



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

QUARTERLY SUMMARY REPORT:

APRIL 2024 – SEPTEMBER 2024

MOEA ADVISORY GROUP ACTIVITIES

A. MOEA MEETING AUGUST 27, 2024

- [Presentation](#)

COVERED CALIFORNIA HOT TOPICS

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

- 9/6/24: Covered California on Board Chair Sec. Mark Ghaly Leaving CHHS
- 9/3/24: Covered California Announces Premium Change for 2025 Dental Plans and Increased Choices for Consumers Throughout the State
- 7/24/24: Covered California’s Rates and Plans for 2025: The Most Financial Support Ever to Help More Californians Pay for Health Insurance
- 6/20/24: Covered California Awards Grants for Its 2024-27 Navigator Program
- 6/4/24: Covered California Announces Over 150,000 Californians Stayed Covered Through the Medi-Cal to Covered California Enrollment Program
- 4/10/24: Covered California Collaborates with Google Public Sector to Accelerate and Simplify Health Insurance Enrollment Using AI

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>Resources:</p> <p>1. <u>DACA:</u></p> <ul style="list-style-type: none"> • <u>Provide:</u> Facebook and other Social Media content in a toolkit that Enrollers can use to market to DACA recipients. • <u>Produce</u> a 30-second ENG/SPA public service announcement radio script for raising awareness regarding Covered California eligibility for DACA recipients. <p>2. <u>Add:</u> space on print materials for agents to include their CA Department of Insurance License Number per law.</p>	<p>8/27 – Communications / Marketing</p> <p>8/27 – Marketing</p>	<p>1. Pending</p> <p>2. Now Available: Printable Materials</p>

No.	Action Item	Assigned Date & To	Status
1.	<p><u>Resources (continued):</u></p> <p>3. <u>Share:</u> Language Consistency Initiative approved language.</p> <p>4. <u>Add:</u> Department of Healthcare Services Appointment of Authorized Representative forms in toolkit section.</p>	<p>2/29 – Program Integrity</p> <p>2/29 – Outreach & Sales</p>	<p>3. Available upon request, email: MOEAgroup@covered.ca.gov</p> <p>4. Now Available: Medi-Cal Appointment of Representative – English Medi-Cal Appointment of Representative – Spanish</p>
2.	<p><u>Medi-Cal to Covered California Transitioners:</u></p> <p>1. <u>Share:</u> How many Californians lost their Medi-Cal coverage within the last 12 months?</p>	<p>8/27 – Policy / Department of Health Care Services (DHCS)</p>	<p>1. DHCS Resource: Medi-Cal Enrollment and Renewal</p>
3.	<p><u>Consumer Experience</u></p> <p>1. <u>Add:</u> Help on Demand opt-in option for consumers when using the Shop and Compare Tool for enroller lead referral.</p>	<p>2/29 – Policy / Outreach & Sales</p>	<p>1. Submitted for consideration for a future enhancement</p>
4.	<p><u>Enroller Experience</u></p> <p>1. <u>Create:</u> Enroller facing Tax Preparer’s Fact Sheet for Covered California Certified Enrollers in the Toolkit Section.</p>	<p>2/29 – Policy / Marketing / Outreach & Sales</p>	<p>1. Pending</p>

IMPORTANT DATES:

Renewal Dates

- Active Renewals: 10/1/24-10/30/24
- Passive (Auto) Renewals: Start 10/31/24

Open Enrollment Period

- November 1st, 2024 – January 31, 2025

Upcoming MOEA Meeting (Hybrid):

- TBD – February/March 2025
- Agenda and registration links to follow

RESOURCES:

[Covered California Newsroom](#)

[California Health & Human Services Agency Public Charge Guide](#)

[DACA eligibility criteria set by the U.S. Citizenship and Immigration Services \(USCIS\)](#)

[DACA expansion final rule published by U.S. Department of Health and Human Services](#)

[Enroller Toolkits](#)