



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

Tuesday August 22, 2023 from 1:00 PM – 4:00 PM  
GoToWebinar Platform

### Meeting Registration Link:

<https://register.gotowebinar.com/register/4660936871753640534>

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#### Attendees:

Members:	Member Organization:
1. *Kerry Wright	Wright-Way Financial Insurance
2. *Douglas Matthews	Anthem Blue Cross
3. Cindy Keltner	California Primary Care Association
4. *John I'Anson	Kaiser Permanente
5. *Sandy Sanchez	Community Health Association Inland Southern Region
6. *George Balteria	Collective Choice Insurance Solutions
7. Angela Chang	KCAL Health Insurance Services
8. *Fatima Clark	Children Now
9. *Rachel Linn Gish	Health Access California
10. *Bianca Blomquist	Small Business Majority
11. *Ariella Cuellar	California LGBTQ Health and Human Services Network
12. *Andrea Mackey	California Pan-Ethnic Health Network
13. Alicia Emanuel	National Health Law Program
14. *Andrea Espinoza	Molina Healthcare
15. *Betty Ho	Valley Health Plan
16. Dawn McFarland	M & M Benefit Solutions Insurance Services
17. *Pamela Moore	Aliados Health
18. *Hugo Morales	Small Business Majority
19. *George Balteria	Collective Choice Insurance Solutions
20. *Cynthia Peshek	Ampla Health
21. *Doreena Wong	Asian Resources Inc.
22. *Marshawn Harris	Bay Area Quality Insurance Services
23. *Douglas Morales	AltaMed Health Services Corporation
24. Dr. Seciah Aquino	Latino Coalition for Healthy California
25. Patricia Yeager	Health Net
26. *Shannon Okimoto	Health Quality Partners of Southern California

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\*Member attended in person

<b>Public:</b>	<b>Member Organization:</b>
27. Bokanika Kan	Inland Empire Health Plan
28. Lisa Steward	Inland Empire Health Plan
29. Erika Vargas	Community Health Initiative of Orange County

## Agenda by Items:

*\*Comments, questions, or feedback made during or after each section are bulleted and followed by the member's name who made the remarks. Additionally, comments have been condensed and paraphrased. Pending comments or questions are highlighted in yellow for Covered California to follow up and respond via the MOEA Advisory Group Quarterly Summary Report.*

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

### **I. Call to Order and Agenda Overview**

- Kerry Wright, MOEA Chair called the meeting to order

### **II. Administrative**

- A. Welcome 2022-2024 MOEA Advisory Members
- B. Bagley-Keene Meeting Requirement Updates

### **III. Covered California**

#### **A. Covered California Strategic Plan**

- Hugo Morales – Radio Bilingue: When you say all Californians does that include undocumented?
  - Doug McKeever – yes, we mean all Californians.

#### **B. Equity, Quality and Transformation Updates**

- Pamela Moore – Aliados Health: Have you thought about creating linkages to the benefits of access to care?
  - Dr Soni: 100% we know there are populations that are not accessing care and screenings. The plans have their own perspective and are performing outreach. Internally we are having similar discussions of how do we message including to the population receiving enhanced benefits.

- Pamela Moore – Aliados Health: Are you planning to have a dashboard to outline how well you are succeeding?
  - Dr. Soni: Yes, it's a Center for Medicaid Services (CMS) run program, but we don't get performance reporting until after the benefit year ends.
- Marshawn Harris – Bay Area Quality Insurance Services: Regarding mental health, has Covered California looked into whether the carriers have the providers? Right now, there's probably only one carrier that I can get a decent network out of, but they are the most expensive.
  - Dr. Soni: I am disturbed by the question; we need to have network adequacy. There should not be these issues and may need to continue this conversation offline if your experience is different.
- Marshawn Harris – Bay Area Quality Insurance Services: What about fertility coverage which is not covered?
  - Dr. Soni: I may have to defer to others in the room.
  - Kelly Green: I guess the one thing we would add is to raise awareness to pending legislation. Covered California has been tracking that bill and providing technical expertise.

### **C. State and Federal Policy/Legislative Updates**

- Rachael Lynn Gish – Health Access California: Want to remind all this money comes from the individual mandate; are there plans to make sure during open enrollment people will be made aware of this? How is Covered California planning to get the word out?
  - Kelly Green: It will be a core component of our open enrollment messaging. Its complex given the way benefit designs are set up, it's a challenge we are looking forward to undertaking.
- Rachel Lynn Gish – Health Access California: Any changes in Federal Subsidies?
  - Kelly Green: We are still unable to meet the need to provide coverage for undocumented but there is AB4 and Federal Legislation around Deferred Action for Childhood Arrivals (DACA). In terms of federal subsidies, the Inflation Reduction Act extends through 2025.
- Rachel Lynn Gish – Health Access California: I assume the reason you cannot provide coverage to undocumented is due to federal restrictions, is that correct?
  - Kelly Green: Yes
- Doreena Wong – Asian Resources Inc: I want to thank you all for working with stakeholders on this, we are looking forward to reducing out of pocket expenses and looking forward to the following year when there's even more money to work with. We are appreciative of those efforts.

#### **D. Department of Health Care Services Unwinding Updates**

- Marshawn Harris – Bay Area Quality Insurance Services: The interaction between Medi-Cal and Covered California, system wise, I am still finding that when consumers are released, we seem to be unable to update applications as information is reverted. Second issue I have found is some people have been released into Covered California without Advance Premium Tax Credits - APTC because they have not been completely cleared by Medi-Cal and we must send them back [to the county] due to missing information. We need a more [efficient] way to send cases back to the county.
- Kerry Wright – Wright-Way Financial Insurance: This resonates with scenarios I've brought up where consumers that have not responded [to consumer mail sent by the county] find they no longer have coverage. Counties used to provide phone numbers for us [agents] to reach out to. Are enrollers able to get county contact numbers?
  - Derek Soiu – Department of Health Care Services: We will take that back.
- Pamela Moore – Aliados Health: Is it possible for consumers that are on CalFresh and Medi-Cal to have information shared between the two programs so addresses get updated from Covered California, you would probably reach more people.
  - Derek Soiu – Department of Health Care Services: That is how it is supposed to be functioning today, one of the policy updates for the unwinding is that CalFresh and Medi-Cal renewal can be completed together.
- Fatima Clark – Children Now: Is it possible to know how many children are transitioning?
- Alicia Emanuel – National Health Law Program: We understand this is a monumental undertaking, I want to push back on the narrative that consumers are not responsive, I think there's an equal population of people who aren't receiving notifications or receiving them in incorrect languages. We are concerned with the high rate of procedural terminations.

#### **E. Covered California Medi-Cal to Covered California Transitioner Updates**

- George Balteria – Collective Choice Insurance Services: On the numbers of people transitioned are you able to comment on any of the delay? It appears to be a very low number; can you comment on that?
  - Laurie Taylor: We will have to take that back.
- Doreena Wong – Asian Resources Inc: Happy to hear Covered California is doing an outbound call campaign. Wondering if the Customer Service Center has the capacity to call in threshold languages or will they use interpreters? As a suggestion our Certified Enrollment Counselors (CEC) have been finding that a lot of clients and community members are confused about the letters.

- Marshawn Harris – Bay Area Quality Insurance Services: Even if it's not a quick button push, I feel like there has to be a way to communicate better between Covered California and Medi-Cal and I feel like when I contact the county there seems to be inconsistent levels of service and answers, it feels like a training issue with counties. The question may be; what kind of training are the county workers getting on this topic?
- Doreena Wong – Asian Resources Inc: I agree there should be better communication going both ways.

#### **IV. MOEA Advisory Member Feedback Discussion**

- **Medi-Cal Transitioners Enroller and Consumer Journey**

- Marshawn Harris – Bay Area Quality Insurance Services: There must be a way for Covered California and Medi-Cal to communicate better. When I contact Medi-Cal there is inconsistent service and information. Not all workers understand new guidelines; some County Eligibility Workers (CEW) know the rules. The consistency of the County Eligibility Workers (CEW) varies. This appears to be more of a consistent training issue across all counties. Do we know if all County Eligibility Workers (CEW) receive the same training?
- Kerry Wright – Wright-Way Financial Insurance: I want a way of communicating with the counties myself for my clients.
- Pamela Moore – Aliados Health: We shouldn't have to worry about cases not being released by county to have cases plan select.
- Dawn McFarland – M & M Benefit Solutions Insurance Services: There should be a way that updated income can be added.
- George Balteria – Collective Choice Insurance Services: Covered California enrollers account for 60%+ enrollment/delegations. Agents are still unable to speak to the county despite being delegated. We should be able to do so as delegated agents given the counties have access to California Healthcare, Eligibility, Enrollment and Retention System. (CalHEERS) and can see the attached delegation.
  - Hugo Morales – Radio Bilingue: Agreement with comments. Concerned about numbers of disenrolled consumers. How do we outreach to these people and connect people with enrollers to get help?
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- Sendy Sanchez – Community Health Association Inland Southern Region: Work at clinics with redeterminations. If consumers were never enrolled with the health centers, they must make outreach to the Medi-Cal offices and it creates a long process to get through to the counties. An effective way of making sure that Covered California and the counties to get updated communications.
  - Kerry Wright – Wright-Way Financial Insurance: (to Sendy Sanchez) Do you have access to the county eligibility systems?
  - Sendy Sanchez – Community Health Association Inland Southern Region: Only through the Community Based Organization account log in version of BenefitsCal. Not to determine eligibilities.
- **Medi-Cal Redetermination Outreach Efforts**
  - Karen Marquez-Canjura – Collective Choice Insurance Services: Covered California was going to send lists, but we are receiving these lists very late and the consumers only have 3 days to enroll into a plan. We do not have enough time to enroll them. And we are only receiving 10 or so consumers when we have enrolled thousands of consumers. Expecting a higher number of transitioners.
    - Jamie Yang: We did have a defect that we acknowledged and corrected in the enrollment portal that was preventing us to get timely lists. We have corrected that issue and now lists should be appearing in the portal in a timely manner.
  - Shannon Okimoto – Health Quality Partners of Southern California: Health centers report with booking out for weeks. Need a team solely focused on redeterminations. Planned on going out with mobile van but there is too much demand. Staffing is their number one issue right now.

**\*\*\*BREAK\*\*\***

#### **V. Covered California**

- **Marketing Updates** – No Comments
- **Communications Updates** – No Comments
- **Outreach and Sales Updates**
  - Kerry Wright – Wright-Way Financial Insurance: Heard a Covered California commercial in Baton Rouge, LA.
  - Hugo Morales – Small Business Majority: Do Navigators get compensated for Medi-Cal enrollees?
    - Jamie Yang: No, they do not.

#### **VI. MOEA Member Open Discussion**

- Kerry Wright – Wright-Way Financial Insurance: closing comments

#### **VII. Adjourn**