



## Marketing, Outreach, and Enrollment Assistance (MOEA) Advisory Group

### Meeting Agenda

Covered California Tahoe Auditorium  
1601 Exposition Blvd.  
Sacramento, CA 95815

Thursday, March 7, 2019  
1:30 PM – 4:30 PM

Webcast and phone participation options are available for this meeting. See the Meeting Information found on page 2.

Item	Estimated Time
<b>I. Call to Order and Agenda Overview</b>	1:30 p.m. - 1:35 p.m.
<b>II. Covered California Updates</b>	1:35 p.m. - 2:50 p.m.
A. Open Enrollment 6 Recap	
B. Legislative	
1. Health Care Proposals by Governor and Legislature	
2. AB 1810 Affordability Options	
C. Communications	
1. Open Enrollment 6 Accomplishments	
2. Website Refresh	
D. Outreach and Sales	
1. Navigator Program Request for Application	
E. Marketing	
1. Special Enrollment Creative and Media	
2. Research Findings	
• Public Comment	
<b>III. Break</b>	2:50 p.m. - 3:00 p.m.
<b>IV. MOEA Advisory Members Feedback Discussion Forum</b>	3:00 p.m. - 4:20 p.m.
A. Open Enrollment 6 Outcomes and Lessons Learned	
B. Increasing Awareness of Financial Assistance	
C. Improving Retention in a “No Penalty” Environment	
• Public Comment	
<b>V. Closing</b>	4:20 p.m. - 4:30 p.m.
• Public comment on items not on the agenda	

## MEETING INFORMATION

Materials available for this meeting are posted on the Exchange website at:  
<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>.

The order in which agenda items are considered may be subject to change. Public comment is taken on each agenda item.

For in person comments: Prior to making your comments, please state your name for the record and identify any group or organization you represent.

**To register for the meeting webinar, please click on this link:**

<https://attendee.gotowebinar.com/register/1796303329469413389>

- Once you join the webinar and prefer to use your phone to dial in, you must select "Use Telephone" and call in using the numbers below.
- United States: +1 (914) 614-3221  
Access Code: 865-332-653  
Audio PIN: Shown after joining the webinar

Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven calendar days prior to the meeting date to [MOEAgroup@covered.ca.gov](mailto:MOEAgroup@covered.ca.gov).

If you would like to submit comments to the MOEA Advisory Group, please send them to [MOEAgroup@covered.ca.gov](mailto:MOEAgroup@covered.ca.gov).

If you are a member of the news media and wish to cover this event, please contact (916) 206-7777.