)	TBD
2/9-2/12/15	Antelope Valley College – enrollment/outreach events, 11a-2p (outreach confirmed, enrollment appts likely)	TBD
2/10 and 2/11/15	El Camino Compton College enrollment	TBD
2/12/15	First A.M.E. Weekly Enrollment	TBD
2/14/15	Bible Enrichment Fellowship Int'l Weekly Enrollment	TBD
2/14/15	Greater Zion Church Family Enrollment Fair - Compton, 10a-3p	TBD

OUTREACH UPDATE

DAN CHAVEZ

OUTREACH UPDATE

BILL WONG

DISCUSSION

AREAS FOR INPUT

RE-BIDDING OF MARKETING AND PUBLIC RELATIONS CONTRACTS

COLLEEN STEVENS

Current Contracts

Agency	Duty	Contract Ends
Ogilvy Public Relations	Public Relations	6/30/2015
Weber Shandwick/Axis	Advertising	6/30/2015
National Opinion Research Center (NORC)	Research	6/30/2015
Outreach and Education		Coming Soon

Covered California is committed to a fair, competitive process to select Advertising and Public Relations partners now as well as Outreach and Education partners in the future.

Today's Topic:

Two of the Four Vendor Solicitations

Through an open and competitive RFP process, Covered California will select:

- An Advertising Agency
- A Public Relations Agency

Contract Terms

Each contract has an anticipated term of 3 to 5 years

Anticipated execution of contracts no later than June 2015

Building on Lessons Learned

Separate RFPs and contracts

Assure depth of multi-cultural expertise and experience

Prime contractors must demonstrate capacity to reach language-specific and/or culturally relevant populations or plan for use of subcontractors

RFPs Tentative Timeline

Stage	Date*
RFP Release	Mid-February 2015
Bidders' Conference	February 27, 2015
Stage 1: Minimum Qualifications	Early March 2015
Stage 2: Site Visits	Late March 2015
Stage 3: Cost Proposal and Oral Presentations	April 2015
Contract Start Date	June 2015

** Dates subject to change*

Bidders' Conference

Covered California presents background and goals of the program

Overview of RFP and submission requirements

Answer questions to clarify RFP and improve proposals

Advertising and Public Relations conferences will take place on same day to reduce travel costs

Benefits: Provides Covered California with an idea of potential applicants, and gives agencies an opportunity for RFP proposal partnerships

What You Can Do

Spread the word: Contact organizations that may be interested in applying

Encourage interested parties to watch for RFP announcements in February
(hbex.coveredca.com)

Encourage interested parties to attend Bidders' Conference to learn more

Your View

- What makes a successful Marketing Campaign?
- What makes up a successful PR Contract?

INDIVIDUAL MANDATE

AMY PALMER

Health Care & Taxes



Sign up by Feb. 15 > Avoid the Penalty for Not Having Insurance

It's never smart to avoid having health insurance — one accident can lead to an emergency room visit and tens of thousands of dollars in bills, or learning you have cancer when it's too late to treat it. Now there's another reason to get insured — **taxes**.

The **"Shared Responsibility Payment"** is a new tax penalty that Americans have to pay this year if they can afford health insurance but choose not to buy it. It's called a shared responsibility payment because everyone in the United States is now required to be part of our health insurance system, buying health coverage for themselves and their families rather than relying on others to pay for their care. Starting for 2015, those who don't buy health insurance may be subject to the penalty which is \$325 per person in a household or 2% of their income, whichever is greater.

It's Getting More Expensive to Go Without Insurance

PENALTIES* BY TAX YEAR	2014	2015	2016
 Jim earns \$40K/yr	\$299	\$594	\$736
 Eduardo & Julia earn \$70K/yr	\$497	\$988	\$2,085

The best way to avoid the penalty is to buy health insurance right now during open enrollment, which continues to Feb. 15. Of those already enrolled, almost 90 percent got financial help to cover their premiums. For more information and to find local, no-cost assistance, go to CoveredCA.com. It makes far more sense than paying the penalty at tax time.

* 2014 amounts based on IRS estimations, www.irs.gov/Affordable-Care-Act/Individuals-and-Families/ACA-Individual-Shared-Responsibility-Provision-Calculating-the-Payment. 2015 and 2016 amounts estimated using ACA calculator — <http://taxpolicycenter.org/taxfacts/acacalculator.cfm>.



RECONCILIATION AND 1095A

AMY PALMER

What is **FORM 1095-A** ?

You will need your 1095-A form when you prepare your taxes for 2014.

Q. What is it?

A. Your 1095-A shows

what Covered California paid to your insurance company in 2014 to help you with the cost of your health coverage. The amount paid was based on the income information and household size you provided. If your income changed, you may have paid too much or too little for your health coverage.



Q. What do I do with it?

A. Save this form —

you will need it when you prepare your taxes for 2014. Similar to a W-2, a 1095-A is one of the things that will determine the amount of taxes you will pay or the refund you receive.

Q. Why am I getting this form?

A. As a result of the Affordable Care Act, most Americans are required to have health insurance. This form tells the government you had health coverage and don't have to pay a tax penalty. It will also be used to make sure the subsidy paid to your plan is correct based on your income as reported to the IRS for 2014.

INCOME

SUBSIDY

Subsidies go up and down with your income. A 1095-A helps ensure the amount you received in 2014 is just right.

Q. What if I feel the amount is incorrect?

A. The amount on your 1095-A reflects what Covered California paid to your insurance plan in 2014. If you feel the amount shown on your 1095-A is not the subsidy that Covered California actually paid, contact Covered California at (XXX) XXX-XXXX.

For help with your taxes, consult a tax preparer. Most tax preparers are ready to assist you with this form and the tax requirements.

DISCUSSION AND FINAL Q&A