



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.	<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. 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	1. Pending 2. Completed 3. Completed

No.	Action Item	Assigned Date & To	Status
2.	<u>Consumer Experience</u> <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.	<u>Stakeholder Partnership</u> <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.	<u>Enrollment and Renewal Communications</u> <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.	<u>Shop and Compare Tool Update</u> <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.	<u>Marketing Updates</u> <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.	<u>Website and Portal Updates</u> <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.	<u>Navigator Funding & Supplemental Outreach Grant Evaluation</u> <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](#)