



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

QUARTERLY SUMMARY REPORT:

JANUARY 2025 – MARCH 2025

MOEA ADVISORY GROUP ACTIVITIES

A. MOEA MEETING MARCH 4TH 2025

- [Presentation](#)
- [Recording](#)

COVERED CALIFORNIA HOT TOPICS

- A. Covered California issued several press releases during this quarter. Click [here](#) to read them.
- 3/24/25: With Record High Enrollment Covered California Celebrates the 15th Anniversary of the Historic Affordable Care Act
 - 3/06//25: Covered California Announces Launch of Population Health Investments in Conjunction With Its Quality Transformation Initiative
 - 2/20/25: Covered California Reaches Landmark Achievement with Nearly 2 Million Enrolled as Open Enrollment Concludes
 - 1/29/25: Covered California Reaches Record-Breaking 1.9M Enrollees Before Open Enrollment’s Jan. 31 Deadline
 - 1/27/25: Sumi Sousa Appointed to Covered California’s Board
 - 1/17/25: Covered California Lends Support for Wildfire Victims in Southern California

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.	<u>Resources</u>		
	1. <u>Provide</u> : Enroller portal reports with enrollment specific consumer data providing a breakdown of premium changes due to the potential expiration of Enhanced Premium Tax Credits for plan year 2026.	5/15 – Outreach and Sales	1. Pending
	2. <u>Create</u> : Frequently Asked Questions (FAQ) document for enrollers to reference when addressing consumer concerns pertaining to the potential expiration of Enhanced Premium Tax Credits for plan year 2026.	5/15 – Outreach & Sales and Policy	2. Pending
	3. <u>Create</u> : Social media toolkits for enrollers to easily share information about mental health and overall health benefits for queer and trans individuals.	5/15 – Plan Management and Marketing	3. Pending

No.	Action Item	Assigned Date & To	Status
2.	<p><u>Consumer Experience</u></p> <p>1. <u>Add</u>: Content on the Covered California website highlighting the relationship and differences between Advanced Premium Tax Credits and the potential expiration of Enhanced Premium Tax Credits for plan year 2026.</p>	5/15 – Communications	1. Submitted for consideration for a future website enhancement

IMPORTANT DATES:

Special Enrollment Period

- Began February 1st, 2025

Next MOEA Meeting (Hybrid):

- August 26TH 2025, 1:00pm – 4:00pm
- [Registration link](#)
- Agenda and presentation slides to follow

RESOURCES:

[Covered California Newsroom](#)

[Open Enrollment 2025 Trends Deck](#) from Covered California’s February 2025 Board Meeting

[Let’s Talk Health Website](#)

Beyond Covered Enroller Quick Guides:

- [Child Savings Account Program](#)
- [Grocery Support Program](#)

[Enroller Toolkits](#)