



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

QUARTERLY SUMMARY REPORT:

Q2: APRIL 2025 – JUNE 2025 & Q3: JULY 2025 – SEPTEMBER 2025

MOEA ADVISORY GROUP ACTIVITIES

1. MOEA Meeting AUGUST 26TH, 2025

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

COVERED CALIFORNIA HOT TOPICS

A. Covered California issued several press releases during Q2 and Q3 2025. Click [here](#) to read them.

- 9/17/2025: Covered California Statement on Official Immunization Recommendations from the California Department of Public Health
- 9/03/2025: Americans to Face Significantly Higher Insurance Costs in 2026 if Tax Credits Are Not Renewed
- 8/26/2025: Covered California Announces Premium Change for 2026 Dental Plans After Another Year of Steady Growth
- 8/14/2025: Covered California Rates and Plans for 2026: Consumer Affordability on the Line With Uncertainty Surrounding Federal Premium Tax Credit Extension
- 7/31/2025: Covered California Offers Information and Resources for DACA Recipients No Longer Eligible for Affordable Care Act Coverage
- 5/20/2025: Statement on Proposed Health Provisions in House Reconciliation Bill
- 4/28/2025: Statement on Data and Information Sharing
- 4/15/2025: Covered California Welcomes Craig Cornett 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. | <p><u>Resources</u></p> <ol style="list-style-type: none">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.2. <u>Brochures and marketing materials</u>: Distribute at kickoff events to help consumers understand rate changes and options.3. <u>Immigration Documents</u>: Provide enrollment partners with updated guidance on acceptable immigration documents for 2026. | 8/26/25 – Policy, Marketing, Communications, Outreach and Sales | <ol style="list-style-type: none">1. Pending2. Completed3. Completed |

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| 2. | <p><u>Consumer Experience</u></p> <ol style="list-style-type: none"> 1. <u>Opportunity</u>: Equip call center staff to connect consumers with certified enrollers or insurance agents to explore lower-cost options and retain coverage. 2. <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. | 8/26/25 – Outreach and Sales and Service Center | <ol style="list-style-type: none"> 1. Pending 2. Pending |
| 3. | <p><u>Stakeholder Partnership</u></p> <ol style="list-style-type: none"> 1. <u>Carrier Collaboration</u>: Opportunity for carriers to review and provide input on future letters related to the Quality Transformation Initiative (QTI). 2. <u>State Agency Collaboration</u>: Partner with agencies like DGS and CDSS to share healthcare updates in underserved areas. | 8/26/25 – Plan Management, Policy, Outreach and Sales | <ol style="list-style-type: none"> 1. Pending 2. Pending |
| 4. | <p><u>Enrollment and Renewal Communications</u></p> <ol style="list-style-type: none"> 1. <u>Renewal Notices</u>: Highlight changes in affordability, coverage options, and premium impacts. 2. <u>Develop materials</u>: Create communications explaining the timeline and effects of enhanced premium tax subsidies, including strategies if Congress acts after the September 30th deadline. 3. <u>Enrollment Period Coordination</u>: Communicate the shorter enrollment period starting in 2027 and plan outreach accordingly. | 8/26/25 – Policy, Marketing, and Communications | <ol style="list-style-type: none"> 1. Completed 2. Completed 3. Completed |
| 5. | <p><u>Shop and Compare Tool Update</u></p> <ol style="list-style-type: none"> 1. <u>Shop and Compare tool</u>: Update the tool with new rates by October 15th. | 8/26/25 – Plan Management | <ol style="list-style-type: none"> 1. Completed |
| 6. | <p><u>Marketing Updates</u></p> <ol style="list-style-type: none"> 1. <u>Materials Sharing</u>: Share out the updated Covered California logo with partners. 2. <u>Language Challenges</u>: Address how Covered California is presented and adapt branding for diverse communities. | 8/26/25 – Marketing | <ol style="list-style-type: none"> 1. Pending 2. Completed |

| No. | Action Item | Assigned Date & To | Status |
|-----|---|---|---|
| 7. | <p><u>Website and Portal Updates</u></p> <ol style="list-style-type: none"> 1. <u>Update</u>: Revise the "Important Changes for California" webpage with easy-to-understand details about federal policy changes and rate increases. 2. <u>Storefront Finder Tool</u>: Improve the visibility and user experience of the Storefront Finder tool on the website. 3. <u>Enroller Portal</u>: Fix delays in posting member correspondence to improve efficiency for enrollment partners. | 8/26/25 – Policy, Marketing, Communications, Outreach and Sales | <ol style="list-style-type: none"> 1. Completed 2. Completed 3. Completed |
| 8. | <p><u>Navigator Funding & Supplemental Outreach Grant Evaluation</u></p> <ol style="list-style-type: none"> 1. Keep Navigator block grant funding unchanged through 2027 and inform stakeholders. 2. Review the one-year pilot for the supplemental outreach grant and decide on future funding. | 8/26/25 – Outreach and Sales | <ol style="list-style-type: none"> 1. Closed, unable to take action due to grant contract. 2. Completed |

IMPORTANT DATES:

Renewal Dates

- Active Renewals: 10/15/25-10/31/25
- Passive (Auto) Renewals: Start 11/1/25

Open Enrollment Period

- November 1st, 2025 – January 31st, 2026

Upcoming MOEA Meeting (Hybrid):

- March 5th, 2026, 1:00pm - 4:00pm PST
- Agenda and registration links to follow

RESOURCES:

[Covered California Newsroom](#)

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

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

2025 Open Enrollment Marketing Videos:

- [English](#)
- [Spanish](#)
- [Mandarin](#)

[Enroller Toolkits](#)