



For the love of Californians

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

QUARTERLY SUMMARY REPORT:

Q1: JANUARY 2026 – MARCH 2026

MOEA ADVISORY GROUP ACTIVITIES

1. MOEA Meeting, Thursday, March 5, 2026

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

COVERED CALIFORNIA HOT TOPICS

A. Covered California issued several press releases during Q1 2026. Click [here](#) to read them.

- **2/26/2026:** As Enhanced Federal Subsidies Expire, Covered California Ends Open Enrollment With State Subsidies Keeping Renewals Steady — for Now — and New Signups Down
- **1/30/2026:** With Open-Enrollment Deadline One Day Away, Covered California Urges Californians to Get Health Insurance During Los Angeles Visit
- **1/29/2026:** With Open-Enrollment Deadline Two Days Away, Covered California Urges Californians to Get Health Insurance During San Diego Visit
- **1/28/2026:** With Just Three Days Before the Jan. 31 Deadline to Sign Up for Health Insurance, Covered California Urges All Uninsured Californians to Act Now
- **1/27/2026:** Congressman Jim Costa Joins Covered California in Fresno to Encourage Californians to Enroll in Health Insurance by Jan. 31 Deadline
- **1/26/2026:** Congresswoman Doris Matsui, California Health and Human Services Secretary Kim Johnson Join Covered California to Encourage Californians to Enroll in Health Insurance by Jan. 31 Deadline
- **1/20/2026:** Despite Challenges, Covered California Reinforces Commitment to Connecting Californians to Health Insurance During Bay Area Visit

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>Financial Assistance Eligibility List</u> : Provide clarity on financial assistance eligibility and share categories affected by Lawfully Present Immigrants (LPI) eligibility changes.	3/5/26 – External Affairs	1. Completed
	2. <u>Visibility</u> : Include delegated enroller names on the first page of marketing letters to ensure members notice this information immediately without reading further.	8/26/25 – Marketing	2. Pending

No.	Action Item	Assigned Date & To	Status
2.	<p><u>Consumer/Enroller Experience</u></p> <ol style="list-style-type: none"> <u>Improve Functionality and Service</u>: Simplify enrollment and renewal with "one-click" functionality, automatic renewal opt-in, and improved online escalation services. <u>Opportunity</u>: Equip call center staff to connect consumers with certified enrollers or insurance agents to explore lower-cost options and retain coverage. <u>Transparency</u>: Provide an update on confidentiality measures to reassure community members about signing up for public benefits or communicate limitations clearly to support informed decisions. 	<p>3/5/26 – Policy, Outreach and Sales and Service Center</p> <p>8/26/25 – Outreach and Sales and Service Center</p> <p>8/26/25 – Outreach and Sales and Service Center</p>	<ol style="list-style-type: none"> Pending Pending Pending
3.	<p><u>Stakeholder Partnership</u></p> <ol style="list-style-type: none"> <u>Review Notice of Benefit Payment Parameters (NBPP)</u>: Request for comment regarding CMS's proposed changes. <u>Explore Coverage Gaps</u>: Investigate uninsured individuals, alternatives like sharing ministries, and gather data on affordability outcomes to better understand impacts. <u>Carrier Collaboration</u>: Opportunity for carriers to review and provide input on future letters related to the Quality Transformation Initiative (QTI). <u>State Agency Collaboration</u>: Partner with agencies like DGS and CDSS to share healthcare updates in underserved areas. 	<p>3/5/26 – External Affairs</p> <p>3/5/26 – Policy, External Affairs and Community Engagement</p> <p>8/26/25 – Plan Management, Outreach and Sales</p> <p>8/26/25 – External Affairs and Outreach and Sales</p>	<ol style="list-style-type: none"> Completed Comment Letter Pending Pending Pending
4.	<p><u>Marketing & Communications</u></p> <ol style="list-style-type: none"> <u>Simplified Communication</u>: Develop simplified messaging and visuals, like graphs and templates, and create 24/7 PSAs for full-power statewide radio stations. <u>Materials Sharing</u>: Share out the updated Covered California logo with partners. 	<p>3/5/26 – Communications and Public Relations</p> <p>8/26/25 – Marketing</p>	<ol style="list-style-type: none"> Pending Completed Updated Logos

IMPORTANT DATES:

Special Enrollment Period 2026

- February 1, 2026 – October 31, 2026

Open Enrollment Period 2027 (9 weeks)

- November 1st, 2026 – December 31st, 2026

Upcoming MOEA Meeting (Hybrid):

- August 2026, 1:00pm – 4:00pm PDT

RESOURCES:

[Covered California Newsroom](#)

[2025 Marketplace Integrity and Affordability Final Rule](#)

[H.R.1 - One Big Beautiful Bill Act](#)

[Enroller Toolkits](#)