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# Californians' Knowledge of the Affordable Care Act

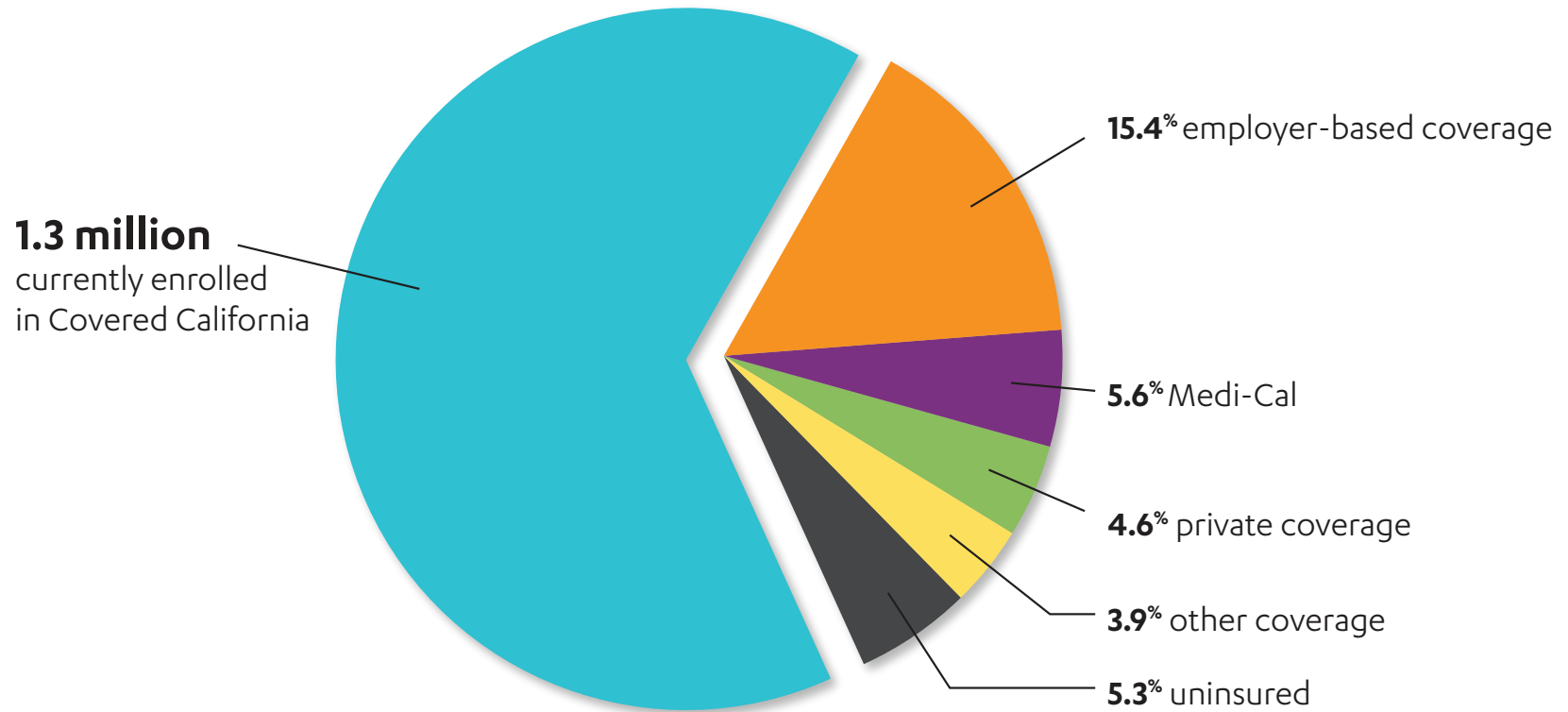
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October 22, 2015



# A Look Back At Consumers' Health Care Journey

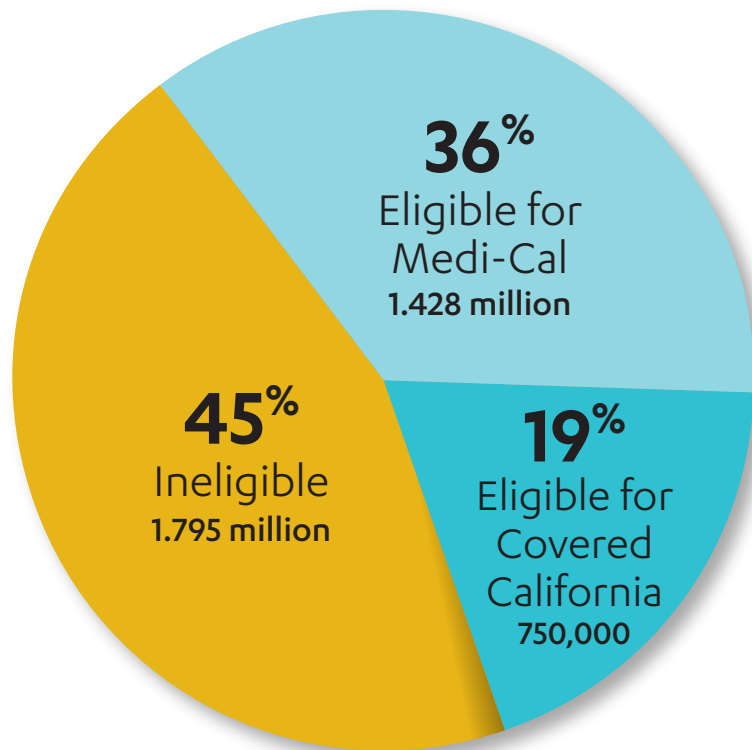
## The Majority of Our Two Million Served Remain Covered





# Reaching the Uninsured Who Are Eligible Today

## Uninsured Californians (nearly 4 million)



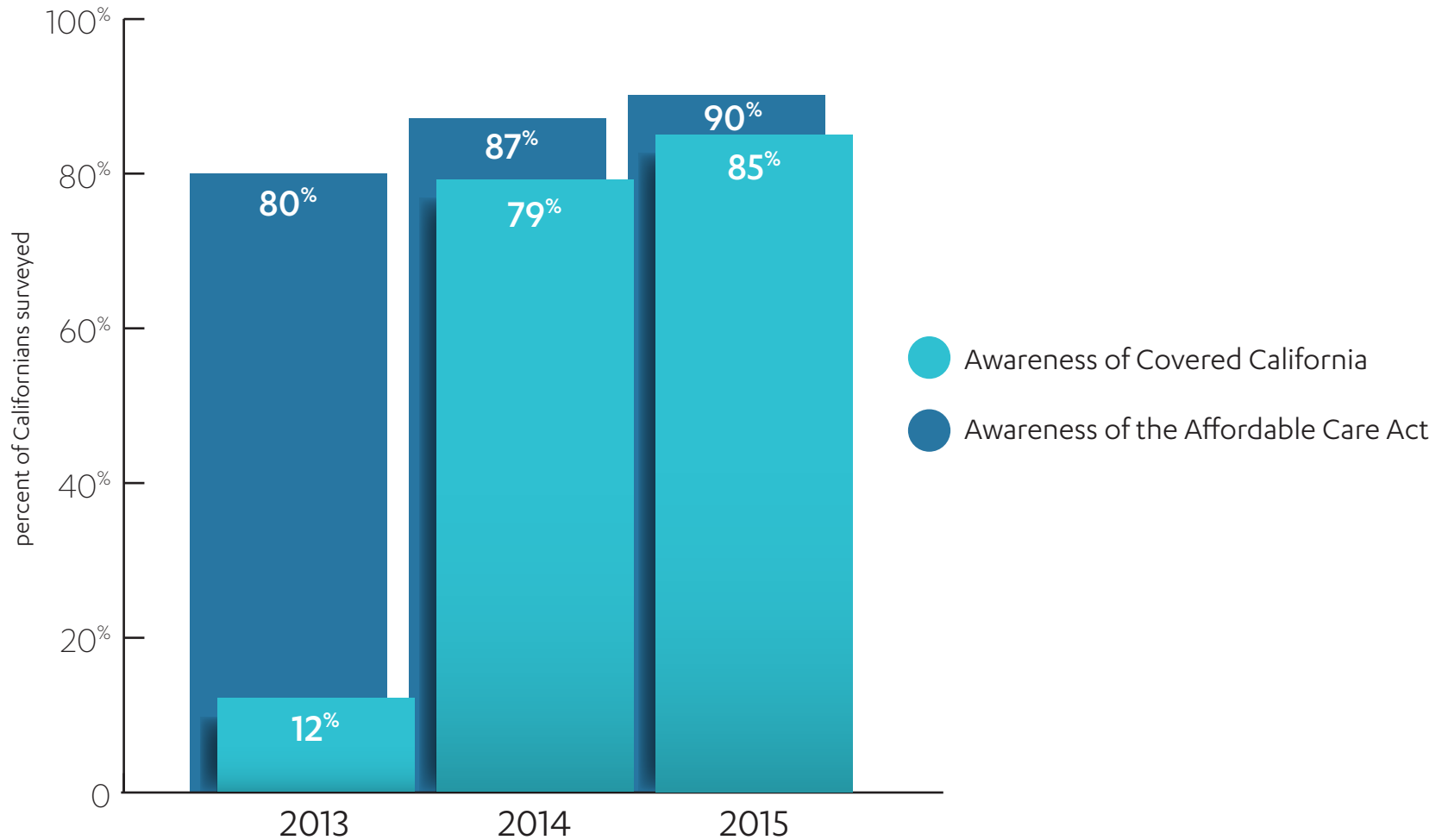
**Compared with those eligible in 2014, more of those eligible today are:**

- Hispanic
- Younger
- African-American
- Higher income

**Covered California forecasts 295,000 – 450,000 plan selections during this open enrollment.**



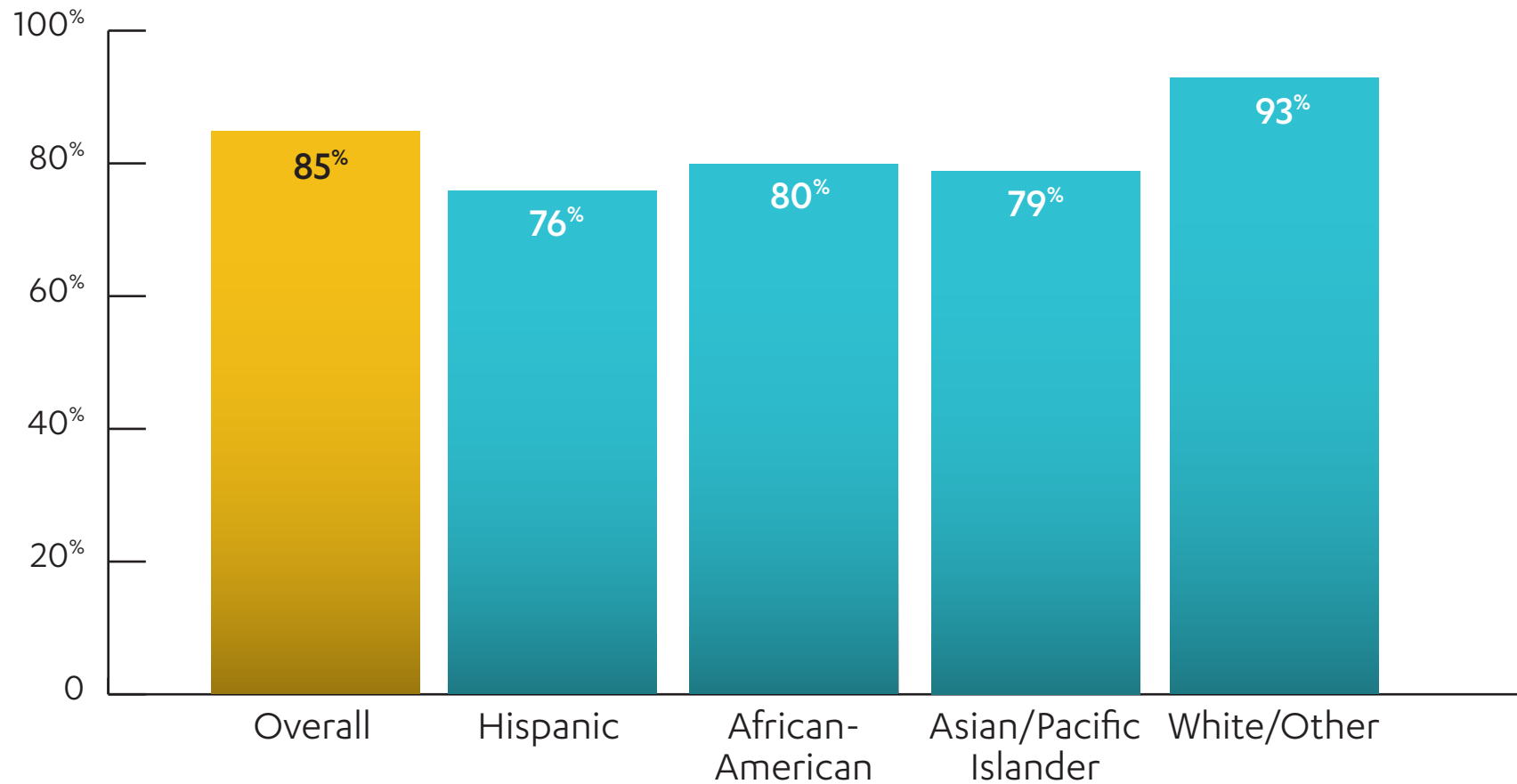
# Awareness of the Affordable Care Act and Covered California Is Very High





# Covered California Is Succeeding in Reaching Diverse Audiences

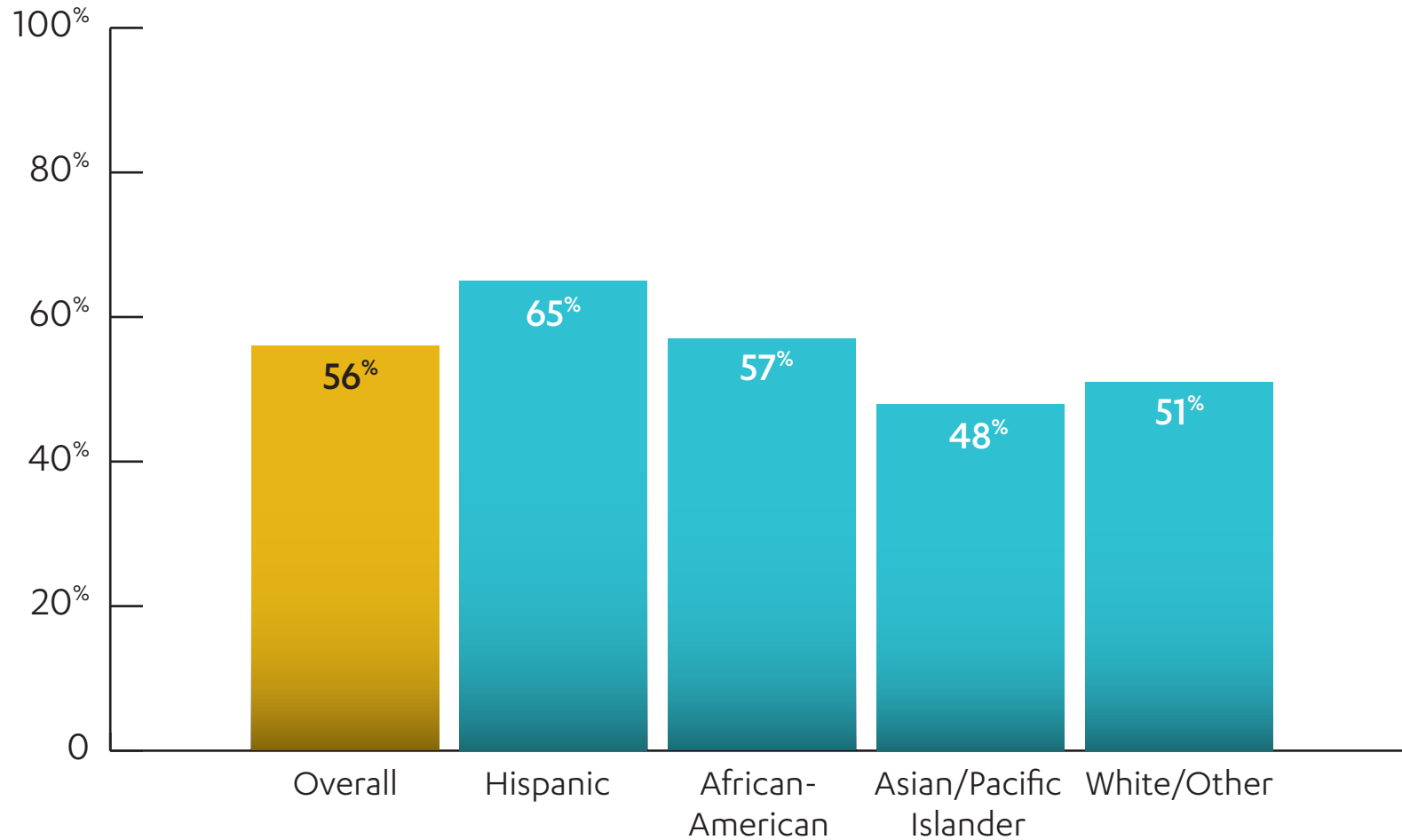
Awareness of Covered California by Race/Ethnicity





# Covered California Is Particularly Successful in Reaching the Hispanic Market Through TV Ads

**Awareness of Covered California TV Ads by Race/Ethnicity**



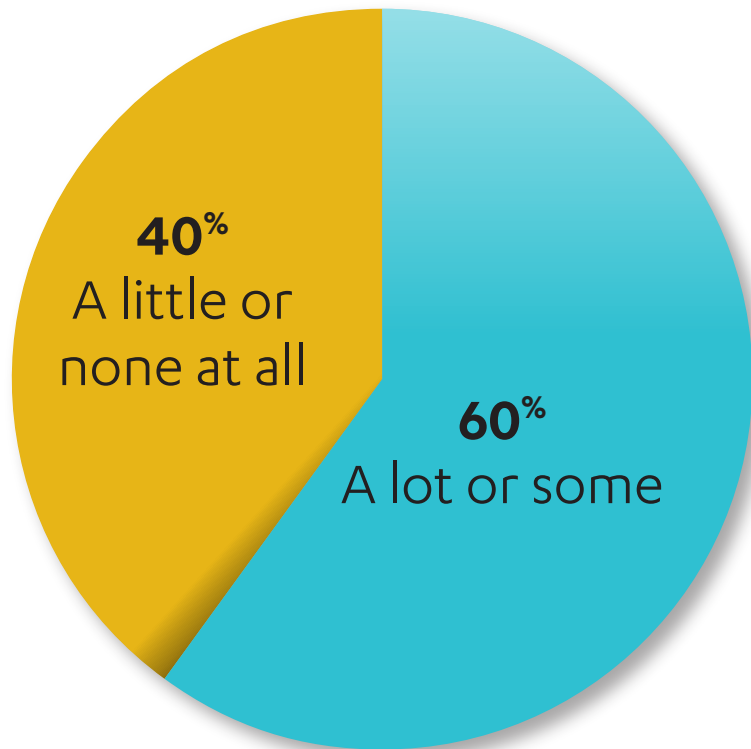


# Californians Learn About Covered California Through News Media and Advertising

Measured awareness of news coverage and television advertising among Californians surveyed.

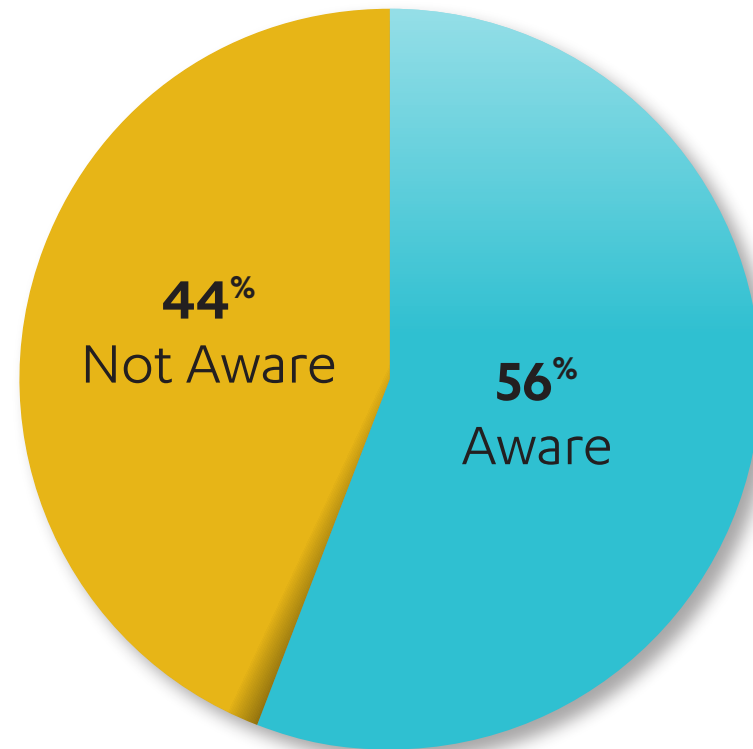
## News

Have Seen or Heard Coverage



## Advertising

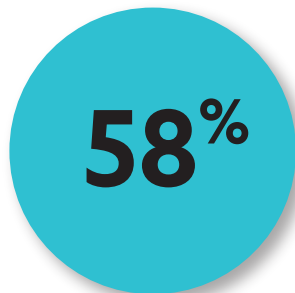
Can Positively Identify a Covered California TV Ad



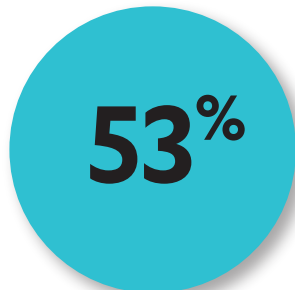


# Both News Coverage and Advertising Are Prompting Further Action by Consumers

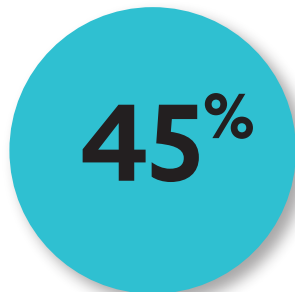
Exposure to **news** and **advertising** led consumers to ...



**discuss** Covered California with friends and family



**think about purchasing** insurance through Covered California



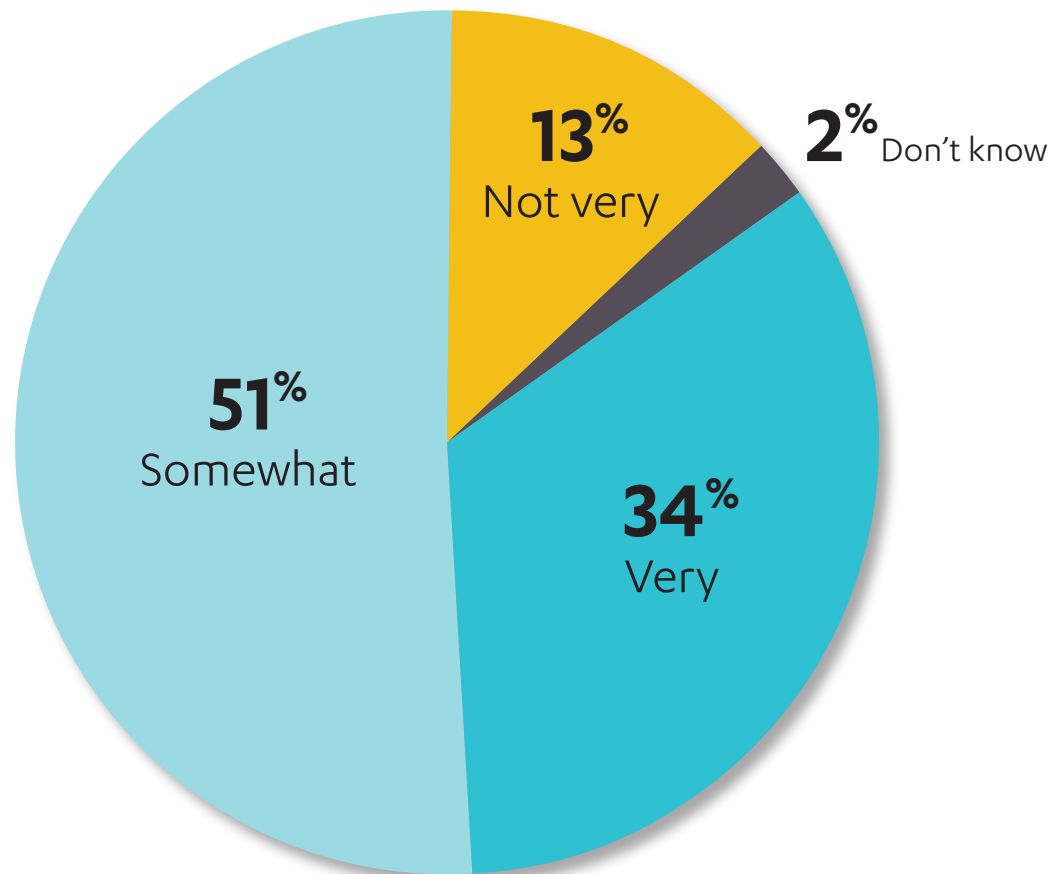
**look for more information** on the Covered California website







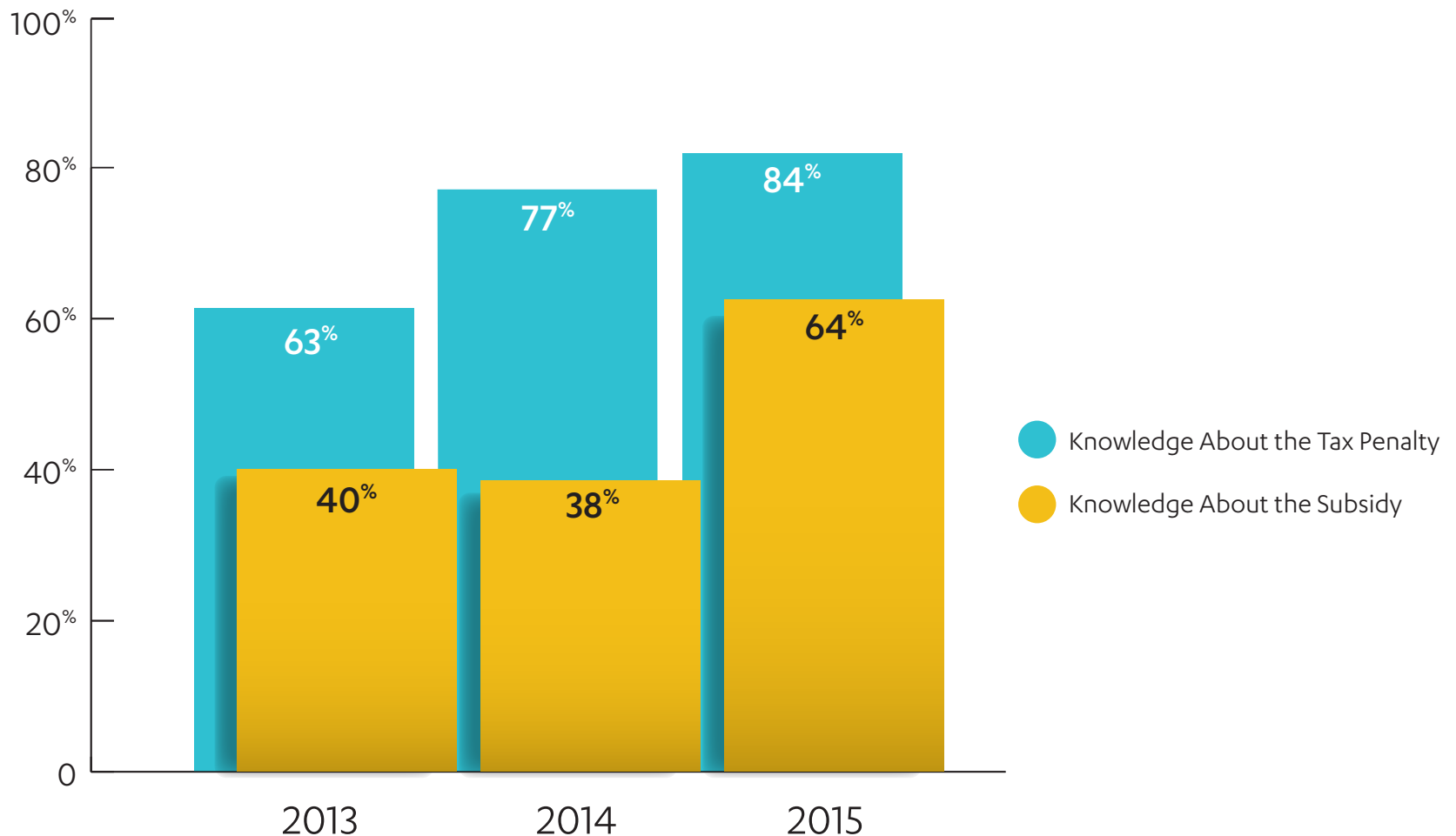
## 85 Percent of First-Time Purchasers Were Satisfied with Covered California's Website





# While Awareness is Growing, More Than One-Third of the Uninsured Are Unaware of the Availability of Financial Assistance

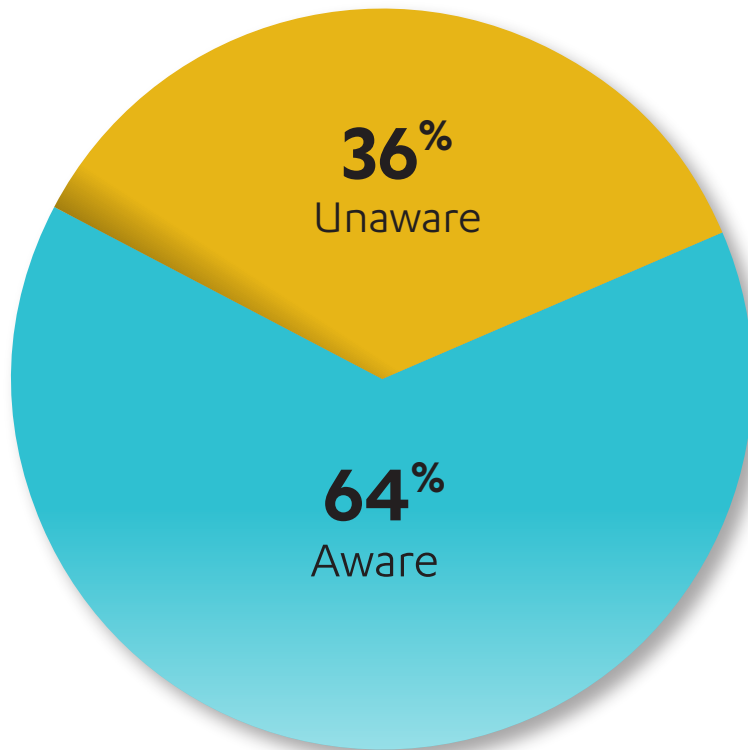
## Uninsured Californians' Knowledge About Subsidies and Penalties



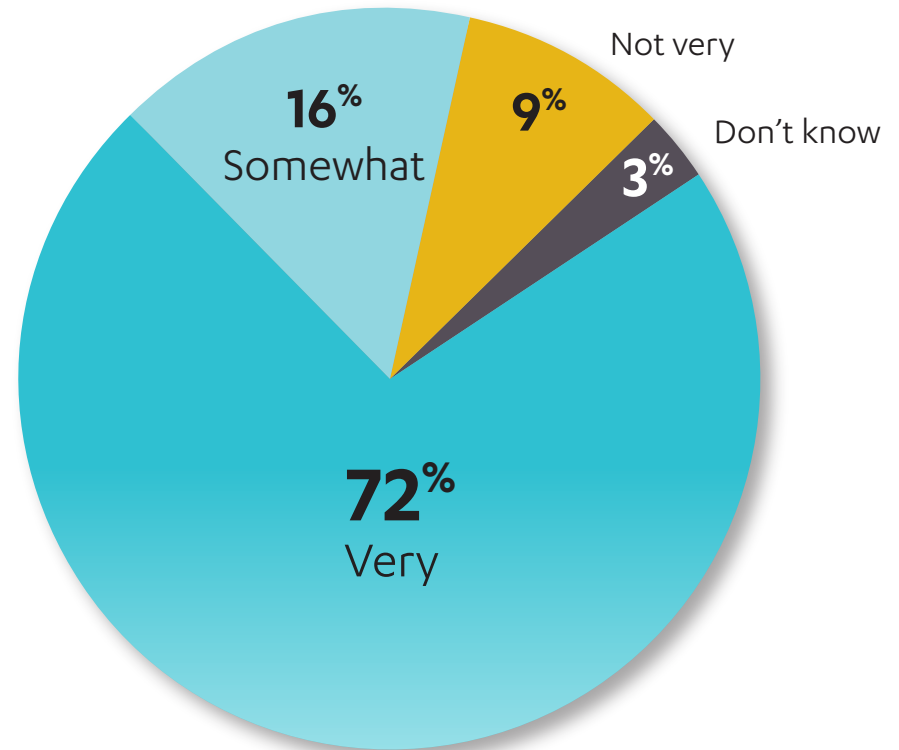


# More Than One-Third of the Uninsured *Do Not* Know About the Subsidy — the *Most Important* Factor for People Signing Up

**36% of the Uninsured Are Unaware of the Subsidy**



**88% of Purchasers Say the Subsidy Is an Important Motivator**





# More In-Person Support To Enroll

Consumers have access to more than 500 storefronts statewide, and tens of thousands of enrollers.






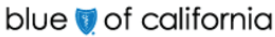


# Improving the Shopping Experience For Consumers

Shop and Compare Tool clearly shows bottom-line payment information.

28 year old living in San Francisco earning \$28,000 per year

## Why choose Enhanced Silver 73

Enhanced Silver Coverage: ≈ enhancedLevel %

|  |  |  |  |
|---|--|---|---|
| <p><b>CCHP Silver 70 HMO</b></p>  | <p><b>Blue Shield Silver 70 PPO</b></p>  | <p><b>Kaiser Permanente Silver 70 HMO</b></p>                                       | <p><b>Health Net Silver 70 EPO</b></p>  |
| <p>Overall Quality<br/>★★★★☆</p>  | <p>Overall Quality<br/>★★★★☆</p>   | <p>Overall Quality<br/>★★★★★</p>  | <p>Overall Quality<br/>★★★★★</p>  |
| <p><b>Your Total Monthly Payment:</b><br/><b>\$151</b><br/>(w/ tax credit)</p>    | <p><b>Your Total Monthly Payment:</b><br/><b>\$181</b><br/>(w/ tax credit)</p>     | <p><b>Your Total Monthly Payment:</b><br/><b>\$203</b><br/>(w/ tax credit)</p>      | <p><b>Your Total Monthly Payment:</b><br/><b>\$224</b><br/>(w/ tax credit)</p>      |
| <p><b>Monthly Premium Assistance (Tax Credit):</b><br/><b>\$148</b></p>           | <p><b>Monthly Premium Assistance (Tax Credit):</b><br/><b>\$148</b></p>            | <p><b>Monthly Premium Assistance (Tax Credit):</b><br/><b>\$148</b></p>             | <p><b>Monthly Premium Assistance (Tax Credit):</b><br/><b>\$148</b></p>             |
| <p><b>Total Monthly Premiums: \$300</b></p>                                       | <p><b>Total Monthly Premiums: \$330</b></p>  | <p><b>Total Monthly Premiums: \$352</b></p>   | <p><b>Total Monthly Premiums: \$373</b></p>   |
| <p><a href="#">VIEW DETAILS</a></p>   | <p><a href="#">VIEW DETAILS</a></p>  | <p><a href="#">VIEW DETAILS</a></p>   | <p><a href="#">VIEW DETAILS</a></p>   |
| <p>Apply</p>  | <p>Apply</p>   | <p>Apply</p>  | <p>Apply</p>  |