

Plan-Based Enrollment

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COVERED
CALIFORNIA

600,000 Subsidy Eligible Californians are currently enrolled in a health plan

Those enrolled in a Covered California plan can stay with their plan AND access their subsidy

THE MISSION

To utilize Plan-Based Enrollment as a tool to maximize the number of insured Californians

GOALS

- Enroll 600,000 subsidy eligible individuals
- Reach the 2.7 million Californians eligible for premium assistance
- Make visible another choice for Californians
- Assist consumers sorting through complex insurance options
- Help consumers select best plan for their needs

OUTREACH TO COMSUMERS

Effective Communication Campaign

- TV, radio, print, telephone, website, email
- Co-branded outreach efforts
- Clear messaging
- Promote advanced calculator
- No door to door

Targeted Marketing

- Current non-group members
- COBRA members
- Current members terminating individual or group coverage including 25 year-old dependents
- Medi-Cal eligible individuals

CHALLENGES TO OUTCOME

Challenge	Solution
Training 1100+ Plan-Based Enrollers	Computer Based Training run through our Learning Management System
Background and Fingerprinting	Required of all Plan-Based Enrollers*
Selective Transitioning	Market to all individual members Monitoring of Plan-Based Enrollment program
Public perception of Covered California	Simple marketing with clear messaging

* Plan staff who are also licensed agents are fingerprinted and receive background checks through CDI

WHERE WE GO FROM HERE



In 2014 we want to make it as easy as possible for all eligible Californians to access subsidies

The Plan-Based Enrollment Program is designed to help