



PROJECT OVERVIEW

Richard Heath and Associates (RHA), a California-based program design and management company, was awarded a contract by California's state-run insurance exchange, Covered California, to provide program design, oversight and training services in support of the rollout of the Affordable Care Act (ACA). As a part of RHA's strategic plan to deliver training statewide for certified enrollment educators, certified enrollment counselors and agents, they subcontracted with the California Corporate College (CA CC).



THE CALIFORNIA CORPORATE COLLEGE TRAINING SOLUTION

By using the community colleges' statewide infrastructure, CA CC is providing classroom space and logistical support to RHA for training classes held at college locations from Redding in the north, to multiple sites in the Central Valley and Central Coast, the Bay Area, the LA Basin, and as far south as San Diego.

Additionally, RHA trained 25 community college instructors to train staff from organizations including:

1. Community-based Organizations

Staff members from organizations that have been awarded grants from Covered California are being trained to become certified enrollment educators. Those staff members provide education (but not enrollment assistance) to their clientele about the ACA generally as well as specifics about the Covered California program. When a client is ready to apply for health insurance with Covered California, the enrollment educator refers the client to a certified enrollment counselor—someone who is trained to provide in-person enrollment assistance to consumers in need of help with applying for Covered California programs.

2. Healthcare Organizations

Healthcare providers such as hospitals, medical groups and urgent care centers are sponsoring employees to become certified enrollment counselors. Once trained, these employees help their clientele walk through the registration process on the Covered California web site. They help determine what kind of plans patients might need as well as help to evaluate Medicaid (in California known as MediCal) eligibility.



TRAINING ROLLOUT TIMELINE

- **Summer 2013:** Training began for the certified enrollment educators.
- **August 2013:** Training for Trainers (TTT) began for certified enrollment counselors.
- **September 2013:** Trainers started to work in the field.
- **June 2014:** The California Corporate College will continue to provide training for certified enrollment counselors through June 2014, and possibly beyond. To date, 2,500 certified enrollment counselors have been trained.



CLIENT TESTIMONIAL

“The infrastructure, logistical support and training services provided by the California Corporate College have been instrumental in helping train the grass-roots networks that reach and educate consumers statewide about eligibility requirements and other important issues related to the Affordable Care Act. It was extremely helpful that we could contract with one entity to gain access to the extensive network of California community colleges, which have a physical presence in the high population centers where we needed to hold training classes. Because of this, we did not have to recruit instructors or develop contracts with 40-50 individual colleges. The logistical capacity and professional can-do approach of the California Corporate College leadership simplified immeasurably this monumental statewide effort.”

— Cynthia R. Bruno, Director, RHA Health Benefit Exchange Program