



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

QUARTERLY SUMMARY REPORT:

OCTOBER - DECEMBER 2020

MOEA ADVISORY GROUP ACTIVITIES

- A. Confirmed: All advisory members renewed their two-year term as of August 31, 2020 until August 31, 2022.
- B. Co-Chair position is still vacant but may remain vacant until the need to fill arises.
- C. Updated the look and feel of the MOEA website
 - <https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>

COVERED CALIFORNIA HOT TOPICS

- A. Covered California issued five press releases during this quarter. Click [here](#) to read them.
 - Covered California for small business announces a record-low weighted average rate change of 1.5 percent for 2021.
 - Covered California recognized for efforts to reach diverse ethnic communities to promote insurance coverage.
 - Covered California begins renewal of more consumers than ever and announces final 2021 rate change at all-time low of 0.5 percent.
 - Covered California starts open-enrollment November 1st and consumers start sign-ups for 2021 health coverage.
 - Covered California launches open enrollment with millions of masks to encourage Californians to 'Get Covered/Stay Covered' and a new ad campaign.
 - Covered California names Dr. Alice Hm Chen as its new Chief of Medical Officer.
 - New survey shows consumers putting their families first, while underscoring the impact of the COVID-19 pandemic on their health, lives and finances.
 - Statement from Peter V. Lee on the administration's latest effort to undercut broader coverage through the Affordable Care Act.
 - Covered California and top state health care leaders urge Californians to 'Do the right thing, right now' by staying home and staying safe to fight COVID-19.
 - As COVID-19 pandemic surges across the state, Covered California take the unprecedented step to extend sign-ups for consumers until December 30th for coverage that starts January 1st.
 - Covered California joins African American health leaders urging Californians to get the COVID-19 vaccine and encourages consumers to get covered in 2021.
 - Amid surging COVID-19 pandemic and impending enrollment deadline, Covered California urges consumers to sign up for health care coverage.

- Covered California Begins New Year with a record number of plan selections, serving those hardest hit by pandemic, as state experiences post-holiday surge of new COVID-19 cases

MOEA ADVISORY GROUP ACTION ITEMS

These action items are recorded from meetings and email communication from members.

No.	Action item	Assigned Date & To	Status
1.	<p>400%-600% FPL</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>	3/5/2020; External Affairs & Outreach and Sales	<p>a. Closed.</p> <p>b. Closed.</p>
2.	<p>Focus Group</p> <p>Develop a focus group to take a deeper dive into who the subset Latino group is.</p>	3/5/2020; Marketing	Pending. This research project is on hold pending the ability to conduct in-person focus groups. In-person focus groups are not being held at this time due to COVID-19 restrictions.
3.	<p>Covered California and Medi-Cal</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>	3/5/2020; Policy	<p>Pending, External Affairs to circle back with Policy on any new updates.</p> <p>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</p>
4.	<p>Data Requests</p> <p>Requesting the data tracking percentage of people moving off Covered California into Medi-Cal (i.e. consumers in carry forward status) given COVID-19.</p>	7/9/2020; Policy	Pending, External Affairs to check with Policy on information if available at this time.
5.	<p>Collateral Materials</p> <p>Requesting the 'Immigration Status & Eligibility' fact sheet in additional languages to English and Spanish.</p>	7/9/2020; Marketing	Pending. Usage reports for the English/Spanish piece have been requested from both the KP Print Store and our Printable Materials page to help determine if there's demand for this piece. In addition, marketing is in

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			the process of auditing the entire collateral suite with the plans for collateral to be made available before the beginning of OE 2022.
6.	<p>COVID-19</p> <p>Requesting a report about the COVID-19 economics.</p>	7/9/2020; Marketing	<p>The latest report about the impact COVID-19 is having on health, lives, finances and concerns of Californians can be found here:</p> <p>https://www.coveredca.com/newsroom/news-releases/2020/11/24/new-survey-shows-californians-putting-their-families-first-while-underscoring-the-impact-of-the-covid-19-pandemic-on-their-health-lives-and-finances/</p>

IMPORTANT DATES:

- **January 31, 2021** – End of open enrollment
- **March 4, 2021** – Next MOEA Meeting (virtual)

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/>