



2017 Cross the Finish Line Quick Guide Certified Enrollers

Overview

Open Enrollment for 2017 coverage with a Covered California Health Plan ends on Tuesday, January 31, 2017. Covered California is allowing consumers who attempted to enroll by January 31 an extra four days to complete enrollment and select their health plan. Some consumers may face challenges completing enrollment and Covered California is committed to helping all consumers who attempted to find help **cross the enrollment finish line**.

Certified Insurance Agents

Between February 1 and February 4 consumers may seek assistance from Certified Insurance Agents to complete their Open Enrollment application. Agents will have the ability to complete and submit consumer applications for coverage effective March 1, 2017.

Review the [Cross the Finish Line Certified Insurance Agent Job Aid](#) for step-by-step instructions on how to assist consumers in completing their application.

Community Enrollment Partners

Between February 1 and February 4 consumers may seek assistance from Community Enrollment Partners (CEC, CAC, PBE) to complete their Open Enrollment application. **Community Enrollment Partners must contact a Covered California Service Center to complete enrollment for a consumer.**

- When contacting the service center for assistance, Community Enrollment Partners must be delegated to the consumer's application or have the primary contact on the line.

Review the [Service Center schedule](#) for a full list of hours of operation.

Consumers who receive assistance submitting their application and select a plan by the February 4 deadline will receive a **March 1, 2017** coverage effective date. After the deadline, ALL applications will require a [Qualifying Life Event](#) to be eligible for a [Special Enrollment](#).