



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

QUARTERLY SUMMARY REPORT:

JANUARY – MARCH 2021

MOEA ADVISORY GROUP ACTIVITIES

- A. MOEA Advisory Meeting held on March 4, 2021 virtually.
- Invitation to members to fill the vacant co-chair position.
 - Posted March 4, 2021 minutes and recording on webpage here: <https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>
 - Day of Meeting Questions and Responses

COVERED CALIFORNIA HOT TOPICS

- A. Covered California issued several press releases during this quarter. Click [here](#) to read them.
- 1/12: Covered California begins new year with a record number of plan selections, serving those hardest hits by the pandemic, as state experiences post-holiday surge of new COVID-19 cases.
 - 1/15: Covered California teams up with Bay Area mayors to promote coverage and safe COVID-19 practices as the state experiences a post-holiday pandemic surge.
 - 1/28: California joins President Biden in responding to COVID-19 pandemic by announcing special enrollment to help people get insurance.
 - 2/15: Covered California launches new television ad campaign to reach uninsured Californians during COVID-19 pandemic.
 - 3/12: Covered California hails the signing of the American Rescue Plan which will benefit millions.
 - 3/18: Covered California, community leaders and health plans highlight key American Rescue Plan provisions and lay out a roadmap to lower premiums and help millions get covered.

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.	<p>Covered California and Medi-Cal</p> <p>Review available data for consumers churning between Covered California and Medi-Cal; and identify the loss of those who do not come back.</p>	3/5/2020; Policy	<p>Completed.</p> <p>https://hbex.coveredca.com/data-research/library/CoveredCA_Coverage-When-You-Need-It_09-22-20.pdf</p> <p>Department of Health Care Services (DHCS) has the data from Covered California Qualified Health Plan to Medi-Cal here: https://data.chhs.ca.gov/dataset/number-of-individuals-transitioned-from-covered-california-qhps-to-medi-cal-program</p>
2.	<p>Data Requests</p> <p>a. Requesting the data tracking percentage of people moving off Covered California into Medi-Cal (i.e. consumers in carry forward status) given COVID-19.</p> <p>b. Requesting data tracking the specific outreach to underserved communities outside of marketing efforts.</p> <p>c. Requesting the health plan coverage from the 'Real Person Story' Diana Gamez.</p>	<p>a. 7/9/2020; Policy</p> <p>b. 3/5/2021; Sales and Communications</p> <p>c. 3/5/2021; Communications</p>	<p>a. Completed. A link was provided in the 3/5 slide deck.</p> <p>b. Pending.</p> <p>c. Completed. Plan was a Kaiser Platinum 90 HMO.</p>
3.	<p>Collateral Materials</p> <p>Requesting the 'Immigration Status & Eligibility' fact sheet in additional languages to English and Spanish.</p>	7/9/2020; Marketing	<p>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.</p>
4.	COVID-19	7/9/2020; Marketing	<p>Complete. The latest report about the impact COVID-19 is having on health,</p>

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	Requesting a report about the COVID-19 economics.		lives, finances and concerns of Californians can be found here: https://www.coveredca.com/newsroom/news-releases/2020/11/24/new-survey-shows-californians-putting-their-families-first-while-underscoring-the-impact-of-the-covid-19-pandemic-on-their-health-lives-and-finances/
5.	Covered California Dotcom – Storefront Finder Put the storefront finder on the CoveredCA.com home page.	3/4/2021; Communications and Sales	Pending.

IMPORTANT DATES:

- **April 12, 2021** – Start of new special, special enrollment
- **April 20, 2021** – Special enrollment period virtual conference, register [here](#)

RESOURCES:

- Enroller Toolkits: <https://hbex.coveredca.com/toolkit/>
- Covered California Newsroom: <https://www.coveredca.com/newsroom/>
- American Rescue Plan FAQs [here](#)
- American Rescue Plan Live with Peter V. Lee link [here](#)