

Health-e-App Public Access Update

Development Phase	Launch Date	Summary of Features
Phase I	Dec. 20, 2010	<ul style="list-style-type: none"> • Public access available in English • Improved Online Security <ul style="list-style-type: none"> ○ Clearly identifies official State and secured website ○ Applicant creates their own secured encrypted password ○ Complies with ADA requirements • Applicant's create their <i>My HeApp</i> Account (i.e., Dashboard) <ul style="list-style-type: none"> ○ Provides the status and disposition of applications and forms submitted online ○ Receive alerts from HFP (e.g., missing information, premium information, etc.) ○ E-mail notification when account is established, documents are uploaded, and when applications are suspended by the applicant ○ Indicator on Dashboard confirms scanned documents were received • Enhanced Features <ul style="list-style-type: none"> ○ Allows the applicant to use an electronic signature (without a stylus pad) ○ Eliminates the need to enter data previously entered ○ Provides page, question, and website level help links ○ Electronic payment option for first month's premium • Enhanced User Support <ul style="list-style-type: none"> ○ Provides an Administrator screen for the HeA Help Desk which identifies active users and their current location in their application ○ Allows CAAs to assist with an application already started by a public user ○ CAAs can access application summaries of applications they assisted ○ Provides information about premium payment discounts (e.g., pay three get fourth month free, 25% discount for using EFT)
Phase IA	Jan. 31, 2011	<ul style="list-style-type: none"> • Public Access available in Spanish
	April 1, 2011	<ul style="list-style-type: none"> • Usability testing of HeApp completed <ul style="list-style-type: none"> ○ Recommendations may be implemented in future phases
	Scheduled for May 15, 2011	<ul style="list-style-type: none"> • Online survey tool at the end of the application to collect information on the user's experience and outreach
Phase II	Scheduled for Late Summer 2011	<ul style="list-style-type: none"> • Outreach campaign that will focus on on-line advertisement, ethnic media partnerships, public computer networks, and print materials for schools and community based organizations • Other New Functionalities <ul style="list-style-type: none"> ○ Applicants will be able to submit their Annual Eligibility Review (AERs) online; applicant will be provided a secure PIN to access their AER online ○ Review and Continued Enrollment Form ○ Add A Person Form ○ Program Review Form • Reports <ul style="list-style-type: none"> ○ Enrollment trends of paper vs electronic
Phase III	Scheduled for Late Fall 2011	<ul style="list-style-type: none"> • Other New Program <ul style="list-style-type: none"> ○ Access for Infants and Mothers (AIM) Program



The California Managed Risk Medical Insurance Board

1000 G Street, Suite 450
 Sacramento, CA 95814
 Phone: (916) 324-4695
 Fax: (916) 324-4878

Board Members

Clifford Allenby, Chair
 Richard Figueroa
 Sophia Chang, M.D., M.P.H.
 Samuel Garrison

Ex Officio Members

Jack Campana
 Diana S. Dooley
 Secretary, Business,
 Transportation and Housing
 Agency

Health-e-Application

December 2010 – March 2011 Summary

Note: Public Access (English) launched on 12/20/10; Spanish launched on 1/31/11

STATISTICS:

HeApp Splash Page Viewed:

March 2011 exclusively 19,472

New Public User Account Creation:

From 12/20/10 – 4/8/11 20,365

New EE/CAA Account Creation:

From 12/20/10 – 4/8/11 2,228

Number of HeApp Submitted:

As of 3/31/11: 25,807
(46,448 children forwarded to MC and HFP)

English	94.5%	24,389
Spanish	5.5%	1,418

Public	52.9%	13,652
Enrollment Entity	47.1%	12,155

Business Hours*	74.8%
Non Business Hours*	25.2%

In Comparison:

One-e-App Applications	3,554
Paper Applications	42,691

*Reflects only March 2011 data

Top 5 Counties (Public Access):

(Represents 57.1% of Account Users)

Los Angeles	23.9%	4,867
San Diego	9.6%	1,960
Riverside	8.7%	1,772
Orange	8%	1,631
San Bernardino	6.9%	1,416

Top 5 Counties (EE/CAA):

(Represents 53.2% of Account Users)

Los Angeles	26.2%	584
Orange	7.7%	171
Kern	7.4%	165
San Diego	6.9%	154
Sacramento	5%	112