Welcome

Thank you for joining us. The webinar will begin at 1:00 p.m. You will not hear any audio until we begin the webinar.

*Please Note: Covered California is holding its March 4, 2021 MOEA Advisory Group meeting remotely. Per Executive Order N-25-20 and N-35-20, certain provisions of the Government Code pertaining to open meeting requirements have been temporarily waived to mitigate the effects of the COVID-19 pandemic. As such, Covered California advisory group members will participate remotely by way of teleconference. Additionally, consistent with the Governor’s Executive Order N-33-20 regarding the statewide stay-at-home directive to preserve the public health and safety throughout the entire State of California, we are limiting public participation to remote participation only.*
## WEBINAR HOUSEKEEPING

### Recording
- Today’s virtual meeting via webinar will be recorded and posted on the [Covered California Marketing, Outreach, and Enrollment Assistance Advisory Group](https://covered.ca.gov) webpage.

### Participants
- Use the **computer audio** or **dial-in** feature to listen.
  - If you use the **dial-in feature**, you must enter your assigned **“audio pin”** on your phone in order to speak when unmuted.
- All participants will be muted during the meeting. Please unmute yourself to speak.
- There is time for **comments** at the end of every agenda item. We will open up for the members first, and then for the public.
  - **Computer Audio**: Click on the icon, “**raise hand**” on your control panel. You will be called by your name to speak in the order of the raise hand.
  - **Dial-In by phone with no webinar visual**: We will open up the line for comments after we go through the raise hands. Unmute yourself to speak.
  - **Hearing Impaired**: Please use the “**chat**” feature to submit your questions or comments. Staff will review and speak on your behalf and respond via chat.

### Technical Difficulties
- Use the “**chat**” feature to submit technical difficulty comments/questions so we can assist you.

### Contact
- Email Covered California at **MOEAgroup@covered.ca.gov** if you have additional questions or comments after the webinar.
I. CALL TO ORDER & AGENDA OVERVIEW
AGENDA* – MARCH 4TH VIRTUAL MEETING

I. Call to Order and Agenda Overview

II. Administrative
   A. Co-Chair Position – Invitation to Participate
   B. Updated MOEA landing page on hbex.coveredca.com

III. Covered California
   A. Welcome
   B. Policy Updates
   C. Marketing Updates
   D. Communication Updates
   E. Outreach and Sales Updates

IV. MOEA Member Discussion
   A. Advisory Group Action Items Update
   B. COVID-19 Vaccine Outreach
   C. COVID-19 Pandemic: Looking Ahead
   D. Open Discussion

IV. Adjourn

*There is time for comments at the end of every agenda item. We will open up for the members first, and then for the public.
II. ADMINISTRATIVE
CO-CHAIR – INVITATION TO PARTICIPATE

- Vacant currently
- Has to be a current member
- Please email: MOEA@covered.ca.gov
WEBSITE – MOEA LANDING PAGE UPDATES

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

- Overview of the group’s mission
- Upcoming meeting information
- Membership Roster
- Quarterly Summary Report
- Archived meetings and related documents
II. Administrative Updates

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☐ EACH PARTICIPANT WILL BE LIMITED TO TWO MINUTES PER AGENDA ITEM

☐ NOTE: Written comments may be submitted to MOEAgROUP@COVERED.CA.GOV
III. COVERED CALIFORNIA
Welcome
Doug McKeever
Chief Deputy Executive Director, Programs
2021 Highest Enrollment Ever – Driven by SEP

Plan Selections at end of Open Enrollment for Coverage Years 2016 - 2021

- Record 1.63 million plan selections at end of 2021 OE.
- 625,000 new plan selections during special and open enrollment; similar to 2020.
- Major shift of enrollment mix with COVID SEP: 2021 higher enrollment in SEP than OE first time ever, with 376,000 enrolling in SEP (almost double prior years)
- OE new enrollment in 2020 highest ever driven by new state subsidies and state-penalty, dropped in 2021 after large SEP enrollment
During Pandemic – Covered California Meeting the Needs of Those Who Need it Most

Strong Enrollment Among Communities Hardest Hit by COVID-19

Covered California 2021 Net Plan Selections by Income

- 200% to 250% FPL: 15%
- 150% to 200% FPL: 28%
- Less than 150% FPL: 18%
- 250% to 400% FPL: 27%
- 400% to 600% FPL: 5%
- 600% FPL or more: 2%
- Unsubsidized / No Income Available: 5%

57 percent have household incomes below 250% FPL (or $31,900 for a single person)

SEP and OE Plan Selections by Ethnicity

- Latino: 28%
- White: 34%
- Asian: 23%
- Black: 4%
- Other or Multiple Races: 11%

66 percent enrolled represent communities of color, an increase from 60 percent in 2015.
SPECIAL ENROLLMENT PERIOD- BIDEN EXECUTIVE ORDER AND COVERED CA ALIGNMENT

• Jan. 28 President Biden signed an Executive Order that activated a special three-month enrollment period from Feb. 15 to May 15 for the 36 states operating under the Federally Facilitated Marketplace.

• In alignment, Covered California established a special enrollment period from Feb. 1 to May 15.

• The new special enrollment period allows uninsured individuals to sign up for coverage without needing to meet the normal qualifying life events (loss of coverage, moving, etc.).
NEW OPPORTUNITIES WITH BIDEN ADMINISTRATION THAT WANTS TO USE ACA TO “BUILD BETTER”

- Restore ACA rescinding executive actions that undermined the law.
- Restoring investments in marketing and outreach for FFM states.
- Use the ACA infrastructure to respond to the pandemic with a short-term stimulus proposal that increases financial help and lowers premiums.
  - Expanded subsidies for millions of Americans, with a limit of 8.5% cost of coverage, for both 2021 and 2022
- Potential additional federal action to build on the ACA and make subsidy increases permanent and ensure marketplaces can implement changes effectively and timely.
On February 8th, following the announcement of President Biden’s American Rescue Plan, the House of Representatives proposed a COVID-19 stimulus package to extend federal premium subsidies for plan years 2021 and 2022 by:

- Eliminating the federal subsidy “cliff” at 400% of the federal poverty level (FPL)
- Limit required premium contribution so no one pays more than 8.5% of their income toward premiums through Exchanges

Additional proposals include:

- Temporary reconciliation forgiveness for consumers who received excess federal advanced premium tax credits for tax year 2020
- Enhanced federal premium subsidies for individuals receiving Unemployment Insurance (UI)
- $20 million federal funds for marketplace IT support for implementation.
STIMULUS PACKAGE STATUS AND WHAT IS NEXT

• First week of March, Senate to take up the bill.
• The stimulus package could be passed by mid-March with intent for immediate implementation.
• Covered California teams are hard at work for planning and preparation for implementation if the stimulus packaged is passed by Congress and signed into law by the President.
III. Covered California

A. Welcome

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  \[ Computer \text{ Audio: } \text{Click on the icon, "raise hand" on your control panel. You will be called by your name to speak in the order of the raise hand. Please wait until the operator has introduced you before you make your comments.} \]
  
  \[ Dial-In \text{ by phone only: } \text{We will open up the line for comments after we go through the raise hands. Unmute yourself to speak.} \]
  
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• Proposition 22 requires app-based network companies (e.g. Uber, Lyft, etc.) to provide their qualifying drivers a health care stipend based on certain criteria

• In February, Covered California introduced a new Qualifying Life Event and Special Enrollment Period for eligible drivers to sign up for or update their Qualified Health Plan (QHP)

• Covered California developed a Proof of Coverage document that will be available to consumers in CalHEERS around April 2021
S.B. 260 AUTOMATIC HEALTH CARE COVERAGE ENROLLMENT

- SB 260 requires Covered California to enroll individuals no longer eligible for other insurance affordability programs (Medi-Cal) into the lowest cost silver Qualified Health Plan available.

- Currently, efforts are focused on implementation of the federal American Rescue Plan.

- Covered California is on track to implement SB 260 by July 2022.

- We will be engaging with internal and external stakeholders this Spring to obtain feedback and gather business requirements.

- SB 260 system pre-design sessions anticipated to begin September 2021.
S.B. 260 CONSUMER CONTACT INFORMATION

California health care service plans and health insurers providing individual or group health care coverage must provide consumer contact information to Covered California for individuals who have terminated from coverage and who have chosen not to opt-out.

- Plan Management Division in partnership with internal divisions at Covered California have worked together to accomplish data specification criteria, policy & data submission guidelines, executed Data Use Agreements (DUAs), and is currently establishing Secure File Transfer Protocol (SFTP) connectivity with each carrier.

- Collaboration on communication and implementation efforts is on-going between Covered California, California Association of Health Plans (CAHP), and health plans.

- Carriers must send the required data to Covered California by June 11, 2021 that includes individuals losing coverage at end of May 2021.

- Thereafter, termination enrollment data is due by the 15th of the month (or next business day if the 15th occurs on a weekend or holiday) for the preceding month.
III. Covered California

B. Policy Updates

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Marketing Updates

Sarita Navarro de Garcia
Senior Marketing Specialist

Amanda Danley
Senior Marketing Specialist

Brent Knight
Senior Marketing Specialist

Ila Zapanta
Research Data Specialist II
# SPECIAL ENROLLMENT (SE) PAID MEDIA PLAN

<table>
<thead>
<tr>
<th></th>
<th><strong>Enhanced SE</strong></th>
<th><strong>Normal SE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Timing</strong></td>
<td>February 1 – May 15</td>
<td>May 16 – June 30</td>
</tr>
<tr>
<td><strong>Target Audience</strong></td>
<td>A26 - 64; HHI $25-$150K; Experiencing qualifying life events</td>
<td>Uninsured</td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td></td>
<td>$8.3MM</td>
</tr>
<tr>
<td><strong>Campaign Objective</strong></td>
<td>Motivate consumers who are experiencing qualifying life events (including COVID during Enhanced SE) to compare and choose a health insurance plan through Covered California.</td>
<td></td>
</tr>
<tr>
<td><strong>Channel Mix</strong></td>
<td>TV (MS, HM; top DMAs)</td>
<td>Digital video, digital banners, social, search (MS, HM; statewide)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Digital banners (API; statewide)</td>
</tr>
</tbody>
</table>
ENHANCED SE CREATIVE
NATIVE DIGITAL

Some Patients Are Developing ‘COVID Arm’ After Getting Vaccinated—Here’s Why Not to Worry

How to Make Mexican Corn Skillet Pizza

PAID CONTENT
Californians: Health Insurance Enrollment Is Still Open
Think health insurance isn’t for you? We’ve got good news. We’re helping more Californians get covered during COVID-19.
From Covered CA

Get Health Insurance When It Matters Most
Health insurance enrollment is open due to COVID-19. Last year, 9 out of 10 people who enrolled got financial help. See if you qualify.
SPONSORED BY COVERED CA

More headlines
It’s still safest to avoid indoor dining, even if more states are allowing it

Covered California health insurance plans cover everything from preventive care to mental health to emergency surgery and more.

"Definitely getting better": The United States is

Digital
SOCIAL MEDIA CAMPAIGNS

Targeting Funnel Audience

• Awareness ads reaching potentially uninsured, job seekers and those experiencing life events (Spanish & English)
• Retargeting ads reaching those who visited CoveredCA.com but not yet signed up
• Approximately 7 posts per month

Targeting Retention Audience

• Engagement ads to educate and reach social channel followers and current members (Spanish & English)
• Approximately 8 posts per month
Audience: potential consumers who have, at minimum, provided an email (English & Spanish)

- Funnel emails will include information for both Enhanced Special Enrollment period and Normal Special Enrollment period
- Minimum 2x a week automated emails based on engagement and stage in enrollment
- Adhoc emails, SMS/text messages, and direct mail to continue to educate consumers with latest information
MEMBER EMAIL / TEXT / DIRECT MAIL CAMPAIGNS

Audience: Current Covered California members (English & Spanish)

- Member emails will include information for both Enhanced Special Enrollment period and Normal Special Enrollment period
- 1-3 emails per month to engage and educate current members
- Direct Mail and SMS/text message outreach will be conducted for members
FACE MASKS FOR NEW MEMBERS

Project continuing from the last Open Enrollment period where one free set of face masks (two masks per package) were sent to each Covered California member, totaling a distribution of more than 1.8M face masks.

- All new members during the Special Enrollment period will receive a set of two face masks, while supplies last.
- Face masks and collateral were created in: English, Spanish, Chinese, Korean and Vietnamese.

(English & Spanish)
NORMAL SE CREATIVE
“Life Takes a Turn”

If you tie the knot, lose your coverage when you get let go or welcome someone new… 
**Covered California** helps you get health insurance when life changes – and financial help if you need it.

Learn more at CoveredCA.com.

Time is limited.
DIGITAL

PROSPECTING - STATIC

lost your health insurance?
Get covered now

This way to health insurance

life changes.
GET COVERED WHEN IT DOES.

lost your job or income?

This way to health insurance

RETARGETING

9 out of 10
GOT FINANCIAL HELP FOR HEALTH INSURANCE.

get covered within 60 days of a big life change.

get covered


cross health insurance off your to-do list.

Get covered


PROSPECTING - ANIMATED

lost coverage?

This way to health insurance

marriage?

This way to health insurance

new baby?

This way to health insurance

just moved?

This way to health insurance

life changes.

GET COVERED WHEN IT DOES.

This way to health insurance

Digital
OPEN ENROLLMENT 2022
CREATIVE RESEARCH PREP
Ila Zapanta
OPEN ENROLLMENT 2022 CREATIVE RESEARCH PREP

Through our research vendor, we conducted creative evaluation research with the following goals:

• Measure the effectiveness and collective impact of the television creative assets shown during the Open Enrollment 2021
• Determine the themes and messages that resonate best with the uninsured and Spanish-dominant population
• Collect data to guide creative strategy and targeting for the Open Enrollment 2022 planning

Methodology:

• January 6 – 21, 2021 survey fielding
• California residents between 26 to 54 years old who speak English and Spanish
• Sample size (N=431) of Uninsured, Covered California Renewals, Recent Covered California Enrollees, or Spanish-dominant

English TV Ads Shown

Spanish TV Ads Shown
KEY FINDINGS

• The perceived costs of health insurance remain the primary barrier to signing up across income levels and languages.

• All audiences report comparable recollection of all television ads they saw.
  o Recent Covered California enrollees report the highest recall of the ad campaign, suggesting that exposure to the ads played an impact in their decision to enroll.

• The collective campaign has a clear and highly positive impact among those surveyed.

• Individual ads nearly the same impact on key metrics for each audience.
  o Key metrics include motivating viewers, generating positive impressions of Covered California, eliciting positive emotions, and conveying useful information.
  o Relatability is the core driver of ad preference, with respondents citing relatability of the specific scenarios conveyed in each ad (e.g., I have a mental illness, I lost my job due to COVID, I have to translate for my family) as the reason that ad resonates best.
The television ads draw positive responses among those surveyed.

<table>
<thead>
<tr>
<th>% Positive Emotion</th>
<th>Uninsured (B)</th>
<th>Covered CA Renewals (C)</th>
<th>Covered CA New (D)</th>
<th>Spanish Dom.(E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hopeful</td>
<td>45% DE</td>
<td>48% DE</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Motivated</td>
<td>35%</td>
<td>29%</td>
<td>37%</td>
<td>43%</td>
</tr>
<tr>
<td>Understood</td>
<td>24%</td>
<td>24%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Confident</td>
<td>22% E</td>
<td>29% E</td>
<td>26% E</td>
<td>11%</td>
</tr>
<tr>
<td>Happy</td>
<td>22%</td>
<td>27%</td>
<td>44% BCE</td>
<td>29%</td>
</tr>
</tbody>
</table>

ABC signifies statistical significance at the 95% confidence interval.
AD IMPACT

All individual ads are similarly effective at motivating enrollment and shaping positive perceptions of Covered California. “Both” tends to be seen as the most informative ad.

More Motivated to Sign Up/Favorable Towards CC*  

Contains Helpful Information

ABC  Signifies statistical significance at the 95% confidence interval. *Question varied by audience.
Scenarios presented in each ad speak to the unique circumstances of diverse uninsured Californians. This diverse relatability supports the effectiveness of the ad campaign in totality.

<table>
<thead>
<tr>
<th>Translator</th>
<th>Both</th>
<th>Invisible</th>
<th>Anthem</th>
<th>Hero</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I can relate to the woman in the video about having to translate when there is a language barrier for almost everything.”</td>
<td>“I can relate with the working mom that thought she won’t ever be able to afford health insurance but with Covered California it’s possible.”</td>
<td>“I was diagnosed back in 1997 with severe anxiety/anger disorder and insomnia. These issues are basically taboo for the health industry.”</td>
<td>“It implied that their health insurance is affordable, and you don’t have to be worried about the cost which is something that has prevented me from getting health insurance in the past.”</td>
<td>“I am in the same situation. I have had my hours cut in half and took a pay cut during this COVID 19 pandemic. I do not have health insurance because I can barely make enough to keep the bills paid and food on the table. This motivates me to look into Covered California to see if I can get assistance.”</td>
</tr>
</tbody>
</table>
III. Covered California

C. Marketing Updates

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**By phone:** 1 (213) 929-4212

**Access code:** 766-604-314

**Audio PIN:** Shown after joining the webinar

**Webinar ID:** 799-653-923
COVERED CALIFORNIA VIRTUAL EVENTS
ETHNIC OUTREACH

- Data released by Covered California in December showed that over 1.2 million uninsured Californians were eligible for financial help, a majority of which came from the Latino, Asian and African American communities.

- In addition to the annual OE campaign, Communications scheduled additional Press Events to address the African American, Latino, Chinese, Korean, Vietnamese, Filipino, Indian and other South Asian and Thai and other Southeast Asian communities.

<table>
<thead>
<tr>
<th>Race and Ethnicity</th>
<th>Uninsured Californians Eligible for Financial Help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
<td>650,000</td>
</tr>
<tr>
<td>Caucasian</td>
<td>367,000</td>
</tr>
<tr>
<td>Asian</td>
<td>89,000</td>
</tr>
<tr>
<td>African American</td>
<td>67,000</td>
</tr>
<tr>
<td>Other</td>
<td>29,000</td>
</tr>
<tr>
<td>Total</td>
<td>1,202,000</td>
</tr>
</tbody>
</table>
ETHNIC OUTREACH – AFRICAN AMERICAN

In Dr. King's honor, California Black Doctors call for urgent action during COVID-19 crisis

"Access to high-quality health care is a basic human right.

Of all the forms of inequality, injustice in health is the most shocking and inhuman." — Martin Luther King Jr.
Cerca de 1.6 millones de personas se han inscrito a Covered California
ETHNIC OUTREACH – ASIAN PACIFIC ISLANDERS
III. Covered California

D. Communication Updates

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SUPPORTING SEP AND OE 2022 CAMPAIGNS
SPECIAL ENROLLMENT 2021 – SUPPORTING OUR ENROLLERS

• Special Enrollment Period Toolkit

• IRS Form 1095-A and Form FTB 3895 Toolkit for Certified Enrollers

• Online Delegation Tool

• E-briefs and Texting Communication

• Statewide virtual conference for enrollers – April 2021
BUILDING ON SUCCESS: AGENT AND NAVIGATOR READINESS FOR ACA EXPANSION
ENROLLERS BUSINESS DURING PANDEMIC LOCKDOWN

• Virtual support increased while in-person support decreased
• Help On-Demand leads increased
• Storefront searches decreased on CoveredCA.com
• New storefronts developed during open enrollment
HELP ON-DEMAND REFERRALS: YEAR OVER YEAR MONTHLY COUNT

**Help On-Demand Referrals**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>YoY &amp; Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>6,990</td>
<td>15,903</td>
<td>128%</td>
</tr>
<tr>
<td>April</td>
<td>6,297</td>
<td>15,504</td>
<td>146%</td>
</tr>
<tr>
<td>May</td>
<td>5,693</td>
<td>8,773</td>
<td>54%</td>
</tr>
<tr>
<td>June</td>
<td>6,130</td>
<td>9,198</td>
<td>50%</td>
</tr>
<tr>
<td>July</td>
<td>6,502</td>
<td>8,546</td>
<td>31%</td>
</tr>
<tr>
<td>August</td>
<td>6,157</td>
<td>7,924</td>
<td>29%</td>
</tr>
<tr>
<td>Sept.</td>
<td>5,924</td>
<td>6,265</td>
<td>6%</td>
</tr>
<tr>
<td>Oct.</td>
<td>4,825</td>
<td>6,033</td>
<td>25%</td>
</tr>
<tr>
<td>Nov.</td>
<td>6,293</td>
<td>7,559</td>
<td>20%</td>
</tr>
<tr>
<td>Dec.</td>
<td>13,923</td>
<td>16,924</td>
<td>22%</td>
</tr>
</tbody>
</table>
STOREFRONT PROGRAM WEBSITE VIEWS

Web Views*: 2020 Compared to 2019: March through December

*As of December 31, 2020 data collected from Google Analytics of the Storefront program website.
34 new storefronts were added since August 2020
32 agent operated
2 community partner operated
SEP ENROLLMENT OPPORTUNITIES

- Proposition 22
- Vaccination distribution partnerships
- Tax preparation partnerships
- Transitioning from group coverage to individual coverage
- Urgent and provider group partnerships
Group & Membership Update for December 2020

- Groups: 7,848
- Members: 65,808
- Retention: 90.4%
- Average Members per group: 8.4 mpg
- YTD New Membership Sales 13,366
  membership thru 12/31/2020

Operations Update - January

- During the pandemic Covered California for Small Business has continued to grow its membership, evidenced by a 16.5% membership increase over 2020.

- Covered California for Small Business has posted double digit membership increases for 6 consecutive years.
III. Covered California

E. Outreach and Sales Updates

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IV. MOEA MEMBER DISCUSSION
MOEA Discussion

George Balteria,
Chair, MOEA Advisory Group
A. ADVISORY GROUP ACTION ITEMS UPDATES
# Quarterly Summary Report

<table>
<thead>
<tr>
<th>No.</th>
<th>Action item</th>
<th>Assigned Date &amp; To</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Focus Group</td>
<td>3/5/2020; Marketing</td>
<td>Pending. This research project is on hold pending the ability to conduct in-person focus groups. In-person focus groups are not being held at this time due to COVID-19 restrictions.</td>
</tr>
<tr>
<td></td>
<td>Develop a focus group to take a deeper dive into who the subset Latino group is.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Department of Health Care Services (DHCS) has the data from Covered California Qualified Health Plan to Medi-Cal here: <a href="https://data.chhs.ca.gov/dataset/number-of-individuals-transitioned-from-covered-california-qhps-to-medi-cal-program">https://data.chhs.ca.gov/dataset/number-of-individuals-transitioned-from-covered-california-qhps-to-medi-cal-program</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Data Requests</td>
<td>7/9/2020; Policy</td>
<td>Pending, External Affairs to check with Policy on information if available at this time.</td>
</tr>
<tr>
<td></td>
<td>Requesting the data tracking percentage of people moving off Covered California into Medi-Cal (i.e. consumers in carry forward status) given COVID-19.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## ADVISORY GROUP ACTION ITEMS UPDATE

<table>
<thead>
<tr>
<th>No.</th>
<th>Action item</th>
<th>Assigned Date &amp; To</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>Collateral Materials</td>
<td>7/9/2020; Marketing</td>
<td>Pending. Usage reports for the English/Spanish piece have been requested from both the KP Print Store and our Printable Materials page to help determine if there’s demand for this piece. In addition, marketing is in the process of auditing the entire collateral suite with the plans for collateral to be made available before the beginning of OE 2022.</td>
</tr>
<tr>
<td></td>
<td>Requesting the ‘Immigration Status &amp; Eligibility’ fact sheet in additional languages to English and Spanish.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>COVID-19</td>
<td>7/9/2020; Marketing</td>
<td>The latest report about the impact COVID-19 is having on health, lives, finances and concerns of Californians can be found here:</td>
</tr>
</tbody>
</table>
IV. MOEA Member Discussion

A. Advisory Group Action Items Update

☐ To request to make a comment,

• *Computer Audio:* Click on the icon, “**raise hand**” on your control panel. You will be called by your name to speak in the order of the raise hand. Please wait until the operator has introduced you before you make your comments.

• *Dial-In by phone only:* We will open up the line for comments after we go through the raise hands. Unmute yourself to speak.

• Hearing Impaired: Please use the “chat” feature to submit your questions or comments. Staff will review and speak on your behalf and respond via chat.

☐ **EACH PARTICIPANT WILL BE LIMITED TO TWO MINUTES PER AGENDA ITEM**

☐ **NOTE:** Written comments may be submitted to [MOEAgpoup@covered.ca.gov](mailto:MOEAgpoup@covered.ca.gov)
B. COVID-19 VACCINE OUTREACH
COVID-19 VACCINE OUTREACH

• What are some strategies that are being implemented to help promote the vaccine?
• What are some of the challenges?
• What enrollment opportunities might there be?
IV. MOEA Member Discussion

B. COVID-19 Vaccine Outreach

☐ To request to make a comment,

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☐ **NOTE**: Written comments may be submitted to MOEAgroup@covered.ca.gov
C. COVID-19 PANDEMIC: LOOKING AHEAD
COVID-19 PANDEMIC: LOOKING AHEAD

- What opportunities do you see?
- What worked well in 2020 that will continue in 2021?
- What challenges continue to lie ahead?
- What resources would be helpful for enrollers in the future?
IV. MOEA Member Discussion

C. COVID-19 Pandemic: Looking Ahead

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  • Dial-In by phone only: We will open up the line for comments after we go through the raise hands. Unmute yourself to speak.

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D. OPEN DISCUSSION
IV. MOEA Advisory Discussion

D. Open Discussion

☐ To request to make a comment,

  • Computer Audio: Click on the icon, “raise hand” on your control panel. You will be called by your name to speak in the order of the raise hand. Please wait until the operator has introduced you before you make your comments.

  • Dial-In by phone only: We will open up the line for comments after we go through the raise hands. Unmute yourself to speak.

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☐ EACH PARTICIPANT WILL BE LIMITED TO TWO MINUTES PER AGENDA ITEM

☐ NOTE: Written comments may be submitted to MOEAgrouplcovered.ca.gov

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V. ADJOURN
Thank you!
MOEA Advisory Group