



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

QUARTERLY SUMMARY REPORT:

JANUARY - MARCH 2020 & APRIL – JUNE 2020

MOEA ADVISORY GROUP ACTIVITIES

- A. MOEA Advisory Meeting held on March 5, 2020 in Sacramento, CA.
 - Motion to finalize the Charter.
 - Created Quarterly Summary Report to include communication and March 5, 2020 meeting action items updates.
 - As of July 7, 2020, there are 12 action items: 9 completed/closed and 3 pending.
 - Posted March 5, 2020 minutes and recording on webpage here:
<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>
- B. Covered California Executive Director approved Charter with non-substantive changes to the members.
 - Final Charter posted here:
https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/PDFs/covered-california-moea-advisory-charter-march-5-2020_final_-_pvl-04-16-2020.pdf
- C. Updated MOEA Advisory Group Member Roster and emailed on May 20, 2020 to members.
- D. Upcoming MOEA Advisory Meeting via Webinar on **July 9, 2020 from 1:30pm to 3:30pm**
 - Register here: <https://attendee.gotowebinar.com/register/2789088672706373645>
 - Agenda: <https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/PDFs/MOEA-Virtual-Meeting-Agenda-July-9-2020-FINAL.pdf>

COVERED CALIFORNIA HOT TOPICS

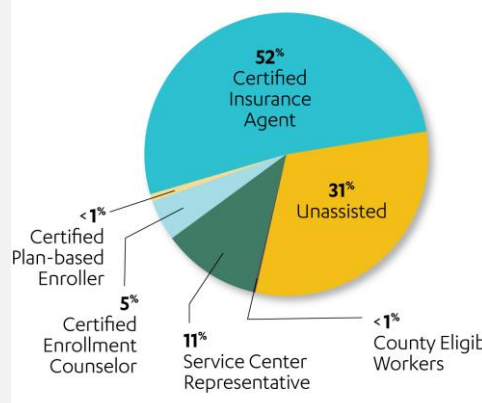
- A. Covered California issued 18 press releases this past two quarters. Click [here](#) to read them.
- B. Covered California & COVID-19
 - Anyone uninsured and eligible to enroll in health care coverage through Covered California can sign up through the end of July.
 - The extension will also apply to consumers who enroll in off-exchange plans, outside of Covered California, to ensure that people enrolling in the entire individual market in California will have access to coverage during the pandemic.
 - All medically necessary screening and testing for COVID-19 are free of charge, and all health plans available through Medi-Cal and Covered California offer telehealth options.

- More than 175,000 people have signed up for coverage through Covered California since the exchange announced a special-enrollment period in response to the COVID-19 pandemic. Sending more than 11 million emails to consumers to help them understand their health care coverage options during this unprecedented time.
 - Launched new ad campaign that focuses on the COVID-19 pandemic and encourages the uninsured to sign up for coverage. The ads are [15 seconds](#) and [30 seconds long](#) and were created by [Maximize Video Productions](#), a San Francisco Bay Area creative agency, just as Californians began staying home to reduce the spread of COVID-19. The message is also available in Spanish in [15 second](#) and [30 second](#) ads.
 - New Consumers Outreach: Covered California sent out a new fact sheet to help consumers understand their options if their jobs or health care coverage have been affected by the COVID-19 pandemic. The fact sheet, which is available in [English](#) and [Spanish](#), is being distributed to Covered California’s top Certified Insurance Agents as well as local city chambers and association groups throughout the state.
- C. Statement from Peter V. Lee on protecting individuals from discrimination based on categories like gender identity and sexual orientation.
- D. Covered California names Kevin Cornish its new Chief Information Officer.
- E. Covered California Board Meeting Agenda Items and Materials:
<https://board.coveredca.com/meetings/index.shtml>

MOEA ADVISORY GROUP ACTION ITEMS

These action items are recorded from meetings and email communication from members. Completed and Closed out action items are shaded in light gray.

No.	Action item	Assigned Date & To	Status
1.	MOEA Meetings Identify Quorum Requirements. Provide current member roster to all members.	3/5/2020; Outreach & Sales	Complete , email sent on May 20, 2020 with information to group.
2.	400%-600% FPL a. Review for any data analyses to determine why 400-600% FPL group signed up in lower numbers than expected. b. Add the 400-600% FPL population’s enrollment numbers’ topic as an agenda item for our next meeting to discuss outreach moving forward for this group.	3/5/2020; External Affairs & Outreach and Sales	a. Pending , will discuss in context of 2021 OE. Resume in 2021. b. Pending , need further discussion with MOEA Group.
3.	OE 2020 Service Channel Preferences Provide an updated enrollment by channel pie chart to reflect the OE	3/5/2020; Communications	Complete , see the image below.

No.	Action item	Assigned Date & To	Status														
	2020 period and send it with the new proposed Quarterly Summary Report.		<p style="text-align: center;">Service Channel Preferences Open Enrollment 2020</p>  <table border="1" style="display: none;"> <caption>Service Channel Preferences Data</caption> <thead> <tr> <th>Channel</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Certified Insurance Agent</td> <td>52%</td> </tr> <tr> <td>Unassisted</td> <td>31%</td> </tr> <tr> <td>Service Center Representative</td> <td>11%</td> </tr> <tr> <td>Certified Enrollment Counselor</td> <td>5%</td> </tr> <tr> <td>Certified Plan-based Enroller</td> <td><1%</td> </tr> <tr> <td>County Eligible Workers</td> <td><1%</td> </tr> </tbody> </table>	Channel	Percentage	Certified Insurance Agent	52%	Unassisted	31%	Service Center Representative	11%	Certified Enrollment Counselor	5%	Certified Plan-based Enroller	<1%	County Eligible Workers	<1%
Channel	Percentage																
Certified Insurance Agent	52%																
Unassisted	31%																
Service Center Representative	11%																
Certified Enrollment Counselor	5%																
Certified Plan-based Enroller	<1%																
County Eligible Workers	<1%																
4.	Collateral Materials Develop educational material specific for tax professionals to understand Covered California's marketplace.	3/5/2020; Outreach & Sales	Complete , click on link below. Tax Preparer Quick Guide Toolkit Link														
5.	Collateral Materials Develop an educational document for consumers who would rather pay the penalty to encourage them to understand that it is better to pay for insurance than to pay the penalty and receive no benefit.	3/5/2020; Marketing	Complete posted here: https://hbex.coveredca.com/toolkit/PDFs-Collateral/py20_penalty_comparison_chart_english.pdf														
6.	Collateral Materials Develop consumer-facing public charge document explaining what is subject to the public charge, created in different languages with Covered California logo.	3/5/2020; Marketing	Complete , posted here: https://hbex.coveredca.com/toolkit/PDFs-Collateral/py20_immigration_fact_sheet.pdf														
7.	Email the Covered California resources on public charge to members.	3/5/2020; Marketing	Complete , email with resources sent on March 12, 2020 to group														
8.	Focus Group Develop a focus group to take a deeper dive into who the subset Latino group is.	3/5/2020; Marketing	Pending , need further discussion with MOEA Group.														
9.	Consumer Service Center Ensure the call center representatives have the correct information. Note the Special SEP	3/5/2020; Outreach & Sales	Complete , Covered California University has notified the center representatives of the updated July 31st deadline enrollment date.														

No.	Action item	Assigned Date & To	Status
	enrollment dates on extension through April 30th.		
10.	CoveredCA.com Add a link to the Health Consumer Alliance website to the existing public charge landing page on the Covered California website.	3/5/2020; External Affairs	Complete , click on the link below, third bullet under public charge section. https://www.coveredca.com/individuals-and-families/getting-covered/immigrants/
11.	Storefronts See if storefronts collect data on the foot traffic related to the web page finder.	3/5/2020; Outreach & Sales	Closed , Outreach & Sales do not collect this data.
12.	Covered California and Medi-Cal Review available data for consumers churning between Covered California and Medi-Cal; and identify the loss of those who do not come back.	3/5/2020; Policy	Pending , need further discussion with MOEA Group. Also, Department of Health Care Services (DHCS) has the data from Covered California Qualified Health Plan to Medi-Cal here: https://data.chhs.ca.gov/dataset/number-of-individuals-transitioned-from-covered-california-qhps-to-medi-cal-program

IMPORTANT DATES:

- **July 9, 2020** – Next MOEA Advisory Meeting
- **July 31, 2020** – End of Special, Special Enrollment Period

RESOURCES:

- Enroller Toolkits:
<https://hbex.coveredca.com/toolkit/>
- Covered California Newsroom:
<https://www.coveredca.com/newsroom/>
- California Health & Human Services Agency Public Charge Guide:
<https://www.chhs.ca.gov/blog/2020/02/24/update-chhs-public-charge-guide-2/>