

# Outreach & Sales Division | Business Development Unit

## Introduction to the Outreach & Sales Division Field Team Webinar



*Tuesday, August 18, 2015*  
*11am to 12noon*



# Webinar Housekeeping

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- **Webinar link:**
  - <http://hbex.coveredca.com/stakeholders/webinar/>
- **Questions:**
  - Email [OutreachandSales@covered.ca.gov](mailto:OutreachandSales@covered.ca.gov)
- **Recording & Slide Deck:**
  - An email will be sent to participants with web links.

# WELCOME

Kirk Whelan, Director of Outreach and Sales



# WEBINAR AGENDA

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- 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

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- 1. Get Connected with the Covered California Outreach and Sales Field Team**
- 2. Network, Strategize and Take Actions**
- 3. Stay Connected**

## 2. OUTREACH & SALES FIELD TEAM



## 2. OUTREACH & SALES FIELD TEAM\*

### WHAT is the field team?

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

\*These staff are different from the Covered California Navigator Grant Program Field Staff.





## 2. OUTREACH & SALES FIELD TEAM

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### WHO is the field team?

1. 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.



## 2. OUTREACH & SALES FIELD TEAM

### 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.



# Pricing Regions and 2016 Health Insurance Carriers



## 2016 Health Plan Carriers

### PRICING REGION

- 1 Northern counties
- 2 North Bay Area
- 3 Greater Sacramento
- 4 San Francisco County
- 5 Contra Costa County
- 6 Alameda County
- 7 Santa Clara County
- 8 San Mateo County
- 9 Santa Cruz, San Benito, Monterey
- 10 Central Valley
- 11 Fresno, Kings, Madera counties
- 12 Central Coast
- 13 Eastern counties
- 14 Kern County
- 15 Los Angeles County, partial
- 16 Los Angeles County, partial
- 17 Inland Empire
- 18 Orange County
- 19 San Diego County

|                                    | ANTHEM | BLUE SHIELD | CCHP | HEALTH NET | KAISER PERMANENTE | L.A. CARE HEALTH PLAN | MOLINA HEALTHCARE | OSCAR | SHARP HEALTH PLAN | UNITEDHEALTHCARE | VALLEY HEALTH PLAN | WESTERN HEALTH ADVANTAGE |
|------------------------------------|--------|-------------|------|------------|-------------------|-----------------------|-------------------|-------|-------------------|------------------|--------------------|--------------------------|
| 1 Northern counties                | ●      | ●           |      | ○          | ○                 |                       |                   |       |                   | ●                |                    |                          |
| 2 North Bay Area                   | ●      | ●           |      | ●          | ○                 |                       |                   |       |                   |                  |                    | ○                        |
| 3 Greater Sacramento               | ●      | ●           |      | ○          | ○                 |                       |                   |       |                   |                  |                    | ○                        |
| 4 San Francisco County             | ●      | ●           | ●    | ●          | ○                 |                       |                   |       |                   |                  |                    |                          |
| 5 Contra Costa County              | ●      | ●           |      | ●          | ○                 |                       |                   |       |                   |                  |                    |                          |
| 6 Alameda County                   | ●      | ●           |      | ●          | ○                 |                       |                   |       |                   |                  |                    |                          |
| 7 Santa Clara County               | ●      | ●           |      | ○          | ○                 |                       |                   |       |                   |                  | ●                  |                          |
| 8 San Mateo County                 | ●      | ●           | ○    | ●          | ○                 |                       |                   |       |                   |                  |                    |                          |
| 9 Santa Cruz, San Benito, Monterey | ●      | ●           |      | ○          | ○                 |                       |                   |       |                   |                  | ●                  |                          |
| 10 Central Valley                  | ●      | ●           |      | ○          | ○                 |                       |                   |       |                   |                  |                    |                          |
| 11 Fresno, Kings, Madera counties  | ●      | ●           |      | ○          | ○                 |                       |                   |       |                   |                  | ●                  |                          |
| 12 Central Coast                   | ●      | ●           |      |            | ○                 |                       |                   |       |                   |                  | ●                  |                          |
| 13 Eastern counties                | ●      | ●           |      |            | ○                 |                       | ○                 |       |                   |                  | ●                  |                          |
| 14 Kern County                     | ●      | ●           |      | ○          | ○                 |                       |                   |       |                   |                  |                    |                          |
| 15 Los Angeles County, partial     | ●      | ●           |      | ●          | ○                 | ○                     | ○                 |       |                   |                  |                    |                          |
| 16 Los Angeles County, partial     | ●      | ●           |      | ●          | ○                 | ●                     | ○                 | ○     |                   |                  |                    |                          |
| 17 Inland Empire                   | ●      | ●           |      | ○          | ○                 |                       | ○                 |       |                   |                  |                    |                          |
| 18 Orange County                   | ●      | ●           |      | ○          | ○                 |                       |                   | ●     |                   |                  |                    |                          |
| 19 San Diego County                | ●      | ●           |      | ●          | ○                 |                       | ●                 |       | ●                 |                  |                    |                          |

● Full Region  
○ Partial Region



COVERED CALIFORNIA

# Outreach & Sales Regional Field Representatives



**Region 1**  
Pricing Regions 1, 2, and 3  
Field Rep: Edith Martinez

**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 4**  
Pricing Regions 10, 11, 13, and 14  
Field Rep: May Ly

**Region 6**  
Pricing Region 17  
Field Reps: Edith Lara-Trad & Jezabel Urbina (Riverside only)

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

**Region 7**  
Pricing Region 18  
Field Rep: Angela Dauphiney

**Region 8**  
Pricing Region 19  
Field Rep: Efrain Cornejo & Jezabel Urbina



# 2. OUTREACH & SALES FIELD TEAM

| 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 &<br>Edith Martinez<br><small>(Pricing Region 5,6,7 only)</small> | Bay Area       | 2            | 4                | San Francisco                       |
|                                                                             |                |              | 5                | Contra Costa                        |
|                                                                             |                |              | 6                | Alameda                             |
|                                                                             |                |              | 7                | Santa Clara                         |
|                                                                             |                |              | 8                | San Mateo                           |
| TBA                                                                         | 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 &<br>Marc Ross                                      | Los Angeles    | 5            | 15               | Los Angeles - E                     |
|                                                                             |                |              | 16               | Los Angeles - W                     |
| Edith Lara-Trad & Jezebel Urbina<br><small>(Riverside only)</small>         | Inland Empire  | 6            | 17               | San Bernardino, Riverside           |
| Angela Dauphiney                                                            | Orange         | 7            | 18               | Orange                              |
| Efrain Cornejo & Jezebel Urbina                                             | San Diego      | 8            | 19               | San Diego                           |



## 2. OUTREACH & SALES FIELD TEAM

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### **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



## 2. OUTREACH & SALES FIELD TEAM

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### **WHY was this team created?**

1. 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



## 2. OUTREACH & SALES FIELD TEAM

### *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.

# 4. KEY DATES



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## 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.



# 4. KEY DATES

## 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



# 4. KEY DATES

## 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](mailto: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.



## 4. KEY DATES

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### **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.

# 5. TOOLS & RESOURCES





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- **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



# 5. TOOLS & RESOURCES

## *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](mailto: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: [CommunityOutreachNetwork@covered.ca.gov](mailto:CommunityOutreachNetwork@covered.ca.gov)
- Website: <http://hbex.coveredca.com/community-outreach-network/>



# 5. TOOLS & RESOURCES

- **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

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1. Check your email – ensure not to block us or check your spam email to stay connected.
2. Read your email briefs and alerts. Not receiving them? Email [OutreachandSales@covered.ca.gov](mailto:OutreachandSales@covered.ca.gov)
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.
7. Order collateral materials needed for OE3.

**QUESTIONS?**



## Contact Us

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**Covered California™**

**Webinar Questions:** [OutreachandSales@covered.ca.gov](mailto:OutreachandSales@covered.ca.gov)

CoveredCA.com | (800) 300-1506

**THANK YOU!**

