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

QUARTERLY SUMMARY REPORT:

Q4: OCTOBER 2025 – DECEMBER 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 Q4 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.	**Resources** 1. Visibility: 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.	**Consumer Experience** 1. Opportunity: 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.	**Consumer Experience (continued)** 2. Transparency: 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	2. Pending
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: Partner with agencies like DGS and CDSS to share healthcare updates in underserved areas.	8/26/25 – Plan Management, Policy, Outreach and Sales	1. Pending 2. Pending
4.	**Marketing Updates** 1. Materials Sharing: Share out the updated Covered California logo with partners.	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 1st, 2025 – January 31st, 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