



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

Meeting Agenda

Tuesday, August 26th, 2025, 1:00 pm – 4:00 pm PDT

Primary Physical Location:

The California Endowment, Los Angeles: 1000 North Alameda Street, Los Angeles, CA 90012

Virtual Platform using GoToWebinar:

<https://attendee.gotowebinar.com/register/9087226556822060377>

***MOEA Advisory Members Attending Virtually:** Alex Hernandez, Bianca Blomquist, Kelly Johnson, Kerry Wright, Liwen Tsai, Patricia Yeager, Rachel Linn Gish, Shannon Okimoto, Tiffany Debol

Item	Estimated Time
I. Call to Order and Agenda Overview	2 MIN
II. Administrative	3 MIN
A. Opening Remarks	2 MIN
B. Welcome New MOEA Advisory Member Representative	2 MIN
<i>MOEA member and public comments will be made after each section</i>	1 MIN
III. Covered California	40 MIN
A. Executive Welcome	10 MIN
B. Federal and State Updates	20 MIN
<i>MOEA member and public comments will be made after each section</i>	10 MIN
IV. MOEA Advisory Member Feedback Discussion	60 MIN
A. Navigating Consumer Outreach Amid Premium Changes and Policy Shifts	25 MIN
B. Expanding Enrollment Support for Immigrant and Underserved Communities	25 MIN
<i>MOEA member and public comments will be made after each section</i>	10 MIN

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BREAK	10 MIN
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V. Covered California Division Updates	55 MIN
A. Marketing Updates	20 MIN
B. Communications Updates	10 MIN
C. External Affairs and Community Engagement Updates	10 MIN
D. Outreach and Sales Updates	10 MIN
<i>MOEA member and public comments will be made after each section</i>	5 MIN
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VI. MOEA Member Open Discussion	10 MIN
<i>MOEA member and public comments will be made after each section</i>	
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VII. Adjourn	
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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 (415) 655-0052

Attendee Access Code: 812-929-445

Audio PIN: Shown after joining the webinar

Webinar ID: 965-159-443

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.

If you would like to submit comments to the MOEA Group, please send them to MOEAgroup@covered.ca.gov. If you are a member of the news media and wish to cover this event, please contact (916) 206-7777.