The California Health Benefit Exchange welcomes your input on service center potential principles and options under consideration. The principles and options are laid out in a Board options paper available on the Exchange [website](http://www.healthexchange.ca.gov/BoardMeetings/Documents/IV_CHBE_ServiceCenterBoardOptionsBrief_06-15-12.pdf). Please use the table below to provide your input . Please submit your comments to the Exchange at [info@hbex.ca.gov](mailto:info@hbex.ca.gov) by close of business Wednesday, June 27, 2012.

#### Potential Principles

#### Provide a first-class consumer experience

#### Offer comprehensive, integrated and streamlined services

#### Be responsive to consumers and stakeholders

#### Assure cost-effectiveness

#### Optimize best-in-class staffing to support efficient eligibility and enrollment functions

| **Name** | **Organization** | **Email** | **Phone** |
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| **Input Requested** | **Comments** |
| --- | --- |
| **Comments on potential principles** |  |
| **Strengths, weaknesses and opportunities of each of options (please compare against principles or other clearly articulated factors)** |  |