

# Marketing, Outreach & Enrollment Assistance Advisory Group

March 4, 2025, Hybrid Meeting



# Welcome

Virtual Attendees: Thank you for joining us. **The meeting will begin at 1:00pm PST**  
You will not hear any audio until we begin the meeting webinar.

# WEBINAR HOUSEKEEPING: MEMBERS, PUBLIC & STAFF

## Recording

- Today's hybrid meeting will be recorded and posted on the [Covered California Marketing, Outreach, and Enrollment Assistance Advisory Group](#) webpage

## Participants

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- Use the **computer audio** or **dial-in** feature to listen.
  - If you use the dial-in feature, you must enter your assigned “**audio pin**” on your phone in order to speak when unmuted.
- All participants will be muted during the meeting. Please unmute yourself to speak.
- There is time for **comments** at the end of every agenda item. We will open up for the members first, and then for the public.
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## Technical Difficulties

- Use the “**chat**” feature to submit technical difficulty comments/questions so we can assist you.

## Contact

- Email Covered California at [MOEAgroup@covered.ca.gov](mailto:MOEAgroup@covered.ca.gov) if you have additional questions or comments after the webinar.

# I. CALL TO ORDER & AGENDA OVERVIEW

# AGENDA – MARCH 4, 2025 MEETING

- I. **Call to Order and Agenda Overview**
- II. **Administrative**
  - A. Welcome 2024-2026 MOEA Advisory Members
- III. **Covered California**
  - A. State Budget and Legislative Updates
  - B. Population Health Investments (PopHI)
  - C. Covered California Enrollment & Impacts of Enhanced Tax Credits
- IV. **MOEA Advisory Member Feedback Discussion**
  - A. Future of Enhanced Tax Credits 2026 – Preparing Potential Consumer Retention Strategies
  - B. Stakeholder Check-in: Consumer Hot Topics 2025
- \*10 Minute Break**
- V. **Covered California Division Updates**
  - A. Marketing Updates
  - B. Communications & Public Relations Updates
  - C. External Affairs & Community Engagement Updates
  - D. Outreach & Sales Updates
- VI. **MOEA Member Open Discussion**
- VII. **Adjourn**



## II. ADMINISTRATIVE

# WELCOME AND OPENING REMARKS

By Doug McKeever,  
Chief Deputy Executive Director, Program


## **Welcome 2024-2026 MOEA Advisory Members!!**



# 2024 – 2026 MOEA ROSTER

Certified Community Enrollers	Consumer Advocates	Certified Insurance Agents	Carriers
*Maribel Montanez – Gardner Family Health Network	**Rachel Linn Gish – Health Access California	**Alex Hernandez – Alex Hernandez Insurance Agency	Liwen Tsai – Anthem Blue Cross
Douglas Morales – AltaMed Health Services Corporation	Victoria ‘Nikki’ Dominguez – Asian Americans Advancing Justice – Southern California	Kerry Wright – Wright-Way Financial Insurance	Angela Cheda – Blue Shield of California
Doreena Wong - Asian Resources, Inc.	Ariella Cuellar - California LGBTQ Health and Human Services Network	Marshawn Harris – Bay Area Quality Insurance Services	Patricia Yeager – Health Net
Shannon Okimoto - Health Quality Partners	Alicia Emanuel – National Health Law Program	Dawn McFarland – Certified Insurance Agent	Betty Ho – Valley Health Plan
Victoriano Diaz – Family Health Centers of San Diego	Hugo Morales – Radio Bilingue	Jagdeep Singh - Jagdeep Singh Insurance Agency	Marti Ochiai – Kaiser Permanente
Foyinsola Ani – Rising Communities	Bianca Blomquist – Small Business Majority	George Balteria – C:C Insurance Solutions, an Alera Group Company	Jezabel Urbina – Inland Empire Health Plan
Sylvia Jackson – Riverside County Black Chamber of Commerce		Parshottam Donga - Certified Insurance Agent	Kelly Johnson – Sharp Health Plan
<b>Ex-Officio Member</b>	Theresa Hasbrouck – Department of Health Care Services	Angela Chang – Bao Insurance Agency	*Chair **Co-Chair

## II. Administrative

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# III. COVERED CALIFORNIA

# State Budget and Legislative Updates

**Waynee Lucero**

Deputy Director | External Affairs & Community Engagement



# GOVERNOR'S BUDGET

- Proposed budget appropriations for Covered California include:
  - \$165 million from the Health Care Affordability Reserve Fund (HCARF) to support a program of financial assistance.
  - \$20.35 million General Fund – California Premium Credit (\$1 per member/per month).
  - \$2 million HCARF – Striking worker benefit program, with additional increases up to \$3 million, if needed as specified.
- A loan of \$109 million will be made from HCARF to the General Fund in FY 2025-26.


# STATE LEGISLATION

- Covered California continues to monitor bills that address health care and state operations. Topics of interest include cost sharing and benefit mandates, Essential Health Benefits, eligibility, privacy and artificial intelligence.
- AB 1419 (Addis) seeks to build on the Medi-Cal to Covered California Enrollment Program by extending auto-plan selection to consumers who apply for coverage through counties and are determined to be eligible for Covered California.



### III. Covered California

#### A. State Budget and Legislative Updates

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# Quality Transformation Initiative (QTI) Population Health Investments (PopHI)

**Joy Dionisio**

Senior Equity and Quality Specialist, QTI Lead  
Equity & Quality Transformation Division



# POPULATION HEALTH INVESTMENTS (POPHI) OVERVIEW

# GUIDING PRINCIPLES: USE OF FUNDS

Centered on goal to improve health outcomes for Covered California enrollees



**Equity First:** funds should preferentially focus on geographic regions or communities with the largest identified gaps in health and quality among California subpopulations



**Direct:** use of funds should lead to measurable improvements in quality and outcomes for enrollees that are related to QTI Core Measure performance

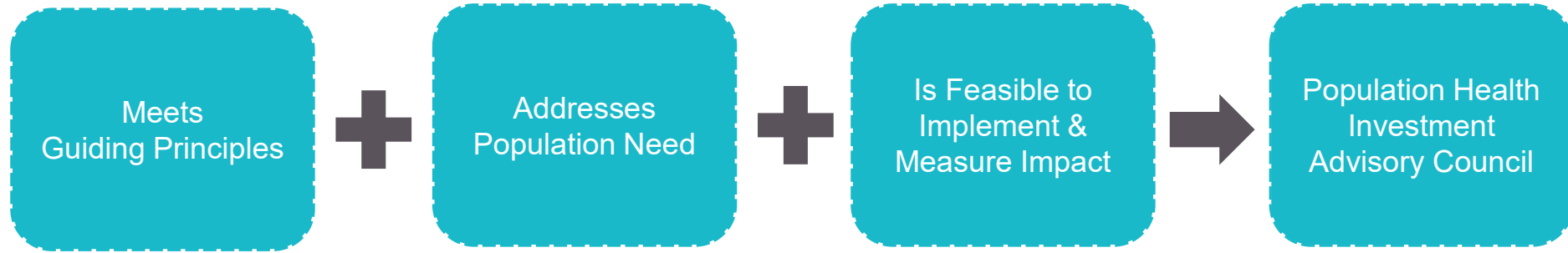


**Evidence-based:** use of funds should be grounded in approaches that have established evidence of success in driving improvements in quality or outcomes



**Additive:** funds should be used to advance quality in a currently underfunded arena.

# POPULATION HEALTH INVESTMENTS: SELECTION CRITERIA



A prioritized list of Population Health Investments (PopHI) was assembled after **14 months of stakeholder engagement** and **input from constituents**, including Covered California current enrollees, QHP issuers, consumer advocates, clinicians who serve Covered California enrollees, professional associations and public purchasers. **9 public meetings** were held, and **6 weeks of written comments** were solicited through the PopHI Advisory Council and Plan Management Advisory Group.

# 2025 POPULATION HEALTH INVESTMENTS

1



## Early Investments in Childhood Health and Wellness

- Funds deposited directly into CalKIDS Child Savings Account to incentivize timely vaccination and well-child visits
- Targets families with newborns enrolled in Covered California and children under 2 years old

2



## Direct Investments to Enhance Food Security

- Reusable cards loaded with funds available for use at grocery stores and other retailers with food facilitated by a third-party for disbursement and data collection.
- Targets Covered California members with income levels below 250% of the Federal Poverty Level (FPL), with a chronic condition, and identified as food insecure

3



## Equity and Practice Transformation

- Funds will accelerate adoption of practice transformation through high-quality, 1:1 coaching, subject matter expertise, and foster sustainable practice change and disseminate innovative models statewide.
- Targets primary care practices enrolled in DHCS EPT program and serving Covered California enrollees

# BEYOND COVERED BY COVERED CALIFORNIA: CHILD SAVINGS ACCOUNT

# THE HEALTH OF KIDS IN CALIFORNIA

- California’s ranking is among the lowest in the nation for children’s healthcare
- Having a PopHI focused on children, emphasizes the importance of this special population
- We are also in alignment with other California public purchasers, even though Covered California has a relatively small pediatric population.

California					
Ranking Highlights <sup>a</sup>			How Health Care Performance Changed in California <sup>b</sup>		
Prevention & Treatment		2023 Scorecard			
Adults with all age- and gender-appropriate cancer screenings	2020	65%	69%	76%	43
Adults with age-appropriate flu and pneumonia vaccines	2021	40%	42%	54%	35
Adults vaccinated against COVID-19 with a booster	2022	52%	42%	63%	9
Diabetic adults without an annual hemoglobin A1c test	2021	16%	10%	4%	48
Children without all recommended vaccines	2021	31%	28%	12%	37
Children with a medical home	2020–21	41%	46%	55%	46
Children without a medical and dental preventive care visit	2020-21	46%	38%	26%	50
Children who did not receive needed mental health care	2020–21	21%	20%	11%	38
Adults age 18 and older with any mental illness who did not receive treatment	2019–20	63%	55%	41%	49



Source: Commonwealth Fund 2023 Scorecard on State Health System Performance





# CHILD SAVINGS ACCOUNT PROGRAM • GO LIVE 2/25/25

## Purpose

The **Beyond Covered by Covered California: Child Savings Account Program** aims improve well-child visits and childhood immunization rates for children under the age of two enrolled in Covered California, while helping families invest in their child's future.

## Eligibility

Children under 2 years old who are:

1. Enrolled in a Covered California Health Plan
2. Born in California
3. Registered for a CalKIDS account\*

## Benefit

Families can earn up to \$1,000 for their CalKIDS savings account, which can be used for educational expenses.

## Steps

- 1: \$150 Program Consent & CalKIDS Registration
- 2 - 6: \$100 Per PC Visit & Vaccine(s) at Specified Age
- 7 - 9: \$150 Per Flu Shot During Specified Time

**new!**

**BEYOND COVERED  
BY COVERED  
CALIFORNIA: CHILD  
SAVINGS ACCOUNT  
PROGRAM!**



# BEYOND COVERED BY COVERED CALIFORNIA: GROCERY SUPPORT PROGRAM

# COVERED CALIFORNIA ENROLLEE SURVEY

## Population Focus: Members with Chronic Conditions

### English

843 total respondents

Email survey conducted June 6th – July 30th, 2024

### Spanish

159 total respondents

Email survey conducted June 13th – July 30th, 2024

## Response Insights

### Needs

- High rates of food insecurity
  - 36% of English respondents
  - 51% of Spanish respondents
- Transportation insecurity is prevalent
  - 14% of English respondents
  - 22% of Spanish respondents

### Desired Help

- Assistance with food and transportation are most cared about
- Followed by financial support for higher education for kids

### Maximizing Impact of Funds

- Minimum amount for impact is \$80/m
  - 34% of English respondents
  - 39% of Spanish respondents
- Prefer smaller amounts but more frequent disbursements
  - 44% of English respondents
  - 47% of Spanish respondents

"I live in a rural area. The only grocery store is very **expensive**. Therefore, I have to **drive an hour** to a major chain grocery store. **The cost of transportation** is a major factor for me."

"Eating **healthy costs more** than, you know, than eating junk."

"It would have been helpful if someone had been like, oh, here's a **taxi voucher or let us call an Uber** for you."

"We **need assistance** with the cost of utilities, food, and medical. All have increased so much that **we cannot make it.**"

# GROCERY SUPPORT PROGRAM • GO LIVE 2/5/25

## Purpose

The **Beyond Covered by Covered California: Grocery Support Program** is designed to help Covered California members facing chronic health conditions and financial challenges access nutritious food to help improve food security and health outcomes.

## Eligibility

Covered California members who:

1. Have a household income up to 250% of FPL
2. Have a chronic health issue
3. Are experiencing food insecurity

## Benefit

A reloadable debit card to purchase food, and either:

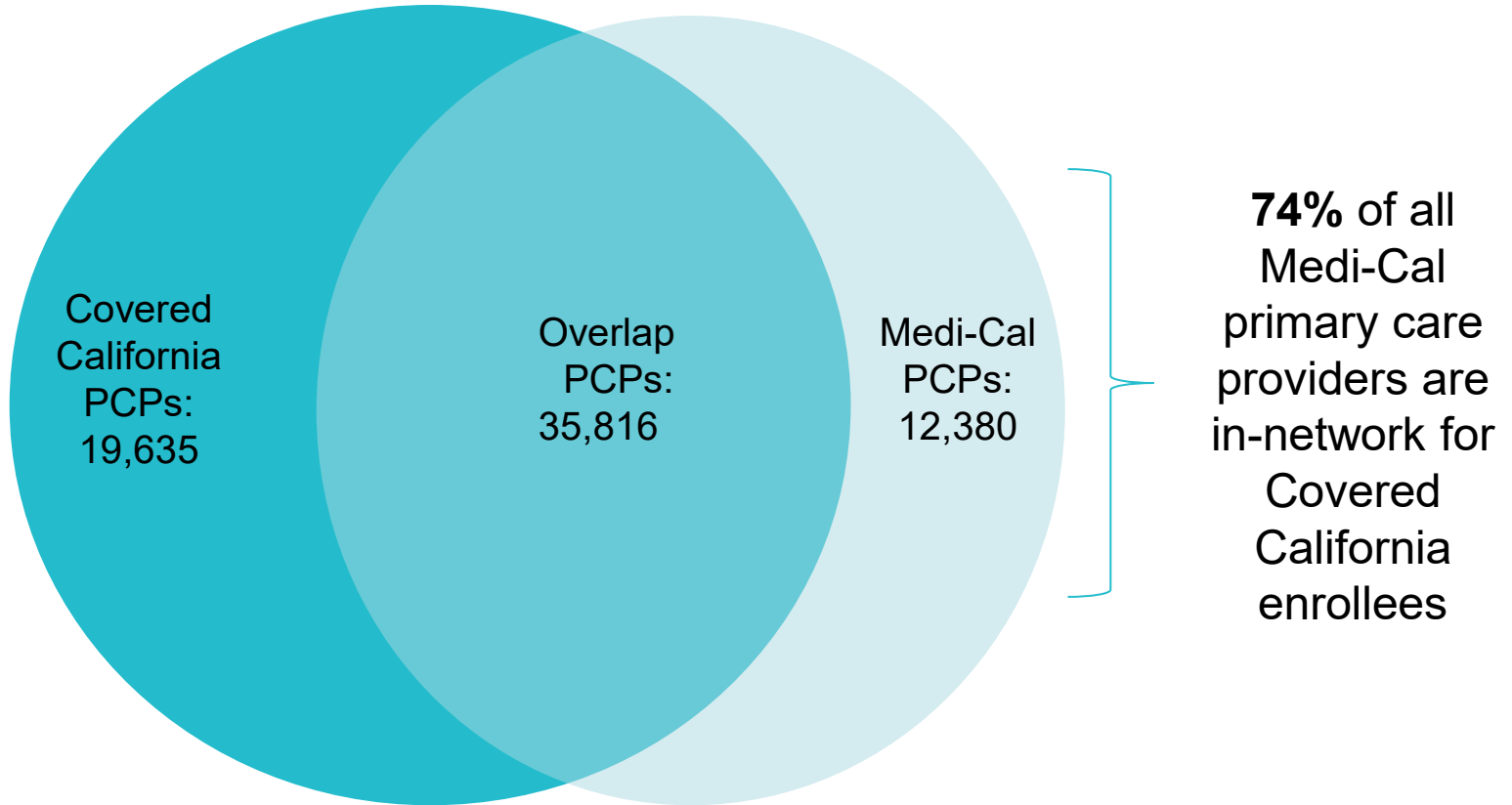
- Monthly payments will be loaded onto the debit card for 12 months, OR
- A lump sum payment will be loaded onto the debit card at the end of 12 months (equal to 12 monthly payments)

Funds are based on household size reported to Covered California at time of enrollment and may only be used to purchase fresh food, packaged food, baby food and non-alcoholic drinks.



# COVERED CALIFORNIA EQUITY AND PRACTICE TRANSFORMATION (EPT)

# PRIMARY CARE PROVIDER NETWORK OVERLAP



# EQUITY & PRACTICE TRANSFORMATION • GO LIVE 2/2025

## Purpose

Covered California's investment is aimed at leveraging Equity and Practice Transformation (EPT) infrastructure to accelerate population health management capabilities in practices serving both Covered California and Medi-Cal enrollees.

## Eligibility

30-40 practices participating in EPT, who serve Covered California enrollees will receive enhanced support through tailored enhancements to EPT's technical assistance (TA) structure.

## Benefit

Practices selected to participate in enhanced TA structure will receive:

- High-Quality, 1:1 Subject Matter Experts Support
- Virtual Learning and Peer Engagement through small group and 1:1 sessions
- Advanced Data Integration and Testing
- Learning System to distill insights from a diverse practice cohort and disseminate promising models to primary care practices across the state



# POPHI EVALUATION



# EVALUATION OF POPULATION HEALTH INVESTMENTS

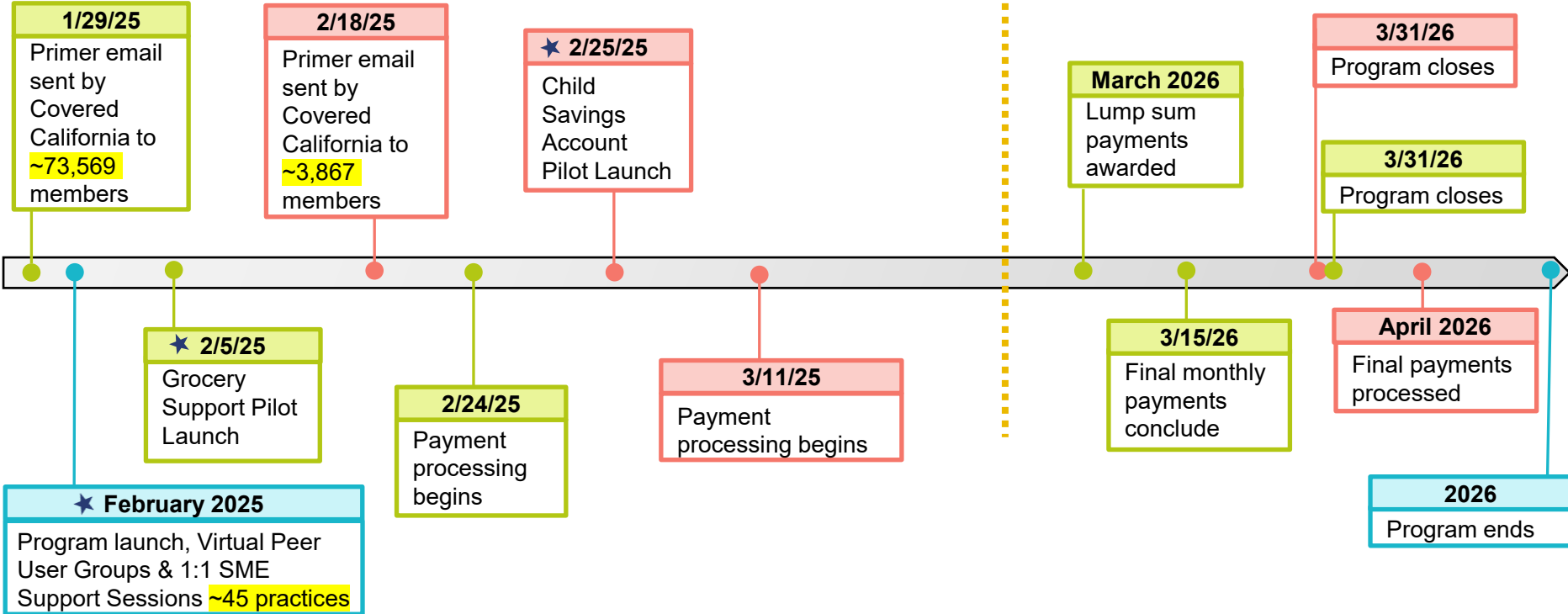
- Design of PopHI includes ability to randomize, control groups of sufficient size to power outcomes, and data collection to enable rigorous evaluation and output suitable for peer-review journal publication
- Partnerships for qualitative and quantitative assessment of impact currently in place with:
  - UCSF Social Intervention Research and Evaluation Team
  - UCLA Medical-Financial Partnership program

# POPHI IMPLEMENTATION TIMELINE

# PROGRAM TIMELINE

Grocery Support Program
Child Savings Account Program
EPT

2025 2026



# INITIAL FEEDBACK FROM OUR MEMBERS ON BEYOND COVERED – GROCERY SUPPORT PROGRAM

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*“I'm looking to get more information in regards to this help. My mother and I were displaced during the first and we're in need of assistance.”*

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*“To whom it may concern:  
I would like to be considered for this program. We do not eat healthy and I have heart disease. Please let me know what is required to qualify. Best regards.  
Thank you!”*

---


*“Please assist my family to obtain the captioned support. We are in need to save every penny we can on food and lodging.”*

---

*“Wow! What an incredible program... I guess we are just waiting for a representative from Forward to reach out? Via Email? How will we know we've been offered this opportunity? I want to be sure not to miss any announcements, requests for information, etc...”*

### III. Covered California

#### B. Population Health Investments (PopHI)

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# Covered California Enrollment & Impacts of Enhanced Tax Credits

**Emily Kohn**

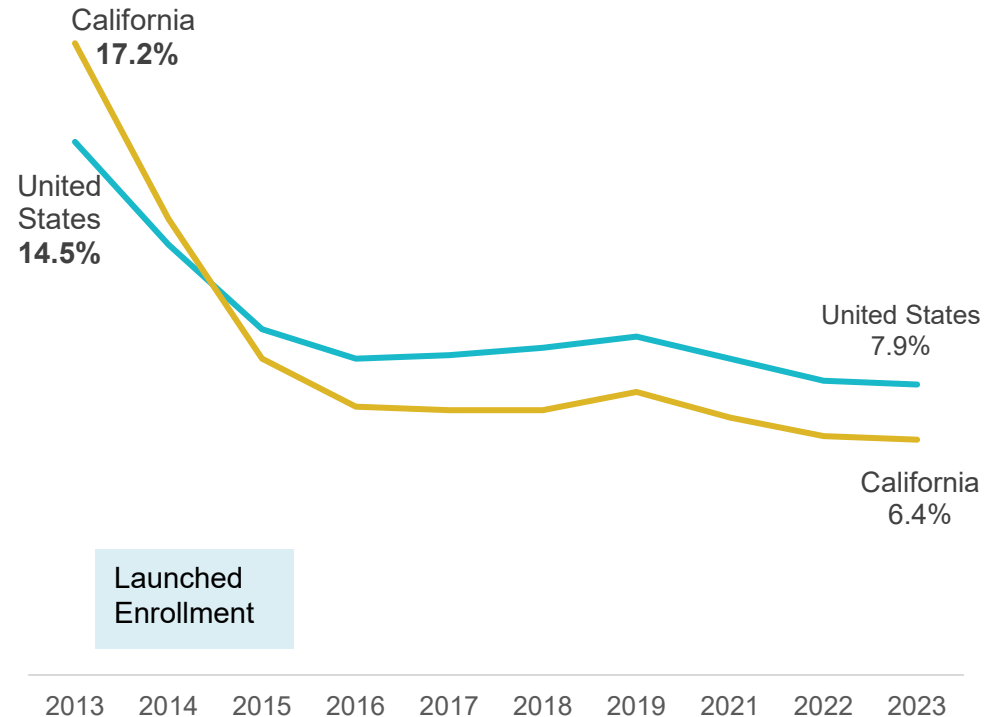
Senior Research Manager | Policy, Eligibility, and Research Division



# CONNECTING CALIFORNIANS WITH COVERAGE

- ❑ More than 6.3 million, or nearly 1 in 6, Californians have enrolled in marketplace coverage since Covered California launched in 2014.
- ❑ This has corresponded with the nation's largest drop in the number of remaining uninsured.
- ❑ The marketplaces serve many different consumer groups who do not have other sources of affordable coverage, including those losing Medicaid, self-employed individuals without employer coverage, or early retirees not yet eligible for Medicare.

Changes in the Uninsured Rate, 2014-2023



# EXPANDED AFFORDABILITY FROM THE ENHANCED PREMIUM TAX CREDIT

The federal enhanced premium tax credit (ePTC) has dramatically increased affordability for marketplace consumers by:

- ❑ Increasing the amount of financial help for all consumers eligible to receive the advanced premium tax credit (APTC).
- ❑ Eliminating the “subsidy cliff” for middle-income consumers above 400% FPL who were previously ineligible for APTCs (\$60,240 for an individual and \$124,800 for a family of four).

The savings from the enhanced tax credit have been substantial for consumers:

- ❑ On average, consumers save an additional \$101 on premium costs each month.
- ❑ More than 170,000 middle-income enrollees are now receiving a tax credit for their coverage where previously no financial help was available.

Without Congressional action, the enhanced premium tax credit will expire at the end of 2025.



# ENHANCED TAX CREDITS HAVE RESULTED IN SUBSTANTIAL GROWTH IN MARKETPLACE ENROLLMENT

- ❑ Following the end of the 2025 Open Enrollment cycle, 1.98 million Californians selected Covered California plans for 2025 – the highest count yet for an Open Enrollment period.
- ❑ The 2025 enrollment represents a 22% increase compared to 2021, the last Open Enrollment period prior to implementation of the enhanced tax credits, when 1.63 million consumers had enrolled.

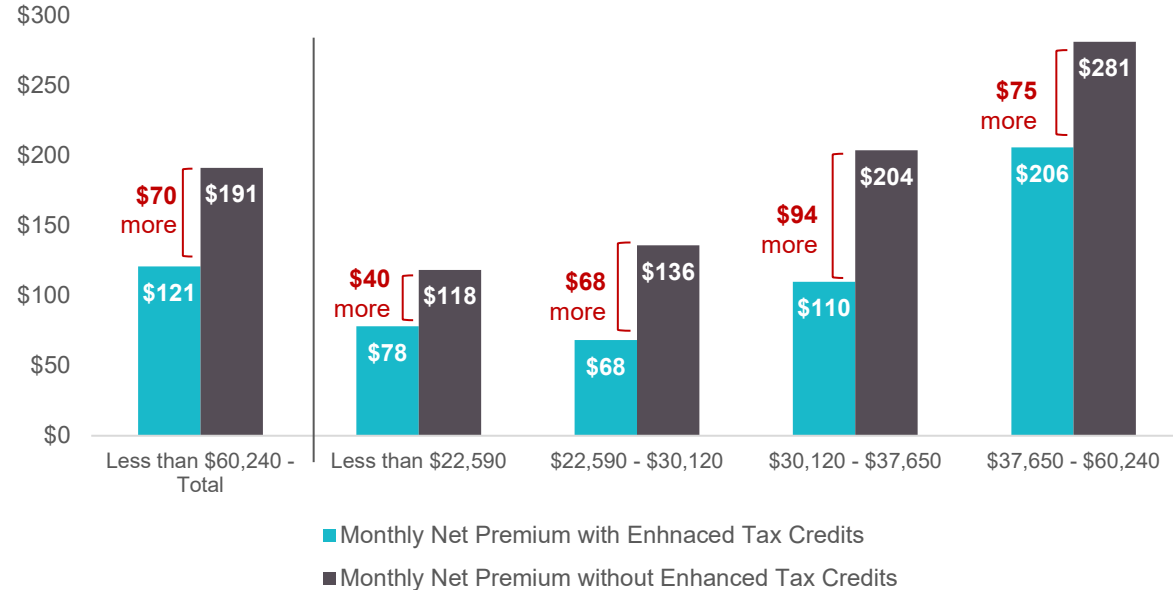
Net Plan Selections	2021 (Count)	2022 (Count)	2023 (Count)	2024 (Count)	2025 (Count)	Diff. (2025 v 2021)
New Enrollment	249,279	255,575	263,325	306,382	345,711	39%
Renewals	1,376,267	1,521,867	1,476,043	1,478,271	1,633,793	7%
<b>Total Plan Selections</b>	1,625,546	1,777,442	1,739,368	1,784,653	1,979,504	22%



# PREMIUMS WILL INCREASE IF THE ENHANCED PREMIUM TAX CREDIT EXPIRES

- ❑ Consumers with incomes less than 400% FPL (\$60,240 for an individual), could see, on average, a \$70 monthly increase in net premiums without the enhanced premium tax credit.
- ❑ Some consumers, who earn between \$22,590 and \$30,120 annually, could see their premium costs double from \$68 to \$136 per month.

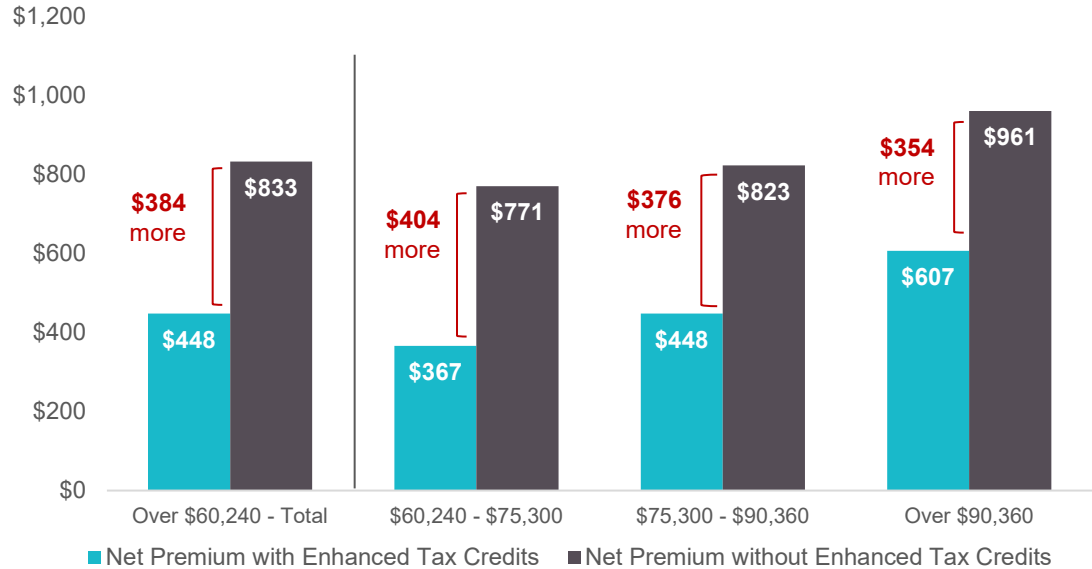
Monthly Net Premium Without Extension of Enhanced Premium Tax Credits - Subsidized Enrollees Under 400% FPL



# PREMIUMS WILL INCREASE IF ENHANCED PREMIUM TAX CREDIT EXPIRES

- Without the extension of enhanced premium tax credit, middle income consumers will have to pay the full premium cost to retain coverage.
- More than 170,000 middle income Californians save an average of \$384 per month in premium costs due to the enhanced premium tax credit.

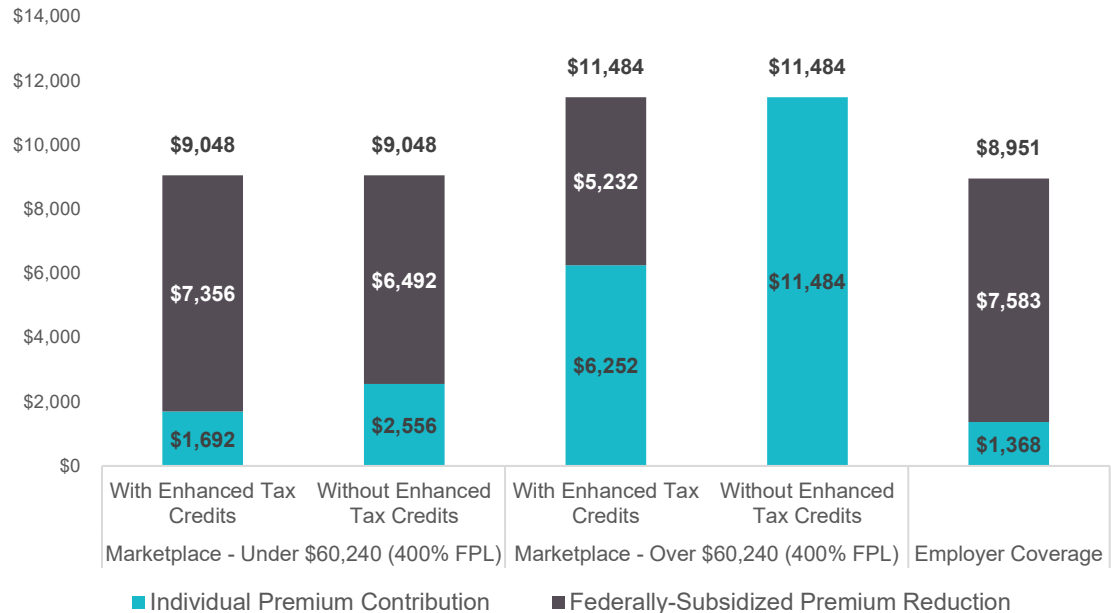
Monthly Net Premiums Without Extension of Enhanced Premium Tax Credits - Subsidized Enrollees Over 400% FPL



# TAX CREDITS ENSURE AFFORDABLE COVERAGE FOR SELF-EMPLOYED CONSUMERS

- More than 500,000 enrollees receiving tax credits are self-employed, saving an additional \$106 per month on their premium costs.
- Premium tax credits are particularly important for these consumers as they are not eligible for other sources of coverage, such as through an employer, and must rely on the individual market for coverage.

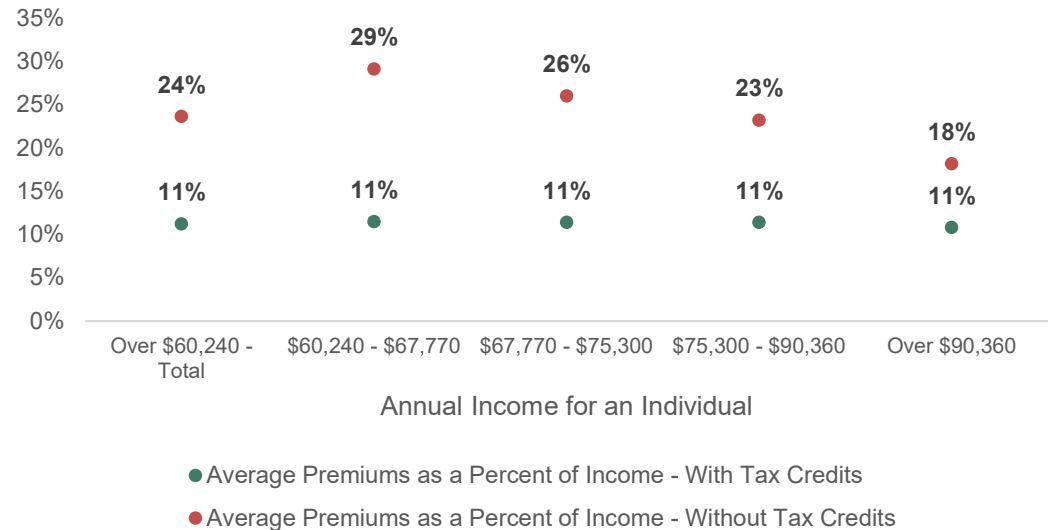
Annual Premium Amounts without the Enhanced Premium Tax Credit:  
Self-Employed Marketplace Enrollees and Employer Coverage



# OLDER ENROLLEES COULD PAY MORE THAN A QUARTER OF THEIR HOUSEHOLD INCOME

- ❑ Premiums are expected to double or more for enrollees ages 50-64 earning over 400% FPL, costing as much as \$1,112 per month.
- ❑ For some enrollees, this would consume as much as 29% of their annual income.

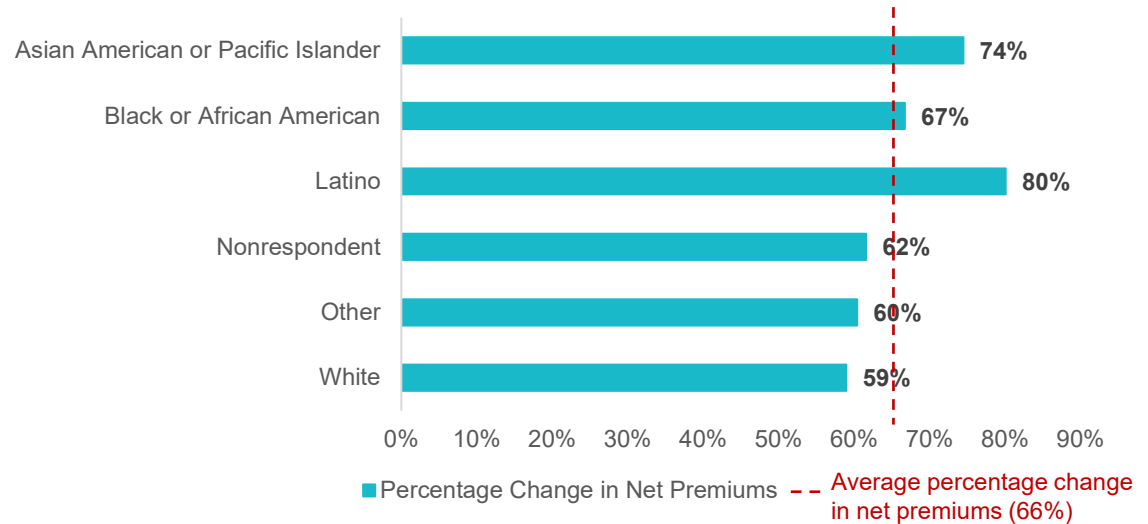
Average Premiums as a Percent of Income for Enrollees Ages 50-64 Earning Over \$60,240 Annually



# COMMUNITIES OF COLOR FACE LARGEST INCREASES IN PREMIUMS

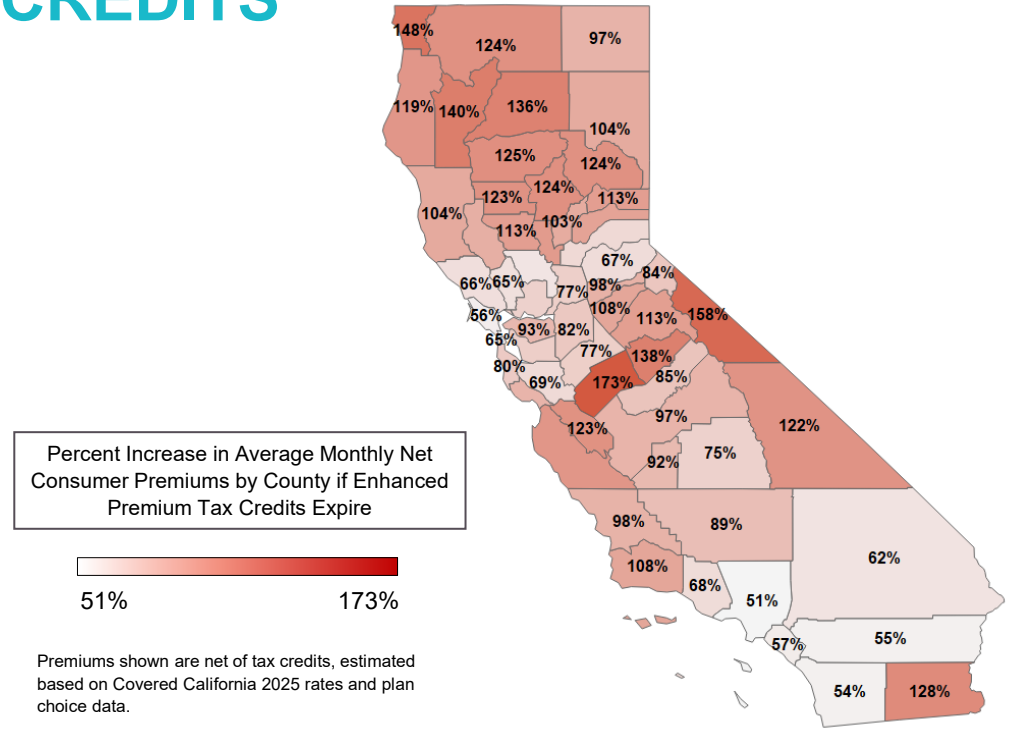
- ❑ While Covered California enrollees face an average 66% increase, premiums will increase more for communities of color.
- ❑ Communities that had some of the highest gains in enrollment since 2020 will face the greatest threats to affordable coverage without the enhanced premium tax credit.

Percentage Change in Net Premiums Without Extension of Enhanced Premium Tax Credits - Enrollees by Race/Ethnicity



# PREMIUMS EXPECTED TO INCREASE STATEWIDE WITHOUT ENHANCED TAX CREDITS

- ❑ On average, Californians across the state will see their monthly premiums increase by 66%.
- ❑ However, counties such as Imperial, Humboldt, and Shasta will see average premiums more than double without the enhanced premium tax credit.
- ❑ In Merced county, enrollee premiums are anticipated to increase up to 173%.



# MORE INFORMATION ON IMPACT OF THE ENHANCED PREMIUM TAX CREDITS FOR COVERED CALIFORNIA ENROLLEES

- ❑ A publicly-available [databook](#) comparing consumer net premiums under the Affordable Care Act and Inflation Reduction Act is available online.
- ❑ Data is available by demographics and geography, including congressional district.

Enrollees				
Subsidy Status	All Enrollees (M1)	Gross Premium Amount (avg \$ - PMPM) (M3)	IRA Net Premium Amount (avg \$ - PMPM) (M4)	Average Increase in Net Premium Amount if IRA Expires (PMPM) (M6)
Subsidy Received	1,749,550	\$699	\$153	\$101
Unsubsidized	229,940	\$590	-	-
<b>Grand Total</b>	<b>1,979,490</b>	<b>\$686</b>	<b>\$153</b>	<b>\$101</b>

Self-Employed				
Self-Employed	Subsidized Enrollees (M2)	Gross Premium Amount (avg \$ - PMPM) (M3)	IRA Net Premium Amount (avg \$ - PMPM) (M4)	Average Increase in Net Premium Amount if IRA Expires (PMPM) (M6)
Not Self-Employed	1,243,710	\$668	\$144	\$99
Self-Employed	505,840	\$773	\$177	\$106
<b>Total</b>	<b>1,749,550</b>	<b>\$699</b>	<b>\$153</b>	<b>\$101</b>

Congressional District				
Congressional District	Subsidized Enrollees (M2)	Gross Premium Amount (avg \$ - PMPM) (M3)	IRA Net Premium Amount (avg \$ - PMPM) (M4)	Average Increase in Net Premium Amount if IRA Expires (PMPM) (M6)
1	34,390	\$936	\$107	\$131
2	38,720	\$895	\$211	\$150
3	41,440	\$861	\$179	\$145
4	29,870	\$818	\$183	\$129
5	34,420	\$793	\$150	\$122



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#### C. Covered California Enrollment & Impacts of Enhanced Tax Credits

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# IV. MOEA ADVISORY MEMBER FEEDBACK DISCUSSION

# FUTURE OF ENHANCED TAX CREDITS 2026 – PREPARING POTENTIAL CONSUMER RETENTION STRATEGIES

- Feedback from Consumer Advocates, Health Plan Carriers, Community Enroller Partners, Certified Insurance Agents, Ex-Officio Members:
  - How are you preparing your outreach efforts in the event the Enhanced Tax Credits sunset for 2026?
  - What consumer retention strategies might be used in the event the Enhanced Tax Credits sunset for 2026?
  - What resources / tools will you need for marketing and outreach?
  - How can Covered California support these efforts and strategies?

## IV. MOEA Advisory Member Feedback Discussion

- To request to make a comment,
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- **EACH PARTICIPANT WILL BE LIMITED TO TWO MINUTES PER AGENDA ITEM**
- NOTE: Written comments may be submitted to [MOEAgroup@covered.ca.gov](mailto:MOEAgroup@covered.ca.gov)

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# STAKEHOLDER CHECK-IN: CONSUMER HOT TOPICS 2025

- Feedback from Consumer Advocates, Health Plan Carriers, Community Enroller Partners, Certified Insurance Agents, Ex-Officio Members:
  - Given the abundance of information regarding potential modifications to our health care system, what strategies or marketing approaches have been implemented to guarantee that consumers receive accurate and reliable information about their health care options?
  - DACA enrollment updates: What are folks hearing on the ground from community members?
  - Are there any trending topics that Covered California should be aware of and/or prepare for?

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**BREAK 10-MINUTES**

# V. COVERED CALIFORNIA DIVISION UPDATES



# Marketing Updates

**Yuliya Andreyeva**

Marketing Chief of Consumer Advertising and Operations | Marketing



# OE25 Marketing Campaign Wrap-Up

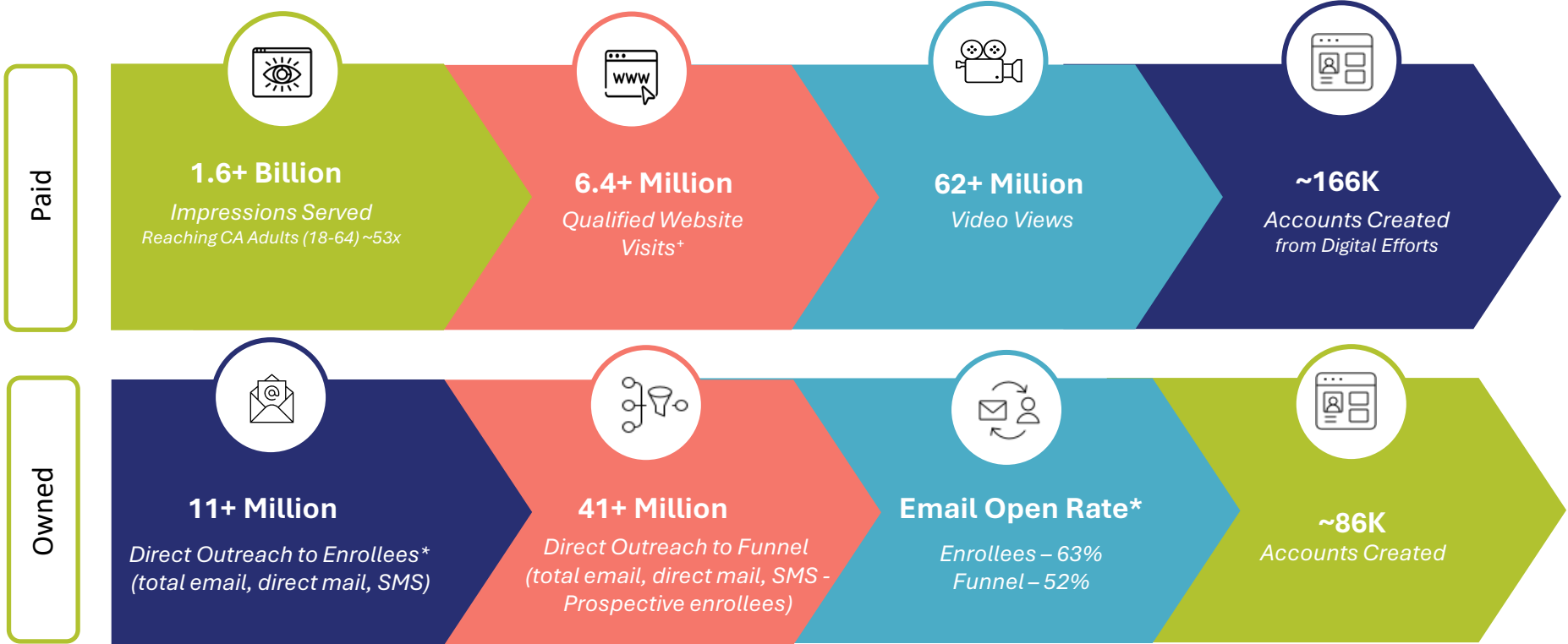


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Marketing Division



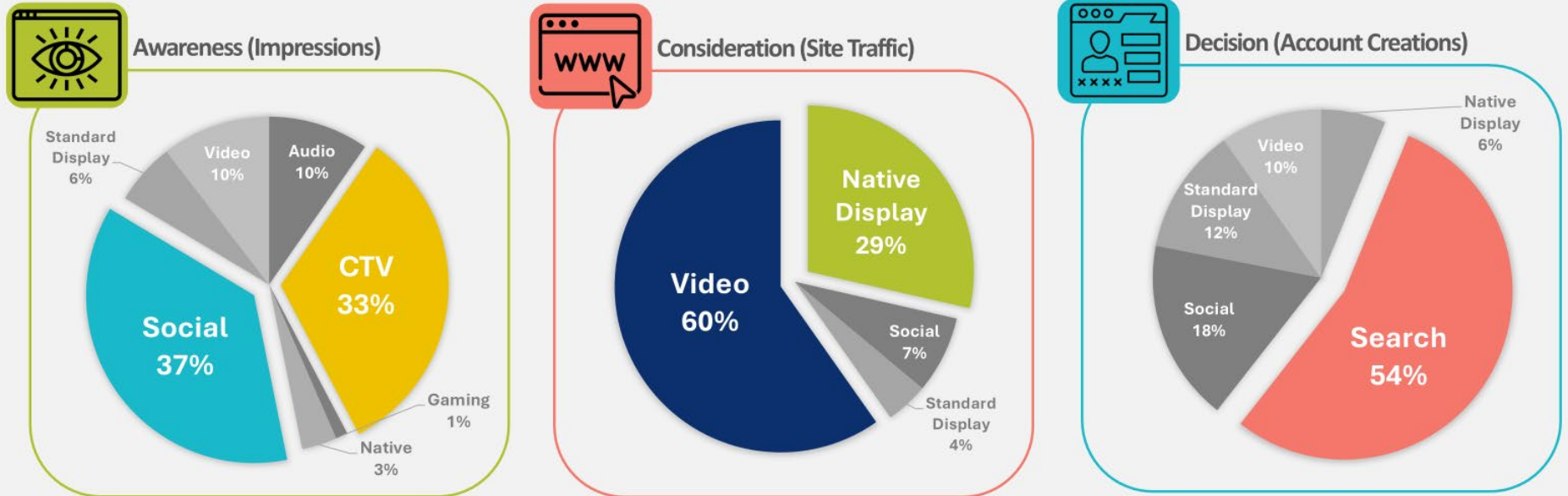
# Strong Finish: Marketing Campaign Drove Enrollment Actions



- Data Sources: Marketing Email Tableau Dashboard and Digital Paid Media Dashboard
- +Qualified visit is when someone lands on our website for at least 10 seconds per 24-hour period.
- \*Email Open Rates are above the industry standard of 37%.

# Digital Channels Helped Nudge Consumers Along Their Enrollment Journey

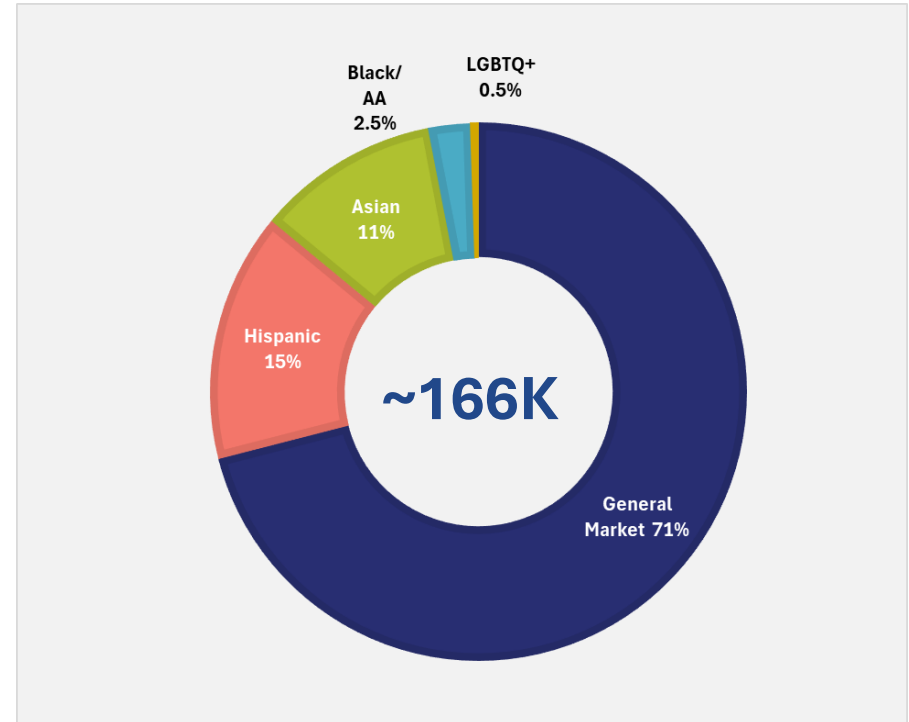
*A diverse channel mix is necessary to engage prospective consumers along their enrollment journey as some channels excel in driving awareness metrics while others excel in driving conversions.*



Account Creations are unique visitors in each channel buy that have clicked "submit" through the application process  
All channel share metrics are being reported based on the channel buy associated with the KPI

# Multi-Segment Advertising Drove Enrollment Actions (Accounts Created) Across Key Audience Segments

- General Market campaign contributed 71% of trackable Account Creations.
- While the rest of the segments combined drove 29%, we know from research that these consumers prefer to convert with assistance via an agent and/or over the phone.
- And, because Paid Search makes up over half of our Account Creations, it is very likely that a user in the smaller segments could have converted via the English search ad.



# Post Campaign Research To Evaluate Advertising Recall to Help Inform Future Work

## Methodology

- ✓ Quantitative online survey in English & Spanish
- ✓ Fielding: February – March 2025
- ✓ Report: April 2025
- ✓ Audience groups:
  - ❑ Uninsured, Subsidy Eligible (138-600% FPL)
  - ❑ Insured
    - Covered California members
    - Employer Sponsored Insurance

## Research Goal

- ✓ Assess OE25 :30 TV/Video ads to evaluate breakthrough
- ✓ Assess actions taken and/or change in behavior
- ✓ Advertising impact on health insurance decision making
- ✓ Inform future advertising efforts

# California Health Insurance Awareness Study (CHIAS)

## Methodology

- ✓ Quantitative online survey in English & Spanish
- ✓ Fielding: February – March 2025
- ✓ Report: June 2025
- ✓ Audience groups:
  - Uninsured
  - Insured
    - Covered California members
    - Employer Sponsored Insurance
    - Medi-Cal members

## Research Goal

- ✓ Assess Covered California's brand and brand health
- ✓ Assess awareness and experiences with Covered California and health insurance broadly
- ✓ Assess how results change and trend compared to prior years





# SE25 Wildfires Campaign Highlights



---

Marketing Division



# Wildfires Ad Campaign: Communication Strategy

- Build brand trust positioning Covered California as a source of security and peace of mind
- Deliver key information about more time to enroll
- Deploy ads across turnkey media channels: digital, search, and social
- Extend our message in a relevant and authentic way leveraging:
  - LA-based influencers with dedicated content
  - Univision interview segment dedicated to wildfires and Special Enrollment opportunity



**In their arms,  
you're safe.  
In ours,  
you're  
Covered.**

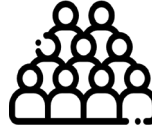
**MORE TIME TO ENROLL FOR  
CALIFORNIANS AFFECTED  
BY WILDFIRES.**



# Wildfires Ad Campaign: Paid Media Highlights



~13.6 MM Impressions



## Buying Demo:

Demo: Age 18-64 & \$25K+ HHI

Geo: Primary: LA County/Ventura County

Secondary: Surrounding counties Orange, San Bernardino, and Riverside



## Campaign Flight:

January 27 – March 8


*Staggered launch based on channel*

Segment Split: *(based on LA County Census + General Market media impact on Hispanic and Asian)*

- GM: 60% (incl. B/AA and LGBTQ+)
- HM: 30%
- AM 10%
  - Chinese: 55%
  - Vietnamese: 25%
  - Korean: 20%

*When buying statewide, our segment splits: GM 64.35%, HM 26.3%, AM 9.35% (Chinese 46%, Vietnamese 23%, Korean 30%)*

## V. Marketing Updates Discussion

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# Communications & Public Relations Updates

**Robert Kingston**  
Director | Outreach & Sales





# 2025 Open Enrollment Let's Talk Health

## The Goal of the “Let’s Talk Health” Campaign

Covered California’s “Let’s Talk Health” initiative aimed to improve the health literacy of all Californians – especially the remaining uninsured – and engage them in conversation about health coverage, which can be complicated and confusing.

## Partnership with Clinicians and Libraries

In phase one, rolled out in 2025 Open Enrollment, we collaborated with health literacy clinicians to provide in-language, culturally resonate messaging and materials. We also partnered with the California State Library system to distribute materials, host media events, and partner on health literacy workshops.





# 2025 Open Enrollment Let's Talk Health

## Organic Social Media Campaign

Covered California's "Let's Talk Health" campaign was coordinated with marketing's social media calendar and amplified through the Let's Talk Health social press kit to various stakeholders, elected officials, and community-based organizations.

## Influencer Strategy

The Communications team partnered with influencers that culturally resonated with the diverse communities reflected across California. These influencers strategically supported marketing and communications campaigns with visibility and content creation at media events near influencer's communities.





# Earned Media and Events

## TO REACH THE REMAINING UNINSURED

Covered California executed a statewide media tour from San Diego to Redding including:

- Kickoff events in Sacramento, Fresno, Los Angeles, Redding, San Francisco, San Diego and Bakersfield
- Ethnic media events in Fresno, Los Angeles, San Francisco and the San Jose
- Deadline Events in San Diego, Fresno and Sacramento





# Earned Media and Events

## TO REACH THE REMAINING UNINSURED

These events were hosted at libraries, health centers, and directly in communities where the uninsured largely remain. Speakers included:

- Covered California executive team
- Elected officials
- Health literacy experts
- Clinicians and executive leadership in healthcare
- Librarian leadership
- Public health experts
- Leaders from community-based organizations







# Let's Talk Health

## OE25 LTH UPDATES

### Branded Material

Covered California's "Let's Talk Health" initiative utilized new multilingual educational materials and tools to develop strong consumer engagement and remove one of the critical barriers to accessing health insurance. Materials included:

- Educational videos
- Let's Talk Health website
- Toolkits and PR boxes distributed statewide to libraries and partners
- Development of new, culturally relevant and in-language collateral
- Comic books for the farmworker and urban communities

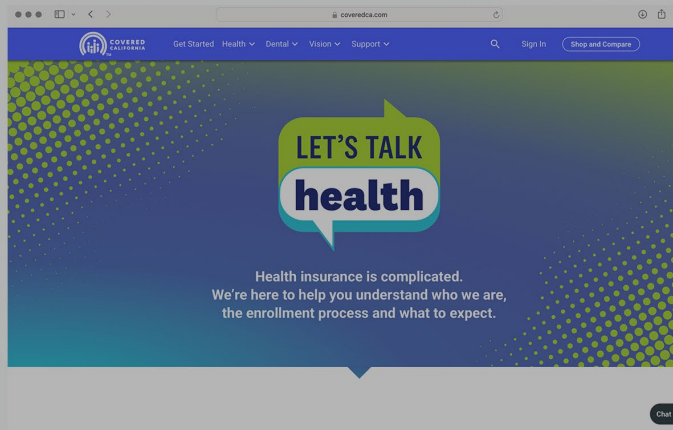


# Let's Talk Health

## AWARENESS AND ENROLLMENT CAMPAIGN

### Let's Talk Health Website

The new campaign website is accessible in multiple languages, providing in-language, culturally resonant information for consumers including access to resources for DACA recipients.

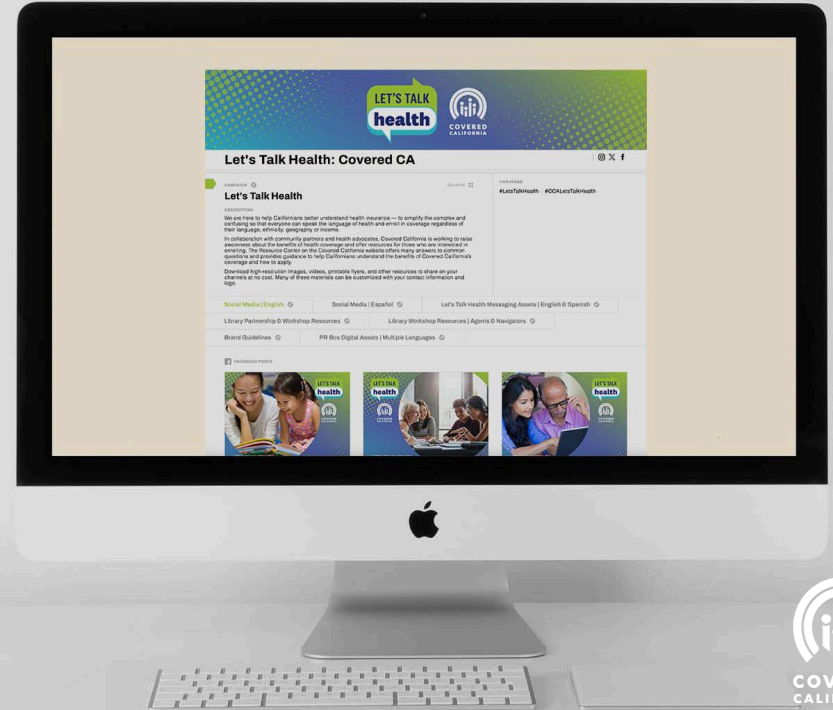


# Let's Talk Health

## OE25 LTH UPDATES

### Let's Talk Health Social Press Kit

Brand new tool to provides stakeholders and divisional partners with the integrative marketing tools to drive awareness for the campaign.





# 2025 Open Enrollment Coverage



Home · News Releases

## News Releases

search news releases search

[Newsroom Home](#)


### Latest Releases

There are 661 press releases.  
Displaying page 1 of 67

January 29, 2025

**Covered California Reaches Record-Breaking 1.9M Enrollees Before Open Enrollment's Jan. 31 Deadline**

Covered California has surpassed 1.9 million enrollees, bolstering its record-high enrollment before open enrollment's Jan. 31 deadline for California's remaining uninsured.



January 27, 2025

**Sumi Sousa Appointed to Covered California's Board**


Sumi Sousa has been named the newest member of Covered California's Board of Directors, appointed by California State Assembly Speaker Robert Rivas.



January 17, 2025

**Covered California Lends Support for Wildfire Victims in Southern California**


Covered California has announced a special-enrollment period for residents of Los Angeles and Ventura counties, where a state of emergency has been declared due to the Palisades and Eaton Fires that have destroyed over 12,000 homes and displaced hundreds of thousands of Californians.



December 12, 2024

**Covered California Hits Record Enrollment Before Its First Key Open Enrollment Deadline on Dec. 31**


SACRAMENTO, Calif. — Covered California has surpassed 1.8 million enrollees, reaching its record-high enrollment with over a week until the first open enrollment deadline on Dec. 31.



December 12, 2024

**Covered California Continues "Let's Talk Health" Campaign With Record Financial Support Available As Its 12th Open Enrollment Continues**

BAKERSFIELD, Calif. — Covered California continued its "Let's Talk Health" campaign at the Beale Memorial Library today with the 2025 open-enrollment period underway.



December 10, 2024

**Covered California Continues "Let's Talk Health" Campaign With Record Financial Support Available As Its 12th Open Enrollment Continues**


BAKERSFIELD, Calif. — Covered California continued its "Let's Talk Health" campaign at the Beale Memorial Library today with the 2025 open-enrollment period underway.



December 03, 2024

**Kathleen Webb Named New Chief Deputy Executive Director of Operations for Covered California**

SACRAMENTO, Calif. — Covered California announced the appointment of Kathleen Webb as its new Chief Deputy Executive Director of Operations on Tuesday.



November 22, 2024

**Covered California Continues "Let's Talk Health" Campaign With Record Financial Support Available As Its 12th Open Enrollment is Underway**

Covered California continued its "Let's Talk Health" campaign at the City Heights/Weingart Library today with the 2025 open-enrollment period underway.



November 21, 2024

**Covered California Announces Initial Results of Its Quality Transformation Initiative Aimed at Improving Health Care Disparities Across the State**


SACRAMENTO, Calif. — Covered California announced the first-year results of its first-in-the-nation health plan accountability program, the Quality Transformation Initiative (QTI), today at its board meeting.



November 21, 2024

**Covered California Continues "Let's Talk Health" Campaign With Record Financial Support Available As Its 12th Open Enrollment is Underway**

SAN FRANCISCO, Calif. — Covered California continued its "Let's Talk Health" campaign at the Main Library today with the 2025 open-enrollment period underway.



November 21, 2024

**California HHS Secretary Kim Johnson Named Covered California Board Chair**

SACRAMENTO, Calif. — Covered California welcomed Sec. Kim Johnson as its new board chair on Thursday.



November 21, 2024

**Covered California Continues "Let's Talk Health" Campaign With Record Financial Support Available As Its 12th Open Enrollment is Underway**


Covered California continued its "Let's Talk Health" campaign at the Redding Library today with the 2025 open-enrollment period underway.



November 19, 2024

**Covered California Continues "Let's Talk Health" Campaign With Record Financial Support Available With Its 12th Open Enrollment Underway**


Covered California continued its "Let's Talk Health" campaign at the Los Angeles Central Library today with the 2025 open-enrollment period underway.



November 01, 2024

**Covered California Launches "Let's Talk Health" Campaign as Open Enrollment Begins With DACA Recipients Eligible to Enroll for the First Time**

Covered California kicked off 2025 open enrollment and launched its "Let's Health Talk" campaign across the state today to reach California's remaining uninsured.



October 29, 2024

**Covered California Launches "Let's Talk Health" Campaign With Record Financial Support Available as its 12th Open Enrollment Begins Nov. 1**

Covered California launched its "Let's Talk Health" campaign for 2025 open enrollment at the Fresno City College Library today. Open enrollment — which begins on Nov. 1 and runs through Jan. 31, 2025 — is when Californians can sign up for, renew or shop for a new health insurance plan.



October 29, 2024

**Secretary Xavier Becerra Joins Covered California to Launch Its "Let's Talk Health" Campaign as Open Enrollment Begins Nov. 1**

Covered California was joined by Secretary Xavier Becerra of the U.S. Department of Health and Human Services today at the historic California State Library in Sacramento to help kick off the 2025 open-enrollment period. Covered California is also launching its "Let's Talk Health" health literacy campaign. Open enrollment — which begins on Nov. 1 and runs through Jan. 31, 2025 — is when Californians can sign up for, renew or shop for a new health insurance plan.






# 2025 Open Enrollment Coverage

## NATIONAL AND STATE

- We launched our Open Enrollment campaign "Let's Talk Health" earlier this time because of the election.
- We were joined by former Secretary of Health Xavier Becerra in Sacramento to kick off Open Enrollment.



**HOMETOWN HERO:** U.S. Health and Human Services Secretary **Xavier Becerra** can't get enough of Sacramento. The C.K. McClatchy High School alum was back in town today for the third time this month, this time to promote health insurance open enrollment season. It comes as [Becerra has mullied leaving the Biden administration](#) to compete for California governor.

He appeared alongside Reps. **Doris Matsui** and **Ami Bera**, as well as the new California HHS Secretary **Kim Johnson** and Covered CA Executive Director **Jessica Altman**, to tout the state's record low 6.4 percent uninsured rate.

Despite the 2026 speculation, Becerra said not to read too much into his many guest appearances around town these days.

"I'm here on official business as secretary," Becerra told Playback. "There's a lot going on in California ... so right now, all business. All official business." — **Rachel Bluth**

**ABORTION DEAL:** A Northern California hospital facing charges over its alleged refusal to terminate a pregnancy has agreed to provide emergency abortions in line with state law under a tentative deal reached with state Attorney







# 2025 Open Enrollement Coverage

## NORTHERN CALIFORNIA

- The "Let's Talk Health" campaign made multiple stops in Sacramento and San Francisco, while also visiting Redding.
- The second San Francisco event was held at the Excelsior Library in a heavily-Chinese neighborhood allowing us to extend our message in Mandarin and Cantonese.

Local News Live Shows ... @CBSNEWS

**DACA recipients can shop Covered California plans for first time as open enrollment kicks off**

By Rachel Wolf November 1, 2024 12:20 PM PDT / CBS Sacramento

0:13

**More from CBS News**

New Cal Fire maps show big increase in Auburn's very high wildfire...

Human clinical trials to begin for drug that could lead to Sacramento-area...

Petition for Denmark to buy California for \$1 trillion surpasses...

Complaints grow about delayed light rail service in Folsom

SACRAMENTO - Friday kicks off open enrollment for Covered California with DACA recipients now open to shop for new plans.

Covered California is part of the Patient Protection and Affordable

THE SACRAMENTO BEE

WS SPORTS POLITICS RESTAURANTS OPINION GAMES OBITUARIES FINANCE CLASSIFIEDS SACRAMENTO'S BEST CAREERS

VALENTINE'S SALE Immerse yourself in stories you love with our digital subscription.

HEALTH & MEDICINE

**Covered California open enrollment is nearly over. Buy a 2025 health plan or pay tax penalty**

By Cathie Anderson January 31, 2025 5:00 AM

Lezlie Sterling lsterling@sacbee.com

Only have a minute? Listen instead  
Powered by Trilobyte Audio  
00:00 02:27

Covered California will set a new membership record when it closes enrollment Friday night with more than 1.9 million state residents buying a health plan through the insurance marketplace.







# 2025 Open Enrollement Coverage

## SOUTHERN CALIFORNIA

- We made multiple stops in Southern California throughout Open Enrollment, despite the Dodgers' parade foiling our Kickoff event plans and the tragic wildfires last month thwarted our annual Lunar New Year event.
- We had Spanish-language and API-focused events in Los Angeles.
- We also visited San Diego for Kickoff and again in January for deadline.

**COVERED CALIFORNIA NEWS**  
**Covered California hits record enrollment ahead of 2025 open enrollment deadline**  
 By: Tina Rubin  
 Posted: Thu, 23, 2024 11:09 AM PST  
 Updated: Thu, 23, 2024 11:09 AM PST

Close up of sign on paper for Covered California, the state authorized health insurance exchange and Medicaid administrator for the state of California.

Over 1.8 million people are enrolled in the state's health insurance marketplace. About 143,686 Californians are enrolling for the first time, and over 1.6 million are renewing their coverage.

Nearly half of new enrollees have come from Los Angeles, Orange, Riverside, and San Bernardino counties, with 68,095 sign-ups.

**SHARE** [Facebook] [Twitter] [LinkedIn] [Email]

**Earn unlimited 2% cash rewards on purchases for your business.**  
**SIGNIFY** [Learn more]

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**Are Anesthesia Staffing Challenges Impacting Your OR?**  
 We're here to help. [LEARN MORE]

**NEWS > LOCAL NEWS**

**Covered California: What you need to know about healthcare coverage this open enrollment season**  
 Covered California estimates 100,000+ San Diegans are uninsured, but eligible for affordable health insurance.

**LEADERSHIP AWARDS**  
 CLICK HERE TO NOMINATE A LEADER IN OUR COMMUNITY

**Nominate a Leader Today!**

**UNCERTAINTY WITH HEALTH INSURANCE ENROLLMENT**  
 [VIDEO]

As the nation anticipates potential shifts in healthcare policy under a Trump presidency, Californians are evaluating their...





# 2025 Open Enrollement Coverage

## CENTRAL VALLEY

- We made the Central Valley more of a focus this Open Enrollment with multiple visits in Fresno, including for Kickoff, Deadline and a special event for farmworkers in Mendota.
- We also visited Bakersfield with our "Let's Talk Health" campaign.



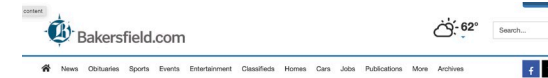
HEALTH CARE  
**New Covered California comic book features a familiar Fresno physician as its protagonist**

By María G. Ortiz-Brienes  
 Updated December 18, 2024 12:36 PM



Covered California unveils the new comic book in both Spanish and English version which focuses on the importance of health insurance especially for the farmworker community. By Eric Paul Zamora

Only have a minute? Listen instead



Mix Toothpaste with Beer

Mix Toothpaste with Beer and Just Watch

LifeHack Guru

News

Head of Covered California brings enrollment pitch to Bakersfield

BY JOHN COOK jcook@bakersfield.com Dec 11, 2024



Mix Coffee with Yogurt and Just Watch

LifeHack Guru

Videos

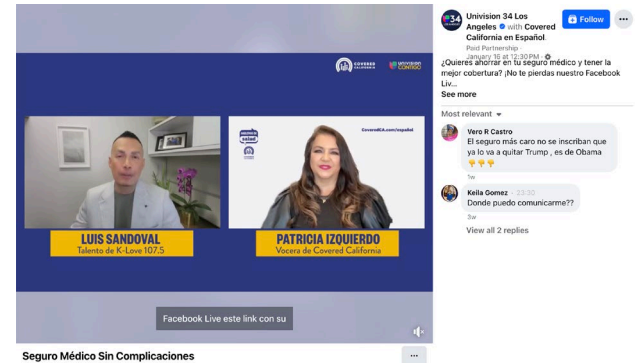




# 2025 Open Enrollement Coverage

## SPANISH ETHNIC MEDIA

- Our "Let's Talk Health" campaign featured many Spanish-centered efforts, including the event in Mendota that included the reveal of a comic book that featured a narrative of farmworkers in that area needing health coverage and another in San Jose.
- We also continued our extensive media outreach focused on Univision, Telemundo, numerous radio stations and print publications all throughout the state.

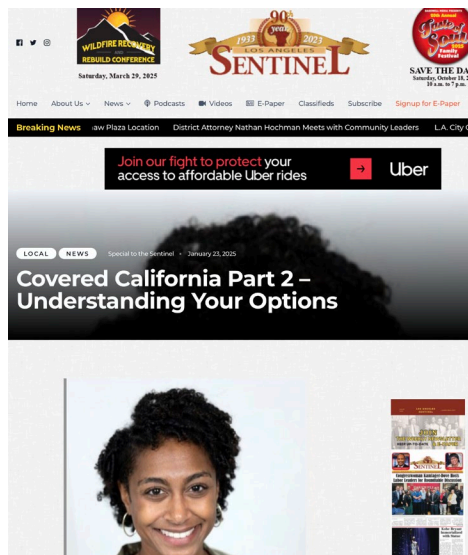




# 2025 Open Enrollement Coverage

## BLACK/AFRICAN AMERICAN MEDIA


- Covered California's Chief Medical Officer Dr. Monica Soni spearheaded our efforts in the Black/African American communities.
- We toured all over the state to meet with Black publications and media with our "Let's Talk Health" campaign.
- We also hosted three "Let's Talk Health" Roundtables with Dr. Soni – in Inland Empire, San Francisco and Sacramento.



*Overview: Covered California's open enrollment ends on January 31, 2024, and Black and African American Californians are encouraged to take charge of their health and access the care they deserve. As of January 11, over 1.9 million Californians have already enrolled in health plans through Covered California, including 367,735 new enrollees for 2025 - a 13 percent increase.*



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# External Affairs & Community Engagement Updates

**Waynee Lucero**

Deputy Director | External Affairs & Community Engagement



# OUTREACH ACTIVITIES

- **Tribal Consultation-** October Tribal Consultation with Tribal leaders and representatives. Provided updates and discussed items that may impact Tribal populations.
- **Deferred Action Childhood Arrivals (DACA) Webinar and Tools:** for stakeholders and community partners focused on eligibility for DACA recipients in Covered California.
- **Open Enrollment:** Participated in Open Enrollment events and helped coordinate attendance of elected officials.
- **External Communication:** shared Covered California updates with various audiences included elected offices, stakeholders, and others




# COMMUNITY ENGAGEMENT PROGRAM UPDATE

**Welcome Sumeet Pamma!**

Chief of Community Engagement  
and Partnerships Program



## V. External Affairs and Community Engagement Updates Discussion

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# Outreach & Sales Updates

**Robert Kingston**

Director | Outreach & Sales



# RECAP OF PREPARING ENROLLERS FOR OPEN ENROLLMENT PERIOD 2025 READINESS

- Trained enrollers on 2025 insurance plans and system updates.
- Shared updates and guides to enrollers and agents through e-briefs and toolkits.
- Ensured accurate enroller contact information for consumer assistance.
- Offered multilingual support through the Help On-Demand Tool.
- Updated storefront information for consumer walk-in support.

The image shows three service cards with a blue border. The first card, 'Find an Enroller', features a shield icon with a checkmark and text stating that licensed agents and certified enrollers are ready to help, with a 'Find an Enroller' button. The second card, 'Storefronts', features a storefront icon and text about meeting with agents and certified enrollers for appointments and walk-ins, with a 'Find a Storefront' button. The third card, 'Help on Demand', features a person on a headset icon, a 'For new enrollees' tag, and text about getting help from a certified enroller within 15 minutes, with a 'Get a Call Back' button.

## Enrollment Partner Toolkits and Resources

The image displays a grid of toolkits and resources. On the left, under 'Toolkits for Enrollers', are links for Agency Manager Toolkit, Approved Admin Staff Role Toolkit, Enroller Portal and Enrollment and Shopping Section Toolkit, Family Glitch Fix Toolkit, and Open Enrollment Toolkit. On the right, under 'Medi-Cal Transition', is a link for Medi-Cal to Covered California Enrollment Program Toolkit. Below that, under 'Toolkits for Navigators', is a link for Primary Care Physician Toolkit.

**SEPTEMBER  
2024**

**11**  
IN-PERSON  
TRAININGS

TOTAL  
ATTENDANCE  
IN-PERSON  
**1,221**



**COVERED  
CALIFORNIA**

- SEPT. 04 **CHICO**, Butte County
- SEPT. 04 **EL CENTRO**, Imperial County
- SEPT. 05 **FRESNO**, Fresno County
- SEPT. 10 **CAMARILLO**, Ventura County
- SEPT. 11 **REDWOOD CITY**, San Mateo County
- SEPT. 12 **SACRAMENTO**, Sacramento County
- SEPT. 17 **SANTA ANA**, Orange County
- SEPT. 18 **ESCONDIDO**, San Diego County
- SEPT. 19 **YUCAIPA**, San Bernardino County
- SEPT. 24 **LOS ANGELES**, West Los Angeles County
- SEPT. 25 **DIAMOND BAR**, East Los Angeles County

# LET'S TALK HEALTH

**ENROLLER KICK-OFF MEETINGS: OPEN ENROLLMENT PERIOD FOR THE 2025 PLAN YEAR**

The Covered California Outreach and Sales Team launched the Open Enrollment 2025 plan year with extensive in-person training sessions across California, engaging over 1,200 certified insurance agents, navigators, community partner enrollers, and stakeholders.



# COVERED CALIFORNIA OPEN ENROLLMENT 2025: SALES ENROLLER CHANNEL

60%

of consumers get  
enrollment  
assistance

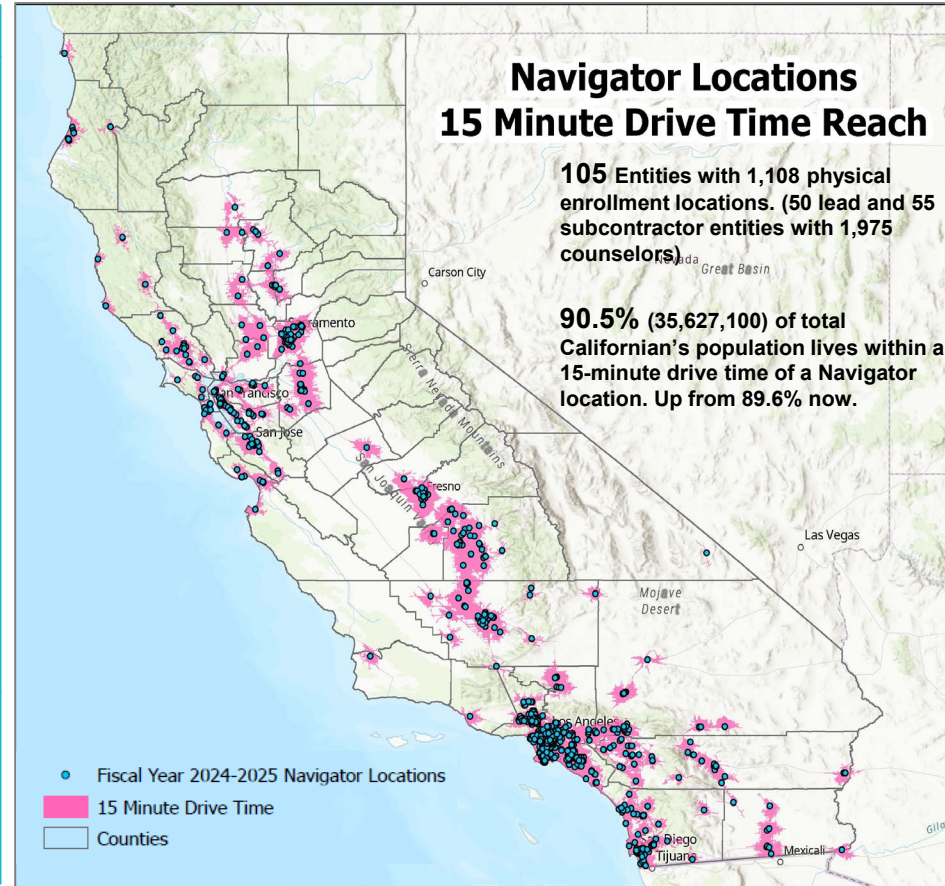
## Outreach and Sales works with

11,587	Certified Insurance Agents
1,308	Navigator, Certified Enrollment Counselors
1,254	Certified Application Counselors
668	QHP Plan-Based Enrollers
24	Medi-Cal Plan-Based enrollers

# NAVIGATOR PROGRAM SUMMARY

## Current Grant Year 2024-25

Budget / Allocation	\$11.3 MM / \$9.9MM
Core funds awarded	\$8.25 MM
Reserve for bonus	\$1.16 MM
Supplemental Outreach Grant	\$500,000 (6 awards)
Entities	49 <ul style="list-style-type: none"> <li>• 30 Entities &lt; \$100k</li> <li>• 15 Entities \$120k - \$525k</li> <li>• 4 Entities = \$605k</li> </ul>
Enrollment Goal	38,710 <i>(no separate performance goal)</i>
Outreach Goal	23,226 points
Application Assistance Goal	15,428 households
Total Enrollment (% to Goal)	40,543 (105%)* *as at 2/10/2025
Total Application Assistance (% to Goal)	24,812 (161%)* *as at 2/10/2025



# CERTIFIED ENROLLER ROUNDTABLES SCHEDULED FOR FEBRUARY AND MARCH 2025

The Covered California Outreach and Sales Team plans to engage with our sales channel partners to gather insights and feedback on the experience of the open enrollment period for the 2025 plan year.

## Navigators

- **2/18/25**, In-Person, Northern California Navigators
- **2/19/25**, Virtual, Los Angeles County Navigators
- **2/21/25**, In-Person, Bay Area Navigators
- **2/25/25**, In-Person, Southern California Navigators
- **2/27/25**, Virtual, Statewide Navigators

## Certified Application Counselors

- **2/27/25**, Virtual Statewide, Certified Application Counselors

## Agents

- **3/6/25**, In-Person, Northern California and Top 25 Agencies
- **3/11/25**, Virtual, Statewide Agents
- **3/13/25**, In-Person, Southern California Agents



# SPECIAL ENROLLMENT PERIOD, APRIL 2025: 14 ENROLLER WORKSHOPS



**Virtual Meeting:**

Tuesday, April 24:  
Statewide

**Week 1:**

- Wednesday, April 2: Imperial Valley (Calexico) and Northern California (Arcata)
- Thursday, April 3: Northern California (Redding) and Central Valley (Fresno)

**Week 2:**

- Tuesday, April 8: Central Coast (Salinas)
- Wednesday, April 9: Bay Area (Redwood City)
- Thursday, April 10: Sacramento (Expo HQ)

**Week 3:**

- Tuesday, April 15: Inland Empire (Moreno Valley)
- Wednesday, April 16: Orange County (Laguna Hills)
- Thursday, April 17: San Diego (El Cajon)

**Week 4:**

- Tuesday, April 22: Los Angeles East (Diamond Bar)
- Wednesday, April 23: Los Angeles Central (Downtown)
- Thursday, April 24: Los Angeles West (Lakewood)

# Covered California for Small Business Updates

**Adam Unger**  
Sales & Product Manager,  
Covered California for Small Business



# COVERED CALIFORNIA FOR SMALL BUSINESS UPDATE

## Group & Membership Update As of February 2025





Groups	9,028
Members	76,468
Average Members per Group Size	8.4
Year-to-Date New Membership Sales	3,057



\*membership reconciled through 02/21/2025

# COVERED CALIFORNIA FOR SMALL BUSINESS MARKETING




Channel	Vendor
Digital Display	 Google Discover
Digital Video	 YouTube
Search	 Google Ads
Social	

- Multi-Channel marketing campaign targeting small business decision makers.
- 3,900 enrollment leads generated (9/3/24-2/11/25)
- Leads qualified to be better suited for individual coverage are routed to Help-on-Demand for expedited agent outreach.



## V. Outreach & Sales Updates Discussion

- To request to make a comment,
  - *Computer Audio:* Click on the icon, “**raise hand**  ” on your control panel. You will be called by your name to speak in the order of the raise hand. Please wait until the operator has introduced you before you make your comments.
  - *Dial-In by phone only:* We will open up the line for comments after we go through the raise hands. Unmute yourself to speak.
  - *Hearing Impaired:* Please use the “chat” feature to submit your questions or comments. Staff will review and speak on your behalf and respond via chat.
- **EACH PARTICIPANT WILL BE LIMITED TO TWO MINUTES PER AGENDA ITEM**
- NOTE: Written comments may be submitted to [MOEAGroup@covered.ca.gov](mailto:MOEAGroup@covered.ca.gov)

## MOEA Advisory Members


**By phone:** +1 (562) 247-8422  
**Access code:** 135-454-592  
**Audio PIN:** Shown after joining the webinar  
**Webinar ID:** 471-615-171

## Public Comments

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# VI. MOEA MEMBER OPEN DISCUSSION

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# THANK YOU!

Email questions to [MOEAGroup@covered.ca.gov](mailto:MOEAGroup@covered.ca.gov)

All meetings are open to members of the public. Meeting materials are available on the Covered California Marketing, Outreach, and Enrollment Assistance (MOEA) Advisory Group web page here:  
<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>