



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

## Meeting Agenda

Tuesday, March 4, 2025, 1:00 pm – 4:00 pm PST

Primary Physical Location:

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

Virtual Platform using GoToWebinar:

<https://attendee.gotowebinar.com/register/6226036713989821792>

**\*MOEA Advisory Members Attending Virtually:** Angela Chang, Ariela Cuellar, Betty Ho, Dawn McFarland, Doreena Wong, George Balteria, Jagdeep Singh, Kelly Johnson, Kerry D. Wright, Liwen Tsai, Marshawn Harris, Marti Ochiai, Parshottam Donga, Patricia Yeager, Shannon Okimoto, Sylvia Jackson, Victoriano Diaz

| Item   | Estimated Time |
|--|----------------|
| I. Call to Order and Agenda Overview   | 2 MIN          |
| II. Administrative   | 8 MIN          |
| A. Welcome 2024-2026 MOEA Advisory Members   | 5 MIN          |
| <i>MOEA member and public comments will be made after each section</i>                     | 3 MIN          |
| III. Covered California  | 40 MIN         |
| A. State Budget and Legislative Updates  | 10 MIN         |
| B. Population Health Investments (PopHI)   | 15 MIN         |
| C. Looking Ahead at Enhanced Tax Credits 2026 and Beyond                                   | 10 MIN         |
| <i>MOEA member and public comments will be made after each section</i>                     | 5 MIN          |
| IV. MOEA Advisory Member Feedback Discussion   | 65 MIN         |
| A. Future of Enhanced Tax Credits 2026 – Preparing Potential Consumer Retention Strategies | 30 MIN         |
| B. Stakeholder Check-In; Consumer Hot Topics 2025  | 30 MIN         |
| <i>MOEA member and public comments will be made after each section</i>                     | 5 MIN          |

---

**\*\*\*BREAK\*\*\*** **10 MIN**

---

**V. Covered California Division Updates** **45 MIN**

A. **Marketing Updates** 10 MIN

B. **Communications Updates** 10 MIN

C. **External Affairs and Community Engagement Updates** 10 MIN

D. **Outreach and Sales Updates** 10 MIN

*MOEA member and public comments will be made after each section* 5 MIN

---

**VI. MOEA Member Open Discussion** **10 MIN**

*MOEA member and public comments will be made after each section*

---

**VII. Adjourn**

---

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

### ADVISORY GROUP MEETING INFORMATION

#### **\*WEBINAR INFORMATION:**

The order in which agenda items are considered may be subject to change. Committee member comments and public comments are taken on each agenda item.

**The MOEA meeting can be viewed via a live webinar.** Participants can register for the webinar by clicking on this registration [link](#). Upon registration, participants will receive an email with a webinar information and link to join the meeting.

#### **TO USE YOUR COMPUTER'S AUDIO:**

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

--OR--

#### **TO USE YOUR TELEPHONE:**

If you prefer to use your phone, you must select "Use Telephone" after joining the webinar and call in using the numbers below.

United States: +1 (562) 247-8422

Attendee Access Code: 135-454-592

Audio PIN: Shown after joining the webinar

Webinar ID: 471-615-171

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

**For phone comments:** Please wait until the Chair opens the dialogue for comments from phone attendees, starting with the advisory group members and then to the public participants. Each person will be limited to two minutes per agenda item.

**Materials available** for this meeting are posted on the Exchange website at:

<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>.

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.