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Sales Division Webinar #12

ALL SALES CHANNELS

Wednesday, March 10, 2015
10 a.m. to 11 a.m.

Webinar Housekeeping

➢ This webinar and all related material will be posted to: www.coveredca.com/agents & Ipas.ccgrantsandassisters.org

➢ During the webinar, please send your questions to: SalesDivisionWebinarFeedback@covered.ca.gov

Agenda

▶ 2015 Enrollment Update By the Numbers

▶ Voter Registration Requirement

▶ Social Media Toolkit

▶ Program Updates and Reminders

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2015 ENROLLMENT UPDATE

2015 OPEN ENROLLMENT

Through February 22:

495,073

New Individuals Selected a Covered CA Health Plan for 2015

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2015 RENEWAL of 2014 ENROLLEES

As of December 2014:

944,000 –or– 92%

of Covered California consumers renewed for 2015.

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2015 OPEN ENROLLMENT
Service Channel

- Consumers increasingly sought in-person assistance.
- Consumer self-service enrollment remained high.
- Sales Channels continued to play a critical role in enrolling consumers.

	Service Channel			
	2014 Open Enrollment (Plan selections 10/1/13 – 3/31/14)		**2015 New** (Plan selections through 2/22/2015)	
	Count	Column %	Count	Column %
Certified Insurance Agent	548,847	39%	214,517	43%
Certified Enrollment Counselors and Navigators	123,270	9%	51,040	10%
County Eligibility Worker	8,834	1%	739	<1%
Consumer	577,376	41%	149,077	30%
Certified Plan-based Enroller	13,588	1%	17,698	4%
Covered California Service Center Representative	124,014	9%	62,002	13%
Total	**1,395,929**	**100%**	**495,073**	**100%**

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2015 OPEN ENROLLMENT

Californians are receiving new coverage:

495,073	New enrollments in Covered California (through 2/22/2015)
+ 779,000	New enrollments in Medi-Cal (through 1/31/2015)
1,274,073	Individuals with new coverage for 2015.

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2015 OPEN ENROLLMENT

Major observations from second open enrollment and first renewal period:

- **Strong Enrollment:** Nearly 500,000 new enrollees in Covered California and more than 780,000 in Medi-Cal.

- **High renewal rate:** 2014 consumers stayed with Covered California.

- **Higher share of Latinos and African-Americans** among new enrollees: our targeted outreach, education, and marketing efforts appear to be showing results.

- **A younger mix of new enrollees:** ensuring a good risk mix.

- **Price matters:** Renewal and new enrollment tied to better rate position.

- **Service Center enhancements paid off:** representatives handled twice the call volume compared to last year and improved customer service.

- For a closer look at enrollment demographics, please visit: board.coveredca.com.

VOTER REGISTRATION REQUIREMENT

VOTER REGISTRATION

For Certified Insurance Agents Only:

▶ March 1, 2015 was the final deadline to complete the mandatory Voter Registration Training

▶ Decertification of Agents begins the first week of April

▶ Agents that are decertified will no longer be permitted to provide enrollment assistance to consumers applying for health coverage through Covered California

▶ If you have not received the training materials, please contact the Agent Service Center at 877-453-9198

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VOTER REGISTRATION

For Certified Enrollment Counselors and Plan-Based Enrollers:

▶ March 31, 2015 is the final deadline to complete the mandatory Voter Registration Training and the Recertification Computer-Based Training

▶ Available on the Learning Management System (LMS) learning.coveredca.com

▶ For training support – Please visit ipas.ccgrantsandassisters.org

    ▶ LMS login issues: LMSHelpDesk@covered.ca.gov

    ▶ CECs: training@rhainc.com

    ▶ PBEs: Contact your supervisor for your training and certification status

    ▶ PBEs: For all other issues, PBE@covered.ca.gov

F) CEC LMS/Training Process Support

1. How to Guide: Accessing Mandatory Voter Registration Material
2. How to Guide: Recertification Lesson Completion
3. How to Guide: Accessing Recertification Exam
4. How to Guide: Certification Course Completion
5. Certification Training Participant Guides
6. How to Guide: LMS Login Credentials
7. How-to Access Advanced Study Courses
8. Advanced Study Course Training Participant Guides

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SOCIAL MEDIA TOOLKIT

Having a life-changing event?

You may be eligible for coverage.

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Inscripción especial de tiempo limitado

Para aquellos que no sabían sobre la multa de impuestos por falta de seguro de salud.

Inscríbete para el 30 de abril

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AVAILABLE NOW:

COVEREDCA.COM/AGENTS

IPAS.CCGRANTSANDASSISTERS.ORG

PROGRAM UPDATES AND REMINDERS

- AGENT SURVEY
- CEE/CEC AUTHORIZATION FOR ENROLLMENT ASSISTANCE FORM
- IRS FORM 1095-A UPDATE
- INFORMED OF TAX PENALTY UPDATE
- ENROLLMENT EVENTS
- INCORRECT CONSUMER ADDRESSES

SalesDivisionWebinarFeedback@covered.ca.gov

AGENT SURVEY

▶ Need your feedback on marketing, how you advertise your business and how we can assist you

▶ All Certified Insurance Agents received a short 5-6 question survey

▶ Over the next two weeks, we will conduct 30-minute phone interviews with randomly selected Certified Insurance Agents to discuss issues that agents are facing

▶ Keep an eye out for both the email survey and an email to participate in the phone interview. We look forward to your participation and value your input!

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AUTHORIZATION FOR ENROLLMENT ASSISTANCE FORM

For Certified Enrollment Entities and Counselors **Only**:

▶ An Authorization for Enrollment Assistance Form must be completed for all consumer households prior to accessing any of their Personally Identifiable Information (name, address, social security number, etc.)

▶ This includes when the assistance is provided only to obtain or dispute the IRS Form 1095-A

▶ If they don't have one on file for a household, they need to make sure the consumer completes one

▶ As a reminder, CEE/CEC is responsible for maintaining a record of each completed Authorization for Enrollment Assistance Form for 6 years

▶ Available for download in Section G) 1 at ipas.ccgrantsandassisters.org

IRS FORM 1095-A UPDATE

▶ If a consumer has not received an IRS Form 1095-A, they should fill out and mail/fax the Covered California Dispute Form

▶ Consumers should ensure that they have provided Covered California with the correct mailing address

▶ If a consumer needs another printed copy of the form, Covered California asks the consumer to login to their account, download and print the form from their secure inbox

▶ Consumers who never created profiles (were assisted by Agents/CECs) are provided with a Linking Code so that when they go to create a new profile they enter the Linking Code to link that profile with their existing case

INFORMED OF TAX PENALTY RISK

NEW Qualifying Life Event for a limited time.
Applicants must attest to the fact that they did not realize there was a tax penalty by selecting "Informed of Tax Penalty Risk" on the drop-down menu.

Effective Only February 23, 2015 to April 30, 2015

Important to Note:

▶ Consumers who go uninsured for more than 3 months in any one year may still be subject to tax penalties

ENROLLMENT EVENTS

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Covered California Enrollment Events

Follow these guidelines when posting and editing an event:

▶ Event must be open to the public;

▶ Event location and hours must be clearly identified (i.e., consumer can locate services via provided information); and

▶ Event would ideally be promoted using other methods (i.e. social media, radio ads, etc.) in addition to being listed on the Covered California website.

▶ You can submit your event(s) for approval using the self-service portal here (https://coveredca.custhelp.com/app/events/admin/propose).

Once an event or edits to an event is submitted please allow 24-48 hours for approval, Monday – Friday (not including holidays). Once your event is approved it will be published to the Covered California website. Please contact Events@covered.ca.gov if you have any questions.

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INCORRECT CONSUMER ADDRESSES

What You Can Do To Help

▶ Many Covered California consumers are under the impression that if they change their address with their health plan or at their doctor's office that the change will also be updated in their Covered California account. That is incorrect.

▶ Consumers must change their address on their Covered California account.

▶ It's extremely important to report changes to Covered California within 60 calendar days from the date of the change and especially to report mailing address changes right away.

▶ Consumers may not receive their correspondence if the address was not updated on their online accounts (IRS Form 1095-A, eligibility notices, etc.)

Please encourage all consumers to report changes directly to Covered California.

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Questions?

At this time, please submit your questions to:
SalesDivisionWebinarFeedback@covered.ca.gov

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END OF WEBINAR

READ YOUR WEEKLY NEWSLETTER FOR THE NEXT SALES WEBINAR.