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

QUARTERLY SUMMARY REPORT:

Q3: JULY 2026 – SEPTEMBER 2026

MOEA ADVISORY GROUP ACTIVITIES

1. **MOEA Meeting, Tuesday, August 25, 2026**
   Agenda | Presentation | Recording | Meeting Minutes

COVERED CALIFORNIA HOT TOPICS

A. Covered California issued the following press releases during Q2 2026. Click here to read.

- **9/29/2026:** Covered California Welcomes Liana Bailey-Crimmins as New Chief Information Officer
- **9/23/2026:** Covered California Welcomes Sonia Fernandes as New Assistant General Counsel
- **9/22/2026**: Covered California Statement on Federal Task Force Removing Affordable Care Act Enrollees for Alleged Fraud
- **8/25/2026**: Covered California Announces Premium Change for 2027 Dental Plans While Continuing to Deliver Affordable Coverage Options
- **7/21/2026**: Covered California Rates and Plans for 2027: California Continues Fight for Health Insurance Affordability and Access

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.	**Resources**		
	1. Share: Provide Lawfully Present Immigrant (LPI) Toolkit materials via the HBEX toolkits website and share with advisory members for dissemination with community partners.	8/25/26 – External Affairs, Outreach and Sales	1. Completed
	2. Share: Provide resources that quantify the extent of Medi-Cal disenrollment and identify the primary reasons for disenrollment.	8/25/26 – Department of Health Care Services, Outreach and Sales	2. Completed
	3. Share: Public charge resources, including the Protecting Immigrant Families toolkit with partners.	8/25/26 – Outreach and Sales	3. Completed
2.	**Consumer/Enroller Experience**		
	1. Improve Functionality and Service: Simplify enrollment and renewal with "one-click" functionality, automatic renewal opt-in, and improved online escalation services.	3/5/26 – Policy, Outreach and Sales and Service Center	1. Completed

No.	Action Item	Assigned Date & To	Status
3.	**Stakeholder Partnership** 1. Carrier Collaboration: Opportunity for carriers to review and provide input on future letters related to the Quality Transformation Initiative (QTI). 2. State Agency Collaboration: Coordination with CDSS regarding public charge messaging and connecting consumers with legal resources through CDSS's regional networks.	8/26/25 – Plan Management, Outreach and Sales 8/25/26 – External Affairs and Outreach and Sales	1. Pending 2. In Progress
4.	**Marketing & Communications** 1. Simplified Communication: Develop clear, consistent messaging for enrollers to help consumers understand how the California individual mandate interacts with public charge concerns, particularly for lawfully present immigrants who lose APTC.	8/25/26 – Communications and Public Relations	1. In Progress

IMPORTANT DATES:

Special Enrollment Period 2026

- February 1st, 2026 – October 31st, 2026

Open Enrollment Period 2027

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

Upcoming MOEA Meeting (Hybrid):

- March 2027, 1:00PM – 4:00PM PST

RESOURCES:

Covered California Newsroom

2025 Marketplace Integrity and Affordability Final Rule

H.R.1 - One Big Beautiful Bill Act

Enroller Toolkits