



Board Members

Diana S. Dooley, Chair
Kimberly Belshé Paul Fearer
Susan Kennedy Robert Ross, MD

Executive Director

Peter V. Lee

Small Business Health Options Program Advisory Group

Introduction

Covered California strives to assure that it effectively engages a broad range of stakeholders to inform its policy development and shape the implementation of the Covered California. The Board of Covered California has identified as among its core operating values its commitment to be guided in its work by partnerships with stakeholders and earning the public's trust by being transparent and accountable in how it operates. Consistent with that value, Covered California has established the Small Business Health Options Program Advisory Group (SHOP Advisory Group) to provide input to Covered California Board and staff on critical issues for small business customers.

Purpose

The purpose of the SHOP Advisory Group is to collect California-specific perspectives from key experts and stakeholders, provide advice and recommendations and serve as a sounding board to Covered California Board and staff to assist in the continual refinement of policies and strategies to ensure Covered California offers unique value to small businesses that purchase coverage through the SHOP.

Scope

Beginning in 2014, California small business owners will have the opportunity to purchase coverage for their employees through the SHOP, affording them the same benefits enjoyed by large employer insurance purchasers. The Advisory Group provides input on strategies to raise interest in the SHOP and ensure that it provides value for small employers.

Objectives

The core objectives of the SHOP Advisory Group are to provide advice and recommendations to Covered California to inform policy-making related to SHOP design and implementation, including:

1. Marketing and outreach to agents and to small business;
2. Alignment with the individual Exchange;
3. Policy and benefit design; and
4. Administration and implementation;

SHOP Advisory Group Meetings

The SHOP Advisory Group will meet quarterly. All meetings will be announced in advance and open to the public and opportunities will be provided for public comment at designated times during the meetings. Please visit the SHOP Advisory Group [webpage](#) for details.

Membership

Below are the members of the SHOP Advisory Group. Members were selected to assure a balance of expertise and viewpoints that are necessary to effectively address the issues to be considered by the advisory group. These members represent California's cultural, geographic and economic diversity. Members are recognized experts in their fields, including:

- Small business representatives and self-employed individuals
- Health plans
- Health insurance agents
- Consumer advocates with direct and substantial experience in small employer health care issues
- Large employers or large employer coalitions with direct and substantial experience in purchasing health care

We look forward to adding to this group health care consumers who are SHOP members in 2014.

Jeanne Cain
Executive Vice President, Policy
California Chamber of Commerce

David Chase
California Outreach Director
Small Business Majority

Jorge C. Corralejo
Chairman, Founding Member
Latino Business Chamber of Greater
Los Angeles

Virginia Donohue
Camp Director
Small Business Owner (Pet Camp)

Tana Elizondo
Insurance Agent
Central Valley Life & Health Benefits

Kathy Hamilton
Director, Government Affairs
The Children's Partnership

Brent Hitchings
Vice President
Sales and Account Management
Blue Shield of California

Alan Katz
Executive Vice President
SeeChange Health Insurance

Emily Lam
Senior Director
Healthcare & Federal Issues
Silicon Valley Leadership Group

Gohn Marie McFadden
President and Founder
McFadden & Associates

Mark Morgan
Vice President and General Manager
Small Group Business
Anthem Blue Cross of California

John Newman
Executive Director
California Exchange Operations
Kaiser Permanente Health Plan

Carla Saporta
Policy Director
Greenlining Institute

Sam Smith
President Elect of CAHU
Independent Broker & CAHU

Micah Weinberg
Senior Policy Advisor
Bay Area Council