



**COVERED
CALIFORNIA**

COMMUNITY PARTNER RESOURCES



- Introduction
- Welcome
- General Information
- Collateral, Events, Storefronts
- Demographic Data
- Available Resources
- Questions and Feedback



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WELCOME



Message from Covered California Director Peter Lee

“Covered California remains focused on open enrollment. We want to make sure consumers know their options. Health coverage options are available to consumers with financial assistance to help pay for coverage. We will be communicating these important messages to consumers during open enrollment, which goes through Jan. 31, 2017. In the weeks and months ahead, Covered California looks forward to sharing our lessons to inform policy changes nationally.”



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GENERAL INFORMATION



Open Enrollment:

November 1, 2016 through
January 31, 2017

In order to have coverage begin January 1, 2017, consumers must make a plan selection by **December 15, 2016** and also pay the binder payment by December 27, 2016.

Certified Counselor Recertification Training

DEADLINE

December 31, 2016 is the deadline for your returning certified counselors to complete the 2016-17 Recertification Training.

<https://learning.coveredca.com/#/login>



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COLLATERAL, EVENTS, AND STOREFRONTS

**Certified
Educator**



**Certified
Enrollment
Counselor**

Scan QR Code
to verify
Credential



Date Certified
September



John Smith
#1234567890

Scan
QR Code
to verify
Credentials



Date Issued:
September 25, 2013

Each CAE received the message below from KPCorp.com in late Aug, early Sept.

*We are pleased to let you know that your new annual budget for our online store has been set to **\$250**.*

To visit the Covered California Print Store now, please click on the link below:

- *Print Store*
URL: <http://360.kpcorp.com/coveredca>

- Unused funds will not be rolled over into the next fiscal year
- Collateral is ordered only by the CAE through the KP Store

COMMUNITY PARTNER COLLATERAL



Order Online:
<http://360.kpcorp.com/coveredca>

Post or Find events

- Find events - Events Website
- Search events by name, date, language, and/or location (city, zip, and/or county)
- Site is accessed from coveredca.com from “Get Help” and selecting “Find Events Near You”
- <http://www.coveredca.com/get-help/local/events/>
- Storefront Website
- <http://www.coveredca.com/get-help/local/storefronts/>

Posting An Event

<https://coveredca.custhelp.com/app/events/admin/propose>

- What should be included?
 - Event Name (Must be open to the public)
 - Host Organization – Entity Name (if you are not the host organization)
 - Location and Hours clearly identified
- What if I don't have all the information yet?
 - Do not submit an event with partial details
- Questions go to events@covered.ca.gov



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DEMOGRAPHIC DATA





The **“Optional Data”** page within the online consumer application (CalHEERS) **consists of four valuable questions** and takes **less than one minute to complete.**

What are the Questions?

- What language should we write to this person in?
- What language do you want us to speak to this person in?
- Is this person of Hispanic, Latino, or Spanish Origin?
- What is this person's race?

Why is this important?

- The answers help Covered California understand who is getting insured, and more importantly, who remains uninsured
- We can provide resources (targeted [Heat Maps](#) and sales tools) to our partners to better assist them in finding and enrolling the uninsured throughout the state

Why is this important?

- Helps us determine if there are gaps in services
- Use in conjunction with our carrier partners to promote integrated and targeted outreach strategies and increase investments in reaching the remaining uninsured

“ Let’s work together and get to 80% participation!”

– Don’t skip on the data



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OUTREACH STRATEGIES



Suggested Strategies

- Work with churches and religious organizations
 - Community fairs/events
 - Develop relationships with faith leaders and faith community members
 - Schedule presentations on Sundays
 - Deliver presentations about Covered California

Suggested Strategies

- Workshops titles should be general and non-specific
 - Do not use only “workshop”

Title Examples:

Community Information

Useful Social Service and Immigration Benefits

- The title should identify the purpose of the workshop.

Suggested Outreach Strategies

- Use linguistically appropriate educational materials
 - Covered California Collateral material
 - Eligibility charts
 - Plan comparison charts
- Cultural and community events
 - Events that cater to your targeted population
 - Health fairs
 - Community conferences

Suggested Strategies

- Ethnic radio shows and local ethnic TV stations
 - Consumers tend to reach out after watching or hearing about a specific topic
 - Educates people listening/watching
 - Proven effective marketing tool



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AVAILABLE RESOURCES





November 3, 2016

Director's Corner

Review insights on this year's open enrollment from [Kirk Whelan, Director of Outreach and Sales, and Covered California for Small Business](#)>>

What's New for Open Enrollment

Subject: Alert! Outage This Weekend and Rescheduled Open Enrollment Webinar



Online Application Outage

Upcoming Outages

Webinar

Covered California's Service Centers 2016 – 2017 Operating Hours

Agent Service Center

Phone: (877) 453-9198

agents@covered.ca.gov

CEC/PBE Help Line

Phone: (855) 324-3147

Covered California for Small Business

Phone: (855) 777-6782

shop@covered.ca.gov

Hours of Operation:

Monday thru Friday, 8:00 a.m. to 6:00 p.m.

Saturdays and Sundays, Closed

Consumer Service Center

Phone: (800) 300-1506

Hours of Operation:

Through January 28, 2017

Monday thru Friday, 8:00 a.m. to 8:00 p.m.

Saturdays, 8:00 a.m. to 6:00 p.m.

Sundays, Closed

http://hbex.coveredca.com/toolkit/webinars-briefings/downloads/Service_Centers_Hours_of_Operation.pdf

AVAILABLE RESOURCES



In-Person Administrative System (IPAS)

Account Settings | Last login: 12/8/2016 3:33:00 PM

Account Logout

Entity Status Report Manage Counselors & Badges Entities Recruitments Contact Logs Admin



Agents Start Here »

Entities Start Here »

Resources for Partners

Adding New Counselors

CAC Program Regulations

Entity Primary Contact Resource Guide

Change Request Form

Counselor Resources


Webinar Archive

Enrollment Partner Tool Kit - "One Stop Shop"



Tool Kits for Enrollers

- 2017 Open Enrollment Tool Kit ▶
- 2017 Renewal Tool Kit ▶
- Webinars & Briefings ▶
- Agent Extranet Tool Kit ▶
- Social Media Tool Kit ▶
- Subsidy-Eligible Maps Tool Kit ▶
- Storefront Tool Kit ▶
- Small Business Tool Kit ▶




Presentations and Handouts

- Covered California 101 Presentation ▶
- Printable Materials, such as brochures and fact sheets ▶



Resources for Event Hosting and Storefronts

- Customizable Radio Spots ▶
- Library Tool Kit ▶



Logos and Branding

- Covered California logos and brand style guides ▶



Tool Kits for Outreach

- School Educator Partner Tool Kit ▶
- Provider Partner Tool Kit ▶
- Pastor's Tool Kit ▶

<http://hbex.coveredca.com/toolkit/>

2017 OPEN ENROLLMENT TOOLKIT

Resource
Health Plans Booklet - 2017
Standard Benefit Design Chart - 2017
Family Dental Exclusions and Limitations
Covered California Plans & Benefits in PDF and Video - 2017
Regional Rates in PDF and Video - 2017

2017 RENEWAL KIT

Resource
<u>Renewal Quick Guide</u>
<u>Job Aid: Renewal</u>
<u>Consent for Verification Quick Guide</u>
<u>Non-Tax Filer Quick Guide</u>
<u>2017 Delegation and Delegation Change</u>

AVAILABLE RESOURCES

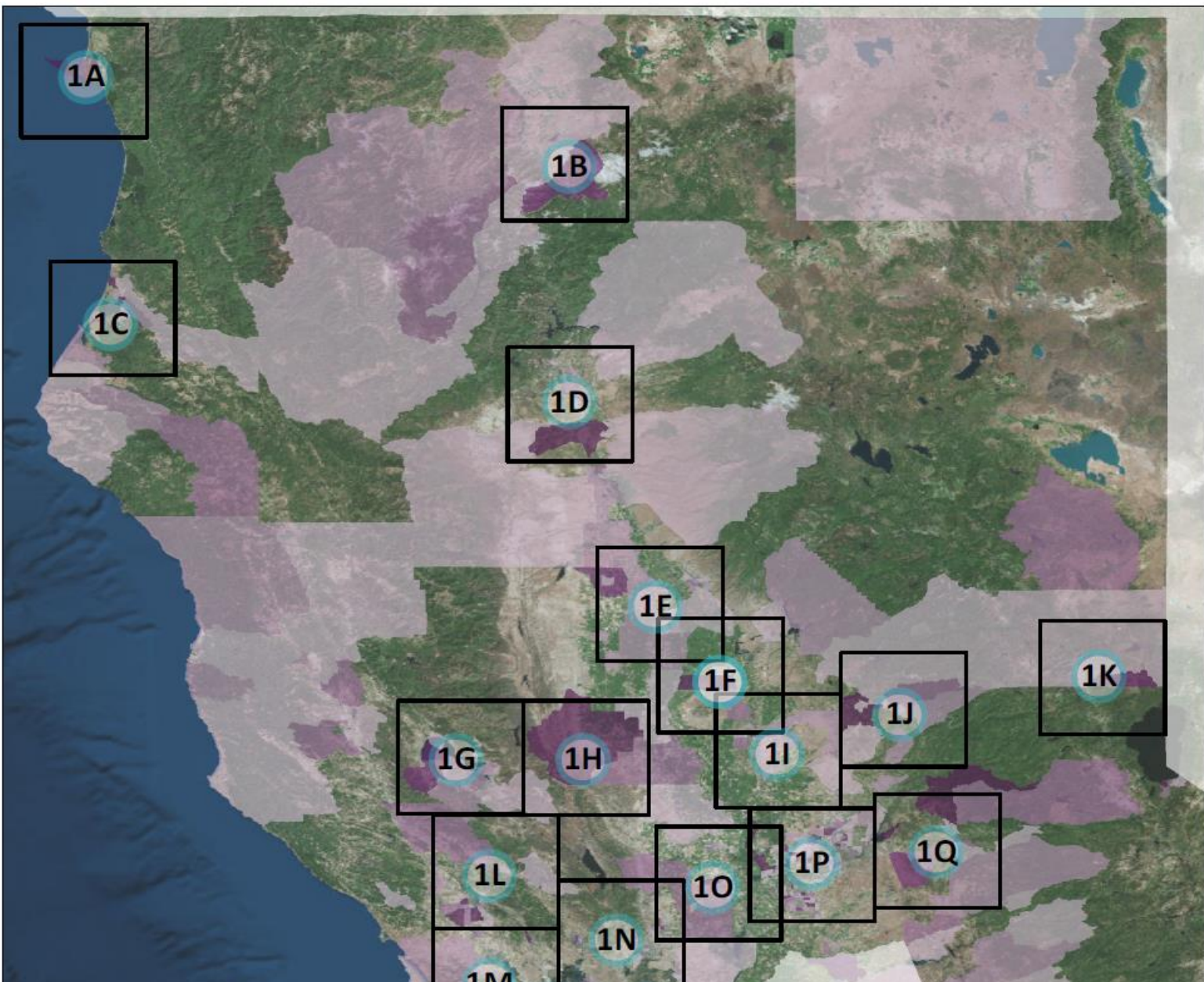


2016 Subsidy-Eligible Maps Tool Kit

Resource
<u>Information Guide</u>
<u>Sales Area 1 - Northern California</u>
<u>Sales Area 2 - Bay Area</u>
<u>Sales Area 3 - Central Coast</u>

http://hbex.coveredca.com/toolkit/subsidy-eligible-maps/PDFs/Subsidy_Eligible_Map_Toolkit.pdf

AVAILABLE RESOURCES



Estimated Remaining Subsidy-Eligible Population Sales Area 1

These maps represent the range of Covered CA subsidy-eligible target populations within Census Tracts. The subsidy-eligible population range was calculated by data from Covered CA, CalSIM (UCLA) and the American Community Survey (ACS). Be aware that larger Census Tracts are not as populated in comparison to smaller Census Tracts.

The five classes represented on this map have further documentation [here](#).



August 12, 2016

Subsidy-Eligible Population

- 140 - 209
- 210 - 274
- 275 - 349
- 350 - 414
- > 415

- ★ Storefronts
- ▲ Certified Enrollers
- Cities



AVAILABLE RESOURCES



ZIP Lookup What Your ZIP Code Says About You.

Tapestry | Income | Age | Population Density

For ZIP Code

Top Tapestry™ Segments

- 21% Hardscrabble Road
- 21% Fresh Ambitions
- 13% Front Porches

Want to know more? Esri's Tapestry™ Lifestyle Segmentation classifies the US population into 67 market segments and provides comprehensive lifestyle details.

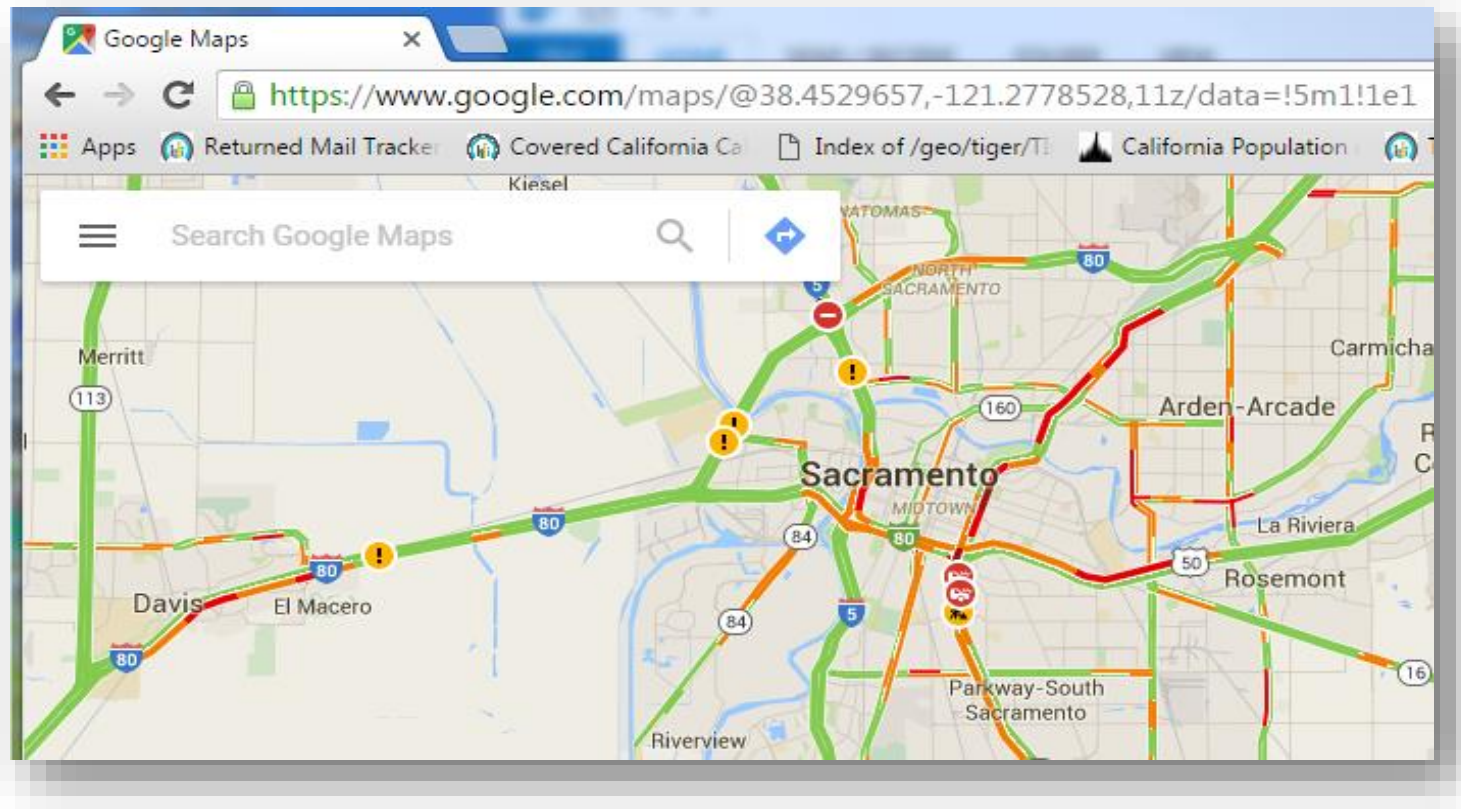
[More about Tapestry](#) | [Contact Us](#)

[f](#) [t](#) [in](#) [✉](#)

Website: http://www.esri.com/data/esri_data/ziptapestry

http://www.esri.com/data/esri_data/ziptapestry

How to View Current Traffic Conditions or Typical Traffic Conditions by Day of Week and Time of Day



web site link <http://maps.google.com>



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QUESTIONS AND FEEDBACK

