



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

### QUARTERLY SUMMARY REPORT:

**JULY - SEPTEMBER 2020**

#### MOEA ADVISORY GROUP ACTIVITIES

- A. MOEA Advisory Meeting held a virtual meeting on July 9, 2020 via webinar.
  - Posted July 9, 2020 minutes and recording on webpage:  
<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>
- B. Pamela Moore formally vacated her Co-Chair position but will remain part of the Advisory Group.
- C. Two-year term for all advisory members expires on August 31, 2020. Covered California is requesting all members extend their membership for another two-year term until August 31, 2022.
- D. Look to fill any available membership spots, including the Co-Chair position.
- E. Recognition letter and certificates were mailed to all members thanking them for their two-years of service and commitment.
- F. Updated the look and feel of the MOEA website
  - <https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>

#### COVERED CALIFORNIA HOT TOPICS

Covered California issued five press releases during this quarter. Click [here](#) to read them.

- Covered California announces Kevin Cornish as its new Chief Information Officer.
- Covered California increases investments in marketing and outreach to reach uninsured Californians during the COVID-19 pandemic.
- California to give consumers more time to sign up for health care coverage by extending Special Enrollment Period deadline during COVID-19 pandemic to August 31, 2020.
- Covered California announces preliminary rate change for California's individual market will be 0.6 percent in 2021, which marks a record low for the second year in a row and follows California's reforms to build on and strengthen the Affordable Care Act.
- In an effort to help Californians who have been impacted by the wildfires burning across the state, and to build on the help provided to those affected by the COVID-19 pandemic and the ensuing recession, Covered California announced the establishment of new paths to coverage during the current Special Enrollment Period. Consumers who are victims of the wildfires, lose their jobs, or suffer a loss of income could be eligible to sign up for coverage.
- Covered California released a new report highlighting pandemic and recession impacts on enrollment. Covered California's Executive Director, Peter V. Lee, highlighted the report, along with lessons and insights from Covered California on federal policy options to build on the Affordable Care Act and expand access to comprehensive coverage that is more affordable.

## MOEA ADVISORY GROUP ACTIVITIES

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

No.	Action item	Assigned Date & To	Status
1.	<p><b>400%-600% FPL</b></p> <p>a. Review for any data analyses to determine why 400-600% FPL group signed up in lower numbers than expected.</p> <p>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.</p>	<p>3/5/2020</p> <p>External Affairs &amp; Outreach and Sales</p>	<p>a. Pending. Efforts put on hold and will resume in 2021.</p> <p>b. Completed. A survey will be sent out to MOEA members to gather feedback and comments on how to outreach to this subset of FPL population.</p>
2.	<p><b>Collateral Materials</b></p> <p>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.</p>	<p>3/5/2020</p> <p>Marketing</p>	<p>Completed.</p> <p>Click on link below to find the <b>'Penalty Comparison Chart'</b> in Spanish and English.</p> <p><a href="#">Printable Collateral Material</a></p>
3.	<p><b>Collateral Materials</b></p> <p>a. Develop consumer-facing public charge document explaining what is subject to the public charge, created in different languages with Covered California logo.</p> <p>b. Email the Covered California resources on public charge to members.</p>	<p>3/5/2020</p> <p>Marketing</p>	<p>a. Completed. Click on link below to find the <b>'Immigration Fact Sheet'</b> in Spanish and English.</p> <p><a href="#">Printable Collateral Material</a></p> <p>b. Completed. Email with resources sent on March 12, 2020 to group.</p>
4.	<p><b>Focus Group</b></p> <p>Develop a focus group to take a deeper dive into who the subset Latino group is.</p>	<p>3/5/2020</p> <p>Marketing</p>	<p>Completed.</p> <p>No further action necessary.</p>
5.	<p><b>Covered California and Medi-Cal</b></p> <p>Review available data for consumers churning between Covered California and Medi-Cal; and identify the loss of those who do not come back.</p>	<p>3/5/2020</p> <p>Policy</p>	<p>Pending.</p> <p>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: <a href="https://data.chhs.ca.gov/dataset/number-of-individuals-transitioned-from-covered-california-qhps-to-medi-cal-program">https://data.chhs.ca.gov/dataset/number-of-individuals-transitioned-from-covered-california-qhps-to-medi-cal-program</a></p>

No.	Action item	Assigned Date & To	Status
6.	<b>Data Requests</b> Requesting the data tracking percentage of people moving off Covered California into Medi-Cal (i.e. consumers in carry forward status) given COVID-19.	7/9/2020 Policy	In progress.
7.	<b>Collateral Materials</b> Requesting the 'Immigration Status & Eligibility' fact sheet in additional languages beyond English and Spanish.	7/9/2020 Marketing	Pending. Marketing will evaluate consumer usage of English and Spanish Immigration Factsheet before proceeding with translating into other languages. We'll reevaluate after Open Enrollment 2021.
8.	<b>Below 138% FPL</b> What are the outreach efforts to consumers below 138% to ensure they are using their Cost Share Reduction benefits?	7/9/2020 Marketing	Completed. Member communications are sent to consumers <138% FPL population in Bronze plans (and other tiers) to change to an Enhanced Silver plan (if they qualify) for the added benefits. Member communications are also sent to consumers >138% FPL population to remind them to use their plan's free preventive care options.
9.	<b>COVID-19</b> Requesting a report about the COVID-19 economics.	7/9/2020 Marketing	Completed. Deliver the marketing spends and plan related to COVID-19 via the Outreach and Sales Division webinars.

#### IMPORTANT DATES:

- **August 31, 2020** – End of Special, Special Enrollment Period
- **September 10, 2020** – Live Cast with Peter V. Lee & Dr. Ghaly
- **September 15, 2020** – Statewide Sales Kickoff Virtual Meeting
- **September 16<sup>th</sup> through October 1<sup>st</sup>** –Regional Sales Enrollers Kickoff Virtual Meetings
- **October 1, 2020 – December 15, 2020** - 2021 Active Renewals
- **November 1, 2020 – January 31, 2021** - 2021 Open Enrollment

#### RESOURCES:

- Enroller Toolkits:
  1. <https://hbex.coveredca.com/toolkit/>
  2. [2021 Renewal Toolkit](#)
- Covered California Newsroom: <https://www.coveredca.com/newsroom/>
- Covered California Statewide Open Enrollment 2021 Kickoff presentation containing Tools and Resources: [Statewide OE 2021 Kickoff Webinar](#)
- Individual Carrier presentations for health, dental, and vision plans: [2021 Virtual Statewide Carrier Presentation](#) and [Slide Deck](#)
- 2021 Covered California FPL and Maximum Contribution Percentage Calculator: [2021 Covered California FPL and Maximum Contribution % Calculator](#)