



For the  
love of  
Californians

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

### QUARTERLY SUMMARY REPORT:

Q4: OCTOBER 2025 – DECEMBER 2025

#### MOEA ADVISORY GROUP ACTIVITIES

##### 1. MOEA Meeting AUGUST 26<sup>TH</sup>, 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.

- 12/22/2025: Covered California Encourages All Californians to Explore Health Insurance Options Before Dec. 31 Deadline to Get Coverage for All of 2026
- 11/24/2025: Covered California Welcomes Theivanai Palaniappan as Its Chief Data and Insights Officer
- 11/13/2025: Covered California Continues Its Open Enrollment Tour With Two Events in Fresno
- 11/12/2025: Covered California Continues Its Open Enrollment Tour With Four Events in San Diego
- 11/10/2025: Speaker Emerita Nancy Pelosi Joined Covered California to Kick Off Open Enrollment in San Francisco
- 11/07/2025: Congresswoman Doris Matsui Joined Covered California to Kick Off Open Enrollment in Sacramento, Despite Uncertainty Around Federal Tax Credits at the Center of the Government Shutdown
- 11/06/2025: Covered California Expresses Immense Gratitude as Speaker Emerita Nancy Pelosi Retires
- 10/30/2025: Covered California's Open Enrollment 2026: Here to Help Connect Californians to Care Despite Uncertainty Around Federal Tax Credits

#### 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.	<b><u>Resources</u></b>  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.	<b><u>Consumer Experience</u></b>  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.	8/26/25 – Outreach and Sales and Service Center	1. Pending

No.	Action Item	Assigned Date & To	Status
2.	<p><b><u>Consumer Experience (continued)</u></b></p> <p>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.</p>	8/26/25 – Outreach and Sales and Service Center	2. Pending
3.	<p><b><u>Stakeholder Partnership</u></b></p> <p>1. <u>Carrier Collaboration</u>: Opportunity for carriers to review and provide input on future letters related to the Quality Transformation Initiative (QTI).</p> <p>2. <u>State Agency Collaboration</u>: Partner with agencies like DGS and CDSS to share healthcare updates in underserved areas.</p>	8/26/25 – Plan Management, Policy, Outreach and Sales	1. Pending 2. Pending
4.	<p><b><u>Marketing Updates</u></b></p> <p>1. <u>Materials Sharing</u>: Share out the updated Covered California logo with partners.</p>	8/26/25 – Marketing	1. Pending

#### **IMPORTANT DATES:**

##### **Renewal Dates**

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

##### **Open Enrollment Period**

- November 1<sup>st</sup>, 2025 – January 31<sup>st</sup>, 2026

##### **Upcoming MOEA Meeting (Hybrid):**

- March 5, 2026, 1:00pm – 4:00pm PST
- [Registration link here](#)
- Agenda 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](#)