



## Board Members

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

## Executive Director

Peter V. Lee

## Marketing, Outreach and Enrollment Assistance Advisory Group

### Introduction

Covered California strives to assure that it effectively engages a broad range of stakeholders to inform its policy development and shape the implementation of Covered California. The Board of Covered California has identified as among its core operating values its commitment to be guided in its work by partnerships with stakeholders and earning the public's trust by being transparent and accountable in how it operates. Consistent with that value, Covered California has established the Marketing, Outreach and Enrollment Assistance Advisory Group (Outreach Advisory Group) to provide input to Covered California Board and staff on these critical issues.

### Purpose

The purpose of the Outreach Advisory Group is to collect California-specific perspectives from key experts and stakeholders, provide advice and recommendations and serve as a sounding board to the Covered California Board and staff to assist in the continual refinement of policies and strategies to ensure Covered California maximizes enrollment of eligible individuals in coverage through marketing, outreach and enrollment assistance.

### Scope

Millions of Californians will be eligible for coverage through Covered California beginning in 2014 and a robust marketing, outreach and assistance effort will be needed to maximize enrollment of these individuals into coverage. The Outreach Advisory Group provides input on marketing strategies by target population and media channel, effective community outreach strategies, and strategies for providing in-person assistance with enrollment in insurance affordability programs.

### Objectives

The core objectives of the Outreach Advisory Group are to provide advice and recommendations to Covered California to inform policy-making related to:

1. Marketing strategies to maximize enrollment including digital and social media, branding, communications and public relations;
2. Outreach strategies to educate consumers and raise awareness about Covered California generally and among target populations; and
3. Enrollment assistance options including in-person assistance and assistance provided through Covered California service center.

### Outreach Advisory Group Meetings

The Outreach Advisory Group will meet quarterly. All meetings will be announced in advance and open to the public and opportunities will be provided for public comment at designated times during the meetings. Please visit the Outreach Advisory Group [webpage](#) for details.

## Membership

Below are the members of the Outreach Advisory Group. Members were selected to assure a balance of expertise and viewpoints that are necessary to effectively address the issues to be considered by the group. These members represent California's cultural, geographic and economic diversity. Members are recognized experts in their fields, including:

- Individuals with direct and substantial experience in health care marketing and/or marketing to Covered California target populations
- Individuals with direct and substantial experience in public relations
- Individuals with direct and substantial experience in community outreach
- Individuals and entities with experience in facilitating enrollment in health coverage
- Advocates for enrolling hard to reach populations

James Araby  
Executive Director  
Western States Council  
United Food and Commercial Workers

Alexandra Morehouse  
Vice President  
Permanente Brand Experience & Advertising  
Kaiser Permanente

Bryan Blum  
Political Director  
California Labor Federation

Dale Reinert  
Coordinator  
Healthy Start Program  
Los Angeles Unified School District

Kathy Bowler  
President  
KBG (K Bowler Group)

Christina Sanchez  
Senior Partner  
Milagro Strategy Group

Verne Brizendine  
Director of State Programs  
Blue Shield of California

Srija Srinivasan  
Director of Strategic Operations  
San Mateo County Health System

Lilian Coral  
Director  
2-1-1 California

Pedro Toledo  
Director  
Community and Government Relations  
Redwood Community Health Coalition

Frank Gilliam  
Dean  
UCLA Luskin School of Public Affairs

Sonya Vasquez  
Policy Director  
Community Health Councils

Bill Lan  
Head of Industry  
Health Insurance & Services  
Google Inc.

Anthony Wright  
Executive Director  
Health Access California

Pattie McCann  
Marketing Director  
Anthem Blue Cross