



**COVERED
CALIFORNIA**

For the
love of
Californians

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

QUARTERLY SUMMARY REPORT:

Q2: APRIL 2026 – JUNE 2026

MOEA ADVISORY GROUP ACTIVITIES

1. Next MOEA Meeting, Tuesday, August 25,
 - [Agenda](#)

COVERED CALIFORNIA HOT TOPICS

- A. Covered California issued the following press releases during Q2 2026. Click [here](#) to read.
 - **5/27/2026:** Covered California Welcomes Deborah Reidy Kelch to Its Board of Directors.

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>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	1. Pending
2.	<u>Consumer/Enroller Experience</u> 1. <u>Improve Functionality and Service</u>: Simplify enrollment and renewal with "one-click" functionality, automatic renewal opt-in, and improved online escalation services. 2. <u>Opportunity</u>: Equip call center staff to connect consumers with certified enrollers or insurance agents to explore lower-cost options and retain coverage. 3. <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.	3/5/26 – Policy, Outreach and Sales and Service Center 8/26/25 – Outreach and Sales and Service Center 8/26/25 – Outreach and Sales and Service Center	1. Pending 2. Pending 3. Pending
3.	<u>Stakeholder Partnership</u> 1. <u>Explore Coverage Gaps</u>: Investigate uninsured individuals, alternatives like		

	sharing ministries, and gather data on affordability outcomes to better understand impacts. 2. <u>Carrier Collaboration</u>: Opportunity for carriers to review and provide input on future letters related to the Quality Transformation Initiative (QTI). 3. <u>State Agency Collaboration</u>: Partner with agencies like DGS and CDSS to share healthcare updates in underserved areas.	3/5/26 – Policy, External Affairs and Community Engagement 8/26/25 – Plan Management, Outreach and Sales 8/26/25 – External Affairs and Outreach and Sales	1. Pending 2. Pending 3. Pending
4.	<u>Marketing & Communications</u> 1. <u>Simplified Communication</u>: Develop simplified messaging and visuals, like graphs and templates, and create 24/7 PSAs for full-power statewide radio stations.	3/5/26 – Communications and Public Relations	1. Pending

IMPORTANT DATES:

Special Enrollment Period 2026

- February 1, 2026 – October 31, 2026

Open Enrollment Period 2027

- November 1st, 2026 – January 31st, 2027

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](#)