



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

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

Thursday, November 1, 2018  
1:30 PM – 3:30 PM

Webcast and phone participation options are available for this meeting. *See the Meeting Information below.*

| Item  | Estimated Time   |
|---|------------------|
| <b>I. Call to Order and Welcome</b>   | <b>1:30-2:00</b> |
| A. Agenda Overview  |                  |
| B. Introductions  |                  |
| • Public Comment  |                  |
| <b>II. Covered California Overview and Division Updates</b>                                 | <b>2:00-2:30</b> |
| A. Covered California 101 & Latest News   |                  |
| B. Marketing Updates: Sign Up 2019 Marketing Campaign, Key Research Learning                |                  |
| C. Communications Updates: Bus Tour Dates and Locations                                     |                  |
| D. Outreach and Sales Updates: Kickoff Event Debrief, Help on Demand, and Navigator Program |                  |
| E. Questions and Discussion   |                  |
| • Public Comment  |                  |
| <b>III. The MOEA Advisory Group</b>   | <b>2:30-3:30</b> |
| A. Draft Charter Overview and Discussion  |                  |
| i. Purpose  |                  |
| ii. Scope   |                  |
| iii. Objectives   |                  |
| iv. Meetings & Attendance   |                  |
| v. Membership   |                  |
| vi. Next Meeting Date   |                  |
| • Public Comment  |                  |

## MEETING INFORMATION

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.

**The call-in number for teleconference comments is: (800) 288-8960**

This is a "Listen Only" line with options for comments at the end of each agenda item.

To request to make a comment during the public comment period, press \* 1; you will hear a tone indicating you are in the queue for comment.

If you change your mind and do not want to make a comment, press #. Assistance is available throughout the teleconference meeting. To request a Specialist: Press \* 0.

Please wait until the operator has introduced you before you make your comments. Each person will be limited to two minutes per agenda item.

Materials available for this meeting are posted on the Exchange website at:  
[www.HealthExchange.ca.gov](http://www.HealthExchange.ca.gov).

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 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.

The MOEA meeting can be viewed via a live webcast. The webcast can be accessed at:

<http://hbex.coveredca.com/stakeholders/webinar>