Library Toolkit

Overview:

During Covered California's historic, first open enrollment period, library partners played a significant role in providing communities with access to computers, the internet, and in-person enrollment and education events. These library activities allowed communities to locally and consistently find information on their new health coverage options and eligibility for financial assistance through Covered California or Medi-Cal.

In order to bolster community resources, Covered California will continue to enhance grassroots efforts by increasing in-person enrollment, education, and post-enrollment support in libraries throughout the state. Libraries can again act as "first responders" to Californians in need of healthcare information, and boost Covered California's enrollment and education efforts during the next open enrollment period slated for November 15, 2014 – February 15, 2015.

Note on Library Events:

During the upcoming open enrollment period from November 15, 2014 through February 15, 2015, Covered California will be promoting a statewide campaign to again involve libraries in enrollment and education efforts. Please contact your local Certified Insurance Agents and outreach groups if your community libraries are interested in participating, and Covered California will spotlight these partnerships.

The following provides a basic template to organize a library enrollment event:

Planning:

- Work with local libraries, Certified Insurance Agents, community organizations, and/or Covered California staff to schedule dates and times for enrollment events
- Ensure availability of wireless internet and test bandwidth capacity to handle numerous computers/tablets.
- Library staff may receive basic knowledge training online through the various Covered California resources: http://hbex.coveredca.com/toolkit/
- Invite the following parties to help plan and participate in the enrollment event:
    - Covered California Certified Insurance Agents
    - Local Covered California Navigator Grantees, Certified Enrollment Counselors, and Community Outreach Network (CON) members
    - Covered California Health Plans
    - County Eligibility Workers

- Additionally, you may contact the following parties for support:
    - Plan-Based Enrollers

NOTE: A list of entities that can help enroll residents in your area is available using our "Find Help Near You" option on the Covered California website at https://www.coveredca.com/enrollment-assistance/, or the Outreach and Education Web page at http://hbex.coveredca.com/outreach-n-edu/
Also see website page on Navigator Program Grant Partners.

- Ensure the library is Americans with Disabilities Act compliant
- If available, provide multi-lingual assistance and consider transportation options to event

How to Promote Your Event:

- Post event information on the library's website and other calendar of events, including Covered California's website
- Post event information through social media (e.g., Facebook, Twitter, etc.)
- Engage in social media promotion, with assistance from Covered California and other entities
- Invite local elected officials to help kick-off the enrollment event
- Consider organizing a press conference before the event
- Disseminate press releases through affiliated channels
- Distribute and have fliers available in public spaces
- Consider using Public Service Announcements (PSAs), radio and/or TV spots
- Partner with co-sponsor organizations to provide health screens, flu shots, or children activities at your enrollment event to increase turn-out

How to Enroll Your Residents:

- Residents and patrons could be supported as "drop-in" or schedule an appointment time. If the plan is to schedule appointments, the local Certified Insurance Agents and Navigators should develop and manage the scheduling process
- Walk-in residents and patrons should be helped by greeters to direct them appropriately
    - Event volunteers and/or Community Outreach Network partners will: Confirm that consumers have the necessary information to enroll (SSN, W2s, 1040s)
    - Track attendance and make sure consumers and patrons have all their documents for enrollment
    - Direct consumers to an agent or enrollment counselor and make computers available to facilitate self-enrollment (will need to support self-enrollment)
    - Make follow-up appointments, if necessary
- Covered California's Certified Insurance Agents, Navigator Grantees, Certified Enrollment Counselors, and Community Outreach Network members should be available to answer any consumer questions

Libraries can also help enrolling patrons by making their internet-enabled computers available to the public. The following are important guidelines to keep in mind when residents are enrolling:

What your library needs:

1. **Internet-enabled computer stations**

Computers stations with fully functional keyboard and mouse input are needed to enroll online. All stations must have reliable internet, whether wireless or tethered.

2. **Privacy Set-Up**

Please ensure that adequate privacy is provided at all computer stations via booths, privacy props, or adequate spacing between stations. Other patrons in the library should not be able to see the computer screens of individuals enrolling online. Enrollment in a plan involves sensitive and confidential information, such as social security numbers and household income.

3. **Internet browser**

Internet browsers must meet security and privacy standards before applying for health coverage through the Covered California website. The following are compatible browsers (in alphabetical order):

- Apple Safari (version 5 or higher)
- Google Chrome (version 29 or higher)
- Microsoft Internet Explorer (version 8 or higher)
- Mozilla Firefox (version 22 or higher)

While these browsers are all compatible for enrollment, Google Chrome 29 or higher has shown optimal compatibility for online enrollment.

4. **Marketing Collateral**

Please have printed material available at your library to help consumers get information on their health options before they enroll. Printable materials can be ordered and are also available on our website at http://hbex.coveredca.com/toolkit/.

Getting Familiar with Our Website:

Covered California's webpage at www.coveredca.com is a powerful online tool that allows consumers get information on their healthcare options and enroll in an affordable health plan. The following can be found on the Covered California website:

- **Shop and Compare**. An online calculator that can determine what plans are available to the consumer. The calculator can also determine eligibility for premium assistance and eligibility for Medi-Cal.
- **Basic coverage information.** Basic information for consumers can be found on the "Coverage" tab at the top. It includes easy-to-read pages regarding the various plans, children's dental, Medi-Cal, and much more.
- **Resources for everyone.** The "Resource" tab on top of the page includes Frequently Asked Questions, a Glossary, Privacy information, and other resources you need if you have questions about Covered California or online enrollment.
- **Language Access.** Covered California has information available in multiple languages, including Spanish, Armenian, Farsi, and many more. The "Language" tab will show the various languages available.
- **Web chat Functionality.** Online assistance is available all throughout the application process. A consumer can use the Web chat functionality to obtain real-time help with the application process.

What is the process of enrolling online?

1. **Ensure Patrons have all their personal information needed to enroll.** In order to enroll, a consumer will have to bring:
    a. Proof of Citizenship (Social Security Number, Alien Number or Naturalization Number)
    b. Employer and income information for everyone in the family (such as pay stubs or W-2 Form)
    c. Federal tax information (such as a Form 1040).
    d. Information about health insurance that the applicant or any family member obtains, if offered through a job.

2. **Help patrons get to the main Covered California webpage on their computer stations.** The Covered California main page is https://www.coveredca.com/ - if you are hosting an enrollment event, you may set the Covered California website as a home page on all computers for the duration of the event.

3. **Ensure patrons are undisturbed throughout the online enrollment process.** Online enrollment can take up to one hour to complete.

4. **Answer questions patron may have.** While you may not help a consumer input their personal information while they enroll online, you can assist them by answering basic questions a patron may have. Additionally, our Service Center stands ready to answer any questions library staff or consumers themselves may have at 1-800-300-1506. (more information on page 6)

Certified Insurance Agent Role:

1. Agents are expected to distribute fair and impartial information concerning enrollment in Covered California Health Plans and affordability programs, such as Medi-Cal

2. Agents are expected to refer consumers to the applicable state agencies for any enrollee with a grievance, complaint, or question about how a benefit decision was made

3. Agents are expected to facilitate enrollment for individuals and their families in coverage (Medi-Cal and Covered California Health Plans)

4. Agents are prohibited to contact libraries directly to change or extend library hours. All enrollment event dates and times will be provided by Covered California representatives.

5. Agents are not to solicit for unrelated Covered California services including, but not limited to: life insurance, retirement, 401K, financial and Real estate Services while representing Covered California.

OPTIONAL:

- **Library staff can familiarize themselves with Covered California and the Affordable Care Act.** Online trainings, fact sheets, and frequently asked questions are available on the Covered California website at http://hbex.coveredca.com/toolkit/

- **Know who the certified in-person assisters are in your area.** Community based organizations and insurance agents may help you assist in enrollment, and can be located at https://www.coveredca.com/enrollment-assistance/

- **Partner with Navigator grantees in your area.** Host educational forums and answer questions about Covered CA with Navigator Program Grant Partners

- **Join the Community Outreach Network.** Get updates and promotional materials http://hbex.coveredca.com/community-outreach-network/

- **Like us on Facebook and follow us on Twitter.** Keep current on the latest news and announcements:

  Facebook: https://www.facebook.com/CoveredCA
  Twitter: @CoveredCA

SPECIAL TRAINING FOR LIBRARY STAFF:

InfoPeople offers special resources, webinars, and training on Covered California for librarians and library staff. Learn more here: https://infopeople.org/

For more information on Covered California Library Enrollment Events, contact:
Angie Blanchette
Angie.blanchette@covered.ca.gov
(916) 539-4020

In-Person Assistance

Covered California Service Centers

Our Service Center Representatives stand ready to answer any questions you and your residents might have. Help is available in numerous languages, and can assist with enrollment and other inquiries.

Hours

Monday - Friday: 8am-8pm
Sat: 8am-6pm
Service Centers will also be open on Sundays from Nov. 16 – Dec. 14, 2014

Languages:

English: 800-300-1506 | TTY: 888-889-4500
Arabic: 800-826-6317
Armenian: 800-996-1009
Chinese: 800-300-1533
Farsi: 800-921-8879
Hmong: 800-771-2156
Khmer: 800-906-8528
Korean: 800-738-9116
Lao: 800-357-7976
Russian: 800-778-7695
Spanish: 800-300-0213
Filipino: 800-983-8816
Vietnamese: 800-652-9528