

The Covered California Enrollment Assistance Program

Covered California is California's new health insurance exchange, where individuals, families and small businesses can purchase commercial health insurance and if eligible, get financial assistance to help pay for it. Beginning October 1, 2013, any eligible Californian can shop and pre-enroll for health insurance offered through Covered California. To promote maximum enrollment of individuals and families into coverage, Covered California has designed a statewide Enrollment Assistance Program which will engage a diverse group of organizations to help consumers learn, navigate and apply for new coverage options. A special open enrollment period from October 1, 2013 – March 31, 2014 has been established to provide sufficient time to research, shop and enroll in the new health insurance options offered by Covered California.

What is a Certified Enrollment Entity and Certified Enrollment Counselor?

A Certified Enrollment Entity is an eligible organization or individual registered with Covered California to offer one-on-one consumer assistance through their affiliated Certified Enrollment Counselors. Certified Enrollment Entities and their affiliated Certified Enrollment Counselors will provide consumers culturally and linguistically appropriate application assistance through the In-Person Assistance (IPA) Program.

Certified Enrollment Entity Application Process

Organizations interested in becoming a Certified Enrollment Entity must submit the Certified Enrollment Entity Application. The application can be found at <https://assisters.ccgrantsandassisters.org/>. Before beginning the application, make sure that you are an authorized representative of your organization. Once your organization has submitted their application, Covered California will contact you with further information.

Organizations Eligible to be Certified Enrollment Entities

The following organizations are eligible to become a Certified Enrollment Entity:

American Indian Tribes	Commercial Fishing Industry Organizations	Faith-Based Organizations	Licensed Attorneys
Chambers of Commerce	Community Colleges and Universities	Indian Health Services Facilities	Licensed Health Care Clinics, Institutions, and Providers
City Government Agencies	City-County Departments of Public Health	Labor Unions	Non-Profit Community Organizations
Ranching and Farming Organizations	Resource Partners of Small Businesses	School Districts	Tax Preparers

Other public or private organizations or individuals may be eligible to apply to become Certified Enrollment Entities, except for organizations or individuals which are licensed by the Department of Insurance.

Roles and Responsibilities

Certified Enrollment Entities and Certified Enrollment Counselors are responsible for performing the following functions:

1. Maintaining expertise in eligibility, enrollment, and program specifications
2. Providing information and services in a fair, accurate, and impartial manner
3. Facilitating the selection of a Qualified Health Plan (QHP) through Covered California
4. Referrals to Consumer Assistance Programs
5. Complying with privacy and security standards
6. Ensuring that assistance provided is culturally and linguistically appropriate
7. Ensuring that assistance is accessible to people with disabilities
8. Providing the same level of service to all individuals
9. Complying with any applicable federal or state laws and regulations

Compensation

Certified Enrollment Entities will be compensated for consumer assistance per successful application (not per person).

A successful application is an application that results in:

1. Enrollment into a Covered California Qualified Health Plan **AND**
2. Effective coverage with a Covered California Qualified Health Plan

Assistance with Medi-Cal applications will not be compensated by the Covered California IPA Program.

Certified Enrollment Entities eligible to receive compensation will be compensated as follows:

1. \$58 per successful new enrollment
2. \$25 per successful annual renewal

The following Certified Enrollment Entities are **ineligible** for compensation:

- County departments of public health, city health departments, or county departments that deliver health services
- Agents
- Hospitals
- Providers
- Other public or private entities or individuals as determined by Covered CA to have a conflict of interest or who receive direct or indirect consideration for consumer assistance

Certified Enrollment Counselor Requirements

All individuals at a Certified Enrollment Entity who will carry out consumer assistance functions will be required to **complete fingerprinting and a criminal records check** as well as Certified Enrollment Counselor training. This will be a 3 day **Covered California instructor led training**. Computer based training will not be available until approximately November 2013. Training sites will be located throughout California. Training locations and dates are to be determined.

The following topics will be covered in-depth during the Certified Enrollment Counselor Training:

1. Affordable Care Act
2. Certified Enrollment Counselor Role
3. Uninsured Demographics
4. Compliance Standards
5. Handling Personal Health Information
6. Eligibility
7. Plan Options
8. Enrollment Support
9. Post Enrollment
10. Program System Training – CalHEERS

Upon successful completion of the training, the individual must take and **pass a certification exam administered by Covered California**. Once the individual has passed the certification exam, the individual will be deemed a Certified Enrollment Counselor and will be assigned a Certification Number. Certified Enrollment Counselors will be required to **pass a re-certification exam, on an annual basis**, in order to maintain their certification.

Enrollment Assistance Program Implementation Timeline

In-Person Assistance Program	Date
Certified Enrollment Entity Application Release	July 2013
Certified Enrollment Entity Training Begins	Summer 2013
Certified Enrollment Counselor Training and Certification Begins	Summer 2013
Open Enrollment Begins	October 1, 2013
Open Enrollment Ends	March 31, 2014

For additional information on the Covered California Enrollment Assistance Program, visit:

<http://www.healthexchange.ca.gov/Pages/EnrollmentAssistanceProgram.aspx>

Or call 1-888-402-0737, Monday-Friday, 8:00 AM – 5:00 PM