



# Agenda - Marketing, Outreach, and Enrollment Assistance (MOEA) Advisory Group

February 29, 2024, from 1:00 pm – 4:00 pm PST

Primary Physical Location: 1601 Exposition Blvd. Sacramento, CA 95815, Tahoe Auditorium

Virtual Platform using GoToWebinar:

<https://attendee.gotowebinar.com/register/3909586706947301472>

\*MOEA Advisory Members Attending Virtually: Andrea Espinoza, Ariella Cuellar, Bianca Blomquist, Cynthia Keltner, Dawn McFarland, Doreena Wong, Douglas Morales, Fatima Clark, Jasmine Hung, Jason Dulle, Josie Tizcareño Pereira, Kelly Johnson, Marshawn Harris, Seciah Aquino, Selene Betancourt, Stacey Miller

Item	Estimated Time
<b>I. Call to Order and Agenda Overview</b>	<b>2 MIN</b>
<b>II. Administrative</b>	<b>8 MIN</b>
A. Welcome New MOEA Advisory Member Representatives	2 MIN
B. Bagley Keene Update	1 MIN
<i>MOEA member and public comments will be made after each section</i>	5 MIN
<b>III. Covered California</b>	<b>50 MIN</b>
A. Federal, State and Legislative Updates	10 MIN
B. Covered California – Medi-Cal to Covered California Transitioner Updates	10 MIN
C. Language Consistency Initiative	15 MIN
D. Hearing Aid Coverage for Children Program (HACCP)	10 MIN
<i>MOEA member and public comments will be made after each section</i>	5 MIN
<b>IV. MOEA Advisory Member Feedback Discussion</b>	<b>65 MIN</b>
A. Overall Consumer 2023 Experience	20 MIN
B. Medi-Cal Redetermination – Wins & Opportunities	20 MIN
C. Special Enrollment 2024 – Marketing & Outreach	15 MIN
<i>MOEA member and public comments will be made after each section</i>	10 MIN
<b>***BREAK***</b>	<b>10 MIN</b>
<b>V. Covered California Division Updates</b>	<b>40 MIN</b>
A. Marketing Updates	10 MIN
B. Communications Updates	10 MIN
C. Outreach and Sales Updates	10 MIN

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	<b><i>MOEA member and public comments will be made after each section</i></b>	10 MIN
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<b>VI.</b>	<b>MOEA Member Open Discussion</b>	<b>5 MIN</b>
	<b><i>MOEA member and public comments will be made after each section</i></b>	
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<b>VII.</b>	<b>Adjourn</b>	
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## Marketing, Outreach, and Enrollment Assistance (MOEA)

### ADVISORY GROUP MEETING INFORMATION

#### **\*WEBINAR INFORMATION:**

The order in which agenda items are considered may be subject to change. Committee member comments and public comments are taken on each agenda item.

**The MOEA meeting can be viewed via a live webinar.** Participants can register for the webinar by clicking on this registration [link](#). Upon registration, participants will receive an email with a webinar information and link to join the meeting.

#### **TO USE YOUR COMPUTER'S AUDIO:**

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

--OR--

#### **TO USE YOUR TELEPHONE:**

If you prefer to use your phone, you must select "Use Telephone" after joining the webinar and call in using the numbers below.

United States: +1 213-929-4212

Attendee Access Code: 913-817-449

Audio PIN: Shown after joining the webinar

Webinar ID: 713-983-299

**For in-person or webinar comments:** Prior to making your comments, you are encouraged to please state your name for the record and identify any group or organization you represent.

**For phone comments:** Please wait until the Chair opens the dialogue for comments from phone attendees, starting with the advisory group members and then to the public participants. Each person will be limited to two minutes per agenda item.

**Materials available** for this meeting are posted on the Exchange website at:

<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>.

Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven calendar days prior to the meeting date to [MOEAgroup@covered.ca.gov](mailto:MOEAgroup@covered.ca.gov).

If you would like to submit comments to the MOEA Group, please send them to [MOEAgroup@covered.ca.gov](mailto:MOEAgroup@covered.ca.gov). If you are a member of the news media and wish to cover this event, please contact (916) 206-7777.