

Marketing, Outreach, and Enrollment Assistance (MOEA) 2026-2028 Roster

Number	Entity Name	Representative Name	Job Title	Representation
1	Health Access California	Rachel Linn Gish*	Director of Communications	Consumer Advocate
2	Asian Americans Advancing Justice Southern CA	Connie Lo**	Health Access Programs Director	Community Partner
3	Quote Valley Insurance	Alejandro Hernandez**	CEO	Agent
4	Auerbach & Gussin	Craig Gussin	Agent	Agent
5	Bay Area Quality Insurance Services	Marshawn Harris	Health Insurance Agent	Agent
6	Collective:Choice (C:C)	George Balteria	Managing Partner	Agent
7	Donga Insurance Agency	Parshottam Donga	President	Agent
8	Jagdeep Singh Insurance Agency Inc.	Jagdeep Singh	President	Agent
9	KCAL Health Insurance Services	Angela Chang	Chief Strategy Officer	Agent
10	M & M Benefit Solutions Insurance Services	Dawn McFarland	President	Agent
11	Wright-Way Financial	Kerry D. Wright	President	Agent
12	Anthem Blue Cross	Liwen Tsai	Marketing Director, West Region	Carrier
13	Blue Shield of California	Angela Cheda	Senior Marketing Manager	Carrier
14	Inland Empire Health Plan (IEHP)	Jezabel Urbina	Director of Enrollment and Sales	Carrier
15	Kaiser Permanente	Marti Ochiai	Executive Director, Consumer Marketing	Carrier
16	Sharp Health Plan	Kelly Johnson	Account Management Executive	Carrier
17	Valley Health Plan	Betty Ho	Program Manager I	Carrier
18	Vision Service Plan (VSP)	Michael Denhaan	Sr. Business Development Manager	Carrier
19	AltaMed Health Services Corporation	Douglas F. Morales	Manager, Patient Care Coordinator	Community Partner
20	Asian Resources, Inc.	Doreena Wong	Policy Director	Community Partner
21	Health Center Partners of Southern California	Yesenia Preciado-Hidalgo	Program Manager	Community Partner
22	Asian American Senior Citizens Service Center	Luna X. Lu	Clinical Director	Consumer Advocate
23	BPSOS - Center for Community Advancement	Thu Tran	Health Program Director	Consumer Advocate
24	Radio Bilingüe	Hugo Morales	Co-Executive Director	Consumer Advocate
25	Small Business Majority	Suli Kenyatta	Northern California Outreach Manager	Consumer Advocate
26	The California LGBTQ Health and Human Services Network	Ariela Cuellar	Senior Communications Specialist	Consumer Advocate
27	The LGBTQ Community Center of the Desert	Yasmine Franco	Programs Manager	Consumer Advocate
28	Department of Health Care Services	Theresa Hasbrouck	Eligibility Policy Branch Chief	Ex-Officio

*=Chair, **=Co-Chair