



Board Members

Diana S. Dooley, Chair
Kimberly Belshé Paul Fearer
Susan Kennedy Robert Ross, MD

Executive Director

Peter V. Lee

AGENDA

Small Business Health Options Program Marketing Input Session Thursday March 17th, 1:30-3:00

Covered California
Yosemite Conference Room
560 J Street, Suite 290
Sacramento, CA 95814

Call in at 877.336.1829
Participant code - 163850

- I. **Welcome and Introductions**
 - Introductions
 - Overview of Agenda
- II. **Ethnic Media**
 - Update and Overview
 - Questions and Discussion
 - Public Comment
- III. **Coordination of Marketing & Stakeholders**
 - Leveraging Grantees and Stakeholders
 - Questions and Discussion
 - Public Comment
- IV. **Agents & Marketing**
 - Agent role in SHOP promotion
 - Questions and Discussion
 - Public Comment
- V. **Other Marketing Outlets**
 - Overview
 - Questions and Discussion
 - Public Comment
- VI. **Budget**
 - Overview
 - Questions and Discussion
 - Public Comment

Send public comments to SHOP@covered.ca.gov