



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

**QUARTERLY SUMMARY REPORT:**

**JANUARY 2024 – MARCH 2024**

**MOEA ADVISORY GROUP ACTIVITIES**

**A. MOEA MEETING FEBRUARY 29<sup>TH</sup> 2024**

- [Presentation](#)

**COVERED CALIFORNIA HOT TOPICS**

- A. Covered California issued several press releases during this quarter. Click [here](#) to read them.
- 2/15/24: Covered California’s Navigator Program Is Now Accepting Applications for the 2024-2027 Grant Cycle With a March 15 Deadline
  - 2/08/24: Covered California Achieves Record Enrollment as Californians Have Until Friday at Midnight to Sign Up for Health Coverage for 2024
  - 1/31/24: Covered California Announces More Time to Enroll for Coverage in 2024
  - 1/25/24: Enrollment Surge Continues as Covered California Approaches Jan. 31 Deadline for Open Enrollment

**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.	<b><u>Resources:</u></b>		
	1. <u>Share:</u> Language Consistency Initiative approved language	2/29 – Program Integrity	1. Pending
	2. <u>Add:</u> Hearing Aid Coverage for Children Program Fact Sheets for Enrollers in Toolkit section	2/29 – Outreach & Sales	2. Now available: <a href="#">English</a> , <a href="#">Spanish</a>
	3. <u>Create:</u> Consumer facing COBRA Fact Sheets for Enrollers in Toolkit section	2/29 – Policy / Marketing / Outreach & Sales	3. Pending
	4. <u>Add:</u> Department of Healthcare Services appointment of Authorized Representative form in toolkit section	2/29 – Outreach & Sales	4. Pending
2.	<b><u>Consumer Experience</u></b>		
	1. <u>Add:</u> Question to the CalHEERS application regarding household hearing aid needs for children and refer to the Hearing Aid Coverage for Children program as appropriate	2/29 – Policy	1. Pending

No.	Action Item	Assigned Date & To	Status
2.	<b><u>Consumer Experience (continued)</u></b> 2. <u>Add</u> : Help on Demand opt-in option for consumers when using the Shop and Compare Tool for enroller lead referral	2/29 – Policy	2. Pending
3.	<b><u>Enroller Experience</u></b> 1. <u>Communication</u> : Send updates to enrollers who have long-standing and pending consumer escalations that have gone unresolved for more than 10 days 2. <u>Communication</u> : Request for Service Center Representative liaison to communicate directly with the Counties for Medi-Cal cases 3. <u>Partnership</u> : Consider a Covered California and Health Clinics' partnership so Health Clinics may assist with Medi-Cal issues 4. <u>Job Aid</u> : Provide a consumer facing job aid on how consumers and Authorized Representatives can view previously uploaded documents on the BenefitsCal system	2/29 – Outreach & Sales  2/29 – Department of Health Care Services (DHCS)  2/29 – Outreach & Sales  2/29 – Department of Health Care Services (DHCS)	1. Pending  2. Per DHCS, there is no current bandwidth for a Covered California liaison line  3. Pending  4. Now Available: <a href="#">BenefitsCal Quick Guide Upload Documents</a>

#### IMPORTANT DATES:

- **Special Enrollment Period**
  - Began February 1<sup>st</sup>, 2024
- **MOEA Membership:**
  - Renewal applications to post June 2024
  - Current 2022-2024 MOEA Membership expires August 31, 2024
- **Next MOEA Meeting (Hybrid):**
  - August 27<sup>th</sup>, 2024, 1:00pm – 4:00pm
  - Agenda and registration links to follow

#### 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/>
- Hearing Aid Coverage for Children Program: <https://www.dhcs.ca.gov/services/HACCP/Pages/Home.aspx>