

Outreach Entities – CAAs and CECs Comparison
January 2014

Outreach Certification Criteria	DHCS Medi-Cal Certified Application Assistant	Covered CA Certified Enrollment Counselor
Registration/Application		
Affiliation with an Enrollment Entity (EE) or Certified Enrollment Entity (CEE)	Yes	Yes
Complete an Invitation to Participate Application (EE/Certified Application Assistant (CAA) (5 pgs)	Yes	No
Complete CEE/Certified Enrollment Counselor (CEC) Agreements <ul style="list-style-type: none"> • CEE Contract (49 pgs) • CEE Business Associate Agreement (11 pgs) • CEC Agreement (13 pgs) 	No	Yes
Provide Tax ID information	Yes	Yes
Certification/Training		
Background check/criminal record disclosure (CEC)	No	Yes
Fingerprinting (CEC)	No	Yes
Complete Confidentiality and Code of Conduct Agreements	Yes	Yes
Complete CAA/CEC Add/Remove Form	Yes	Yes
Option to register and complete web-based/certification training	Yes (5 hours)	Yes (2.5 hrs)
Option to register and complete in-person/certification training	No	Yes (3 days)
Length of time to receive Certification of completion	Immediately After completing the web-based training and passing the exam	5-7 days
Register in the In-Person Assistance Program (database and avenue for CEC certification)	No	Yes
Certification for a Master Trainer (CAA has developed own materials for in class training)	Yes	No
Re-certification/Refresher Training for CAAs/CECs (unlimited access for training)	Yes (optional for CAAs)	Yes (required for CECs)
Certified Multi-lingual representatives	Yes	Yes
Complete Certification Exam	Yes	Yes (3 tries to score 80% or better)

List of Acronyms

ACA – Affordable Care Act (Federal Government)
CAA – Certified Application Assistant (Medi-Cal)
CEC – Certified Enrollment Counselor (Covered California)
CEE - Certified Enrollment Entity (Covered California)
EE – Enrollment Entity (Medi-Cal)
FQHC – Federally Qualified Health Clinic

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Training on Medi-Cal Enrollment/Eligibility Process	Yes	Yes
Training online application process	Yes	Yes
Performance Monitoring		
Diversified and awareness for all cultures	Yes	Yes
Utilize multi-media avenues to inform the application assisters (CAA/CEC) on program updates and general information <ul style="list-style-type: none"> • Newsletter • Websites • Training manuals • Emails • meetings 	Yes	Yes
Fraud prevention/quality assurance programs	Yes	Yes
Knowledgeable on Medi-Cal	Yes	Yes
Update profile information	Yes (every two years)	Yes (annually)
Call Center/Help Desk	Yes	Yes
Outreach Methods		
Marketing the Medi-Cal program	Yes	Yes
Marketing and outreach efforts for recruitment of CAAs/CECs	Yes	Yes
Utilize outreach and marketing materials for potential applicants	Yes	Yes
Knowledgeable and utilize marketing and branding guidelines	Yes	Yes
Compensation		
Compensation Rates before ACA	No	N/A

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<p>Compensation Rates after ACA For more detailed information about compensation go to: www.coveredca.gov</p> <p>Exchange eligibles:</p> <ul style="list-style-type: none"> • \$58- each initial application during open or special network • \$58- each re-enrollment application • \$25-each annual renewal application <p>Medi-Cal Eligibles</p> <ul style="list-style-type: none"> • \$58 for each application for a newly eligible individual • \$58 for each application for a Medi-Cal eligible who did not otherwise have Medi-Cal in the past 12 months <p>Important Note: CEEs/CECs will not receive compensation for:</p> <ul style="list-style-type: none"> • address changes, • income changes • health status changes, • tax or family decreases due to divorce or death. 	<p>N/A</p> <p>*Must complete CEC training and become fully certified in order to receive compensation</p>	<p>Yes</p> <p>*Must complete CEC training and become fully certified in order to receive compensation</p>
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Note:

However, the following licensed health care clinics are eligible to receive compensation:

- Community Clinics as defined in Health Safety Code Section 1204(a)(1)(A);
- Free Clinics as defined in Health and Safety Code Section 1204(a)(1)(B);
- FHQCs under Section 330 of the Public Health Services Act;
- FQHC Look-Alikes designated by the U.S. Department of Health and Human Services, Health Resources and Services Administration;
- Health care facilities directly managed and funded by the Indian Health Services under the Indian Self-Determination and Education Assistance Act of 1975;
- 638 Contracting or Compacting Clinics funded by the Indian Health Services under the Indian Self-Determination and Education Assistance Act of 1975;
- Urban Indian Health Centers under Title V of the Indian Health Care Improvement Act

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