Outreach & Sales Division | Business Development Unit Introduction to the Outreach & Sales Division Field Team Webinar











Tuesday, August 18, 2015
11am to 12noon



Webinar Housekeeping

Webinar link:

http://hbex.coveredca.com/stakeholders/webinar/

Questions:

Email <u>OutreachandSales@covered.ca.gov</u>

Recording & Slide Deck:

An email will be sent to participants with web links.

WELCOME

Kirk Whelan, Director of Outreach and Sales





WEBINAR AGENDA

- 1. Webinar Objectives
- 2. Outreach & Sales Division Field Team
- 3. Regional Kick-off Meetings
- 4. Key Dates
- 5. Tools & Resources
- 6. Next Steps

1. WEBINAR OBJECTIVES





1. WEBINAR OBJECTIVES

Get Connected with the Covered California
 Outreach and Sales Field Team

2. Network, Strategize and Take Actions

3. Stay Connected





WHAT is the field team?

- Liaison between Outreach and Sales Partners and Covered California
- 2. Supporting Outreach & Sales Partners
- 3. Speaking Engagements
- Encourage and support elected officials', city & county enrollment efforts

^{*}These staff are different from the Covered California Navigator Grant Program Field Staff.



WHO is the field team?

- Covered CA State Staff in the Outreach & Sales Division, Business Development Unit
- 2. Richard Heath & Associates Staff

^{*}These staff are different from the Covered California Navigator Grant Program Field Staff.

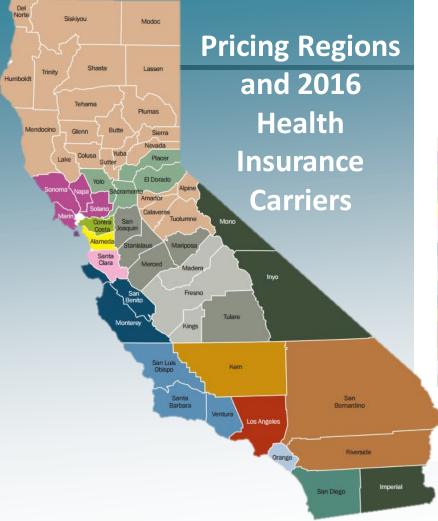


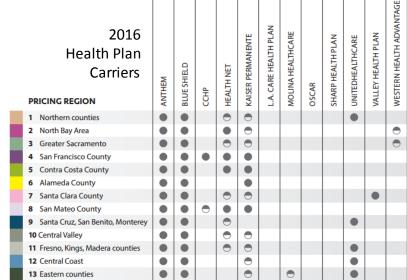
WHERE is the field team located?

- 1. Statewide in 8 sales regions remote locations
 - Northern CA Sacramento
 - Bay Area Oakland
 - Central Coast TBA
 - Central Valley Fresno
 - Los Angeles Los Angeles
 - Inland Empire San Bernardino
 - Orange County TBA
 - San Diego San Diego
- 2. At least one Regional Field Representative per sales region

^{*}These staff are different from the Covered California Navigator Grant Program Field Staff.







Full Region

 • •

14 Kern County

17 Inland Empire

18 Orange County

19 San Diego County

15 Los Angeles County, partial

16 Los Angeles County, partial

Partial Region



Outreach & Sales Regional Field Representatives

> Region 2 Pricing Regions 4, 5, 6, 7, and 8 Field Rep: Thomas Li & Edith Martinez (Part of 5,6,7)

> > Region 3 Pricing Regions 9 and 12 Field Rep: TBA

Region 5 Pricing Regions 15 and 16 Field Rep: Claudie Kiti-Bustamante & Marc Ross

Modoc Region 1 Shasta Pricing Regions 1, 2, and 3 Lassen Humboldt Field Rep: Edith Martinez Tehama Mendocino Colusa Placer El Dorado Region 4 Tuolumne Pricing Regions 10, 11, 13, and 14 Mariposa Field Rep: May Ly Inyo Tulare Region 6 **Pricing Region 17** Field Reps: Edith Lara-Trad & Kem Jezabel Urbina (Riverside only) Los Angeles Riversid **Pricing Region 19** San Diego Field Rep: Efrain Cornejo & Region 7 **Pricing Region 18** Jezabel Urbina Field Rep: Angela Dauphiney

Region 8



Field Representative	Sales Region	Sales Area#	Pricing Region #	Pricing Region Name
Edith Martinez	Northern CA	1	1	Northern California Counties
			2	Napa, Sonoma, Marin, Solano
			3	Sacramento, Yolo, Placer, El Dorado
Thomas Li & Edith Martinez (Pricing Region 5,6,7 only)	Bay Area	2	4	San Francisco
			5	Contra Costa
			6	Alameda
			7	Santa Clara
			8	San Mateo
ТВА	Central Coast	3	9	Santa Cruz, Monterey
			12	Santa Barbara
May Ly	Central Valley	4	10	San Joaquin, Merced, Tulare
			11	Fresno, Kings, Madera
			13	Imperial, Mono, Inyo
			14	Kern
Claudie Kiti-Bustamante & Marc Ross	Los Angeles	5	15	Los Angeles - E
			16	Los Angeles - W
Edith Lara-Trad & Jezabel Urbina (Riverside only)	Inland Empire	6	17	San Bernardino, Riverside
Angela Dauphiney	Orange	7	18	Orange
Efrain Cornejo & Jezabel Urbina	San Diego	8	19	San Diego



WHEN do the team starts?

- 1. Now
- 2. Available year round...
 - Renewal Period October 2015
 - Open Enrollment Period November 1, 2015 January
 31, 2016
 - 2016 Special Enrollment Periods



WHY was this team created?

- Support Certified Insurance Agents and Community Partners as needed.
- 2. Develop additional resources like Storefronts
- 3. Provide market feedback to Covered California
- 4. Facilitate trainings and be available for presentations



Community Outreach Network Specialist

- Carlos Angulo specialist
- Manages and leads the Community Outreach Network administratively and operationally.
- Works with the Field Team on partnership efforts.
- To learn more and join this network, go to this website:

http://hbex.coveredca.com/community-outreach-network/

3. REGIONAL KICK-OFF MEETINGS





3. REGIONAL KICK-OFF MEETINGS

Who:

Covered California Outreach and Sales Staff and Partners* or Community Stakeholders

When:

September 8-18, 2015, 2-3 hours (mornings or afternoons)

Where:

8 Locations Statewide by Sales Areas; email invites will go out next week.

What:

Meet and Greet; Updates; Renewal and OE3 Strategies and Resources; Sales Tools; Goals; etc.

How:

Email invites to partners and stakeholders. RSVP by the date on the email invite to secure your spot.

^{*}Sales Partners are Certified Insurance Agents, Certified Enrollment Counselors, Certified Application Counselors, Plan-Based Enrollers, Medi-Cal Managed Health Plan Enrollers, Community Outreach Network Partners.





Individual Market

- Renewal Period: mid-October 2015
- Open Enrollment Period: November 1, 2015 January 31, 2016
- **Special Enrollment**: Ongoing; 60 days within a certain qualifying life event.
- Medi-Cal Enrollment: Year round

Small Business Market*

• Small Business Enrollment: Year round

^{*} Small businesses with at least one but no more than 50 eligible employees. Beginning in 2016, employers with 100 or fewer full-time equivalent employees will be eligible for coverage in Small Business.



Board Meeting

http://board.coveredca.com/meetings/

- Thursday, August 20, 2015
- Tentatively no meeting in September
- Thursday, October 8, 2015
- Thursday, November 19, 2015
- Tentatively no meeting in December

Stakeholders

http://hbex.coveredca.com/stakeholders/

Marketing/Outreach Advisory

- Tuesday, September 15, 2015
- Tuesday, December 15, 2015

Plan Management Advisory

- Thursday, September 10, 2015
- Thursday, October 15, 2015
- Tuesday, November 10, 2015
- Thursday, December 10, 2015

Small Business Advisory

No meeting until 2016

Tribal Consultation

TBA



Outreach and Sales Webinars

- Registration: http://hbex.coveredca.com/stakeholders/webinar/
- Schedule*:
 - Thursday, 9/24/15, 10-11am: Covered California for Small Business
 - Thursday, 10/1/15, 2-3pm: Kaiser Permanente Member Experience
 - Wednesday, 10/7/15, 10-11am: Renewal & OE Kick-Off
 - Wednesday, 10/14/15, 11-12noon: Covered California Health Plans
 - Wednesday, 10/21/15, 10-11am Covered California Health Plan Regional Rates
 - Wednesday, 9/30/15: Department of Managed Health Care Overview

Outreach and Sales Briefs and Alerts*

• **Schedule:** Biweekly...8/10/15, 8/24/15, 9/7/15, 9/21/15, 10/5/15, 10/19/15, etc.

Questions, Comments or Suggestions for Webinars and Articles

• Email: OutreachandSales@covered.ca.gov.

^{*}Dates are subject to change. Biweekly emails are sent during the weeks of these dates. Note that alerts are sent out when needed and does not have a specific timeframe.



Field Team: Sales Partners Kick-Off Meetings*
September 8-18, 2015

Navigator Program Partners Kick-Off Meetings September 22, 2015 through October 2, 2015

*Navigator Grant Partners may attend the Sales Partners kick-off meetings but are also required to attend their Navigator Program Partners kick-off meetings scheduled.





Covered California Website

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

- 2016 Renewal Toolkit
- 101 Decks
- Fact Sheets and Printable Materials
- Insurance Plans Booklets
- Video Resources
- Brand Style Guides and Logos
- Link to Covered California
- Service Center Numbers
- Welcome to Answers and FAQs.
- School Educator Toolkit
- Storefront and Events Flier
- Customizable Radio Spots

Agent's Webpage

http://hbex.coveredca.com/agents/

or

In-Person Administrative System (IPAS) https://assisters.ccgrantsandassisters.org/

- Training and Resources
- Toolkits
- Videos, Webinars, Communications
- Job Aids
- Talking Points and FAQs
- Sample of Consumer Notices
- E-Newsletters and Alerts
- Social Media Toolkit



Help Desk Phone Numbers & Email Addresses

Agents Service Center

- Phone: (877) 453-9198
- Monday Friday, 8:00 a.m. 6:00 p.m.
- E-mail: Agents@covered.ca.gov

CECs/CACs & PBEs Service Center

- Phone: (855) 324-3147
- Monday Friday, 8:00 a.m. to 6:00 p.m.,
 Saturdays and Sundays, Closed

Community Outreach Network

- Phone: (916) 403-4420
- Monday Friday, 8:00 a.m. 5:00 p.m.
- E-mail: <u>CommunityOutreachNetwork@covered.ca.gov</u>
- Website: http://hbex.coveredca.com/community-outreach-network/



Covered California Outreach & Sales Team

- Business Development Field Team
 - Support to all Sales Partners except for Navigator Grantees who have their own program staff for support
- Navigator Program Field Team
 - Support to Navigator Grantees –
- Enrollment Assistance Program
 - Support to PBEs, MMCPs, CACs regarding their contracts.
- Small Business Team
 - Support to the Sales Partners via Service Center (help desk)
- Distribution Services
 - Toolkits, Certification, Recertification Training, Advanced Study Guides, Newsletters, etc.

6. NEXT STEPS





6. NEXT STEPS

- 1. Check your email ensure not to block us or check your spam email to stay connected.
- Read your email briefs and alerts. Not receiving them? Email <u>OutreachandSales@covered.ca.gov</u>
- 3. Read toolkits sent to you or on our website.
- 4. Email the field representative in your region to introduce yourself.
- 5. Attend the September Regional Partners Kick-Off Meeting in your area invites will go out next week.
- 6. Review the 2016 Renewal toolkit.
- Order collateral materials needed for OE3.

QUESTIONS?





Contact Us

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Covered California™

Webinar Questions: OutreachandSales@covered.ca.gov

CoveredCA.com (800)300-1506

THANK YOU!

