



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

QUARTERLY SUMMARY REPORT:

JANUARY – MARCH 2022

MOEA ADVISORY GROUP ACTIVITIES

- A. Virtual MOEA Advisory Meeting March 3, 2022, 1 pm – 4 pm
 - Presentation: <https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/PDFs/MOEA-March-3-2022-Presentation-Final.pdf>
 - Meeting Minutes: <https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/PDFs/MOEA-Meeting-Minutes-March-3-2022-FINAL.pdf>
- B. MOEA Welcomes New Co-Chair
 - Cindy Keltner – California Primary Care Association
- C. MOEA Memberships Sunsetting August 2022
 - MOEA membership renewal emails will start being sent in June 2022

COVERED CALIFORNIA HOT TOPICS

- A. Covered California issued several press releases during this quarter. Click [here](#) to read them.
 - 1/19: Covered California Begins 2022 with a Record 1.7 Million Enrollees and Encourages Uninsured Californians to Sign Up Now as Deadline Approaches.
 - 1/25: Covered California's Enrollment Surpasses a Record 1.8 Million as Californians Have Less than One Week to Sign Up for Health Insurance.
 - 1/28: Covered California Joined by the Mayors of Los Angeles and San Francisco in Final Drive to Get Californians Insurance Coverage.
 - 2/11: Covered California Mourns the Loss of Former Board Member Morty Morgenstern.
 - 2/15: Covered California Names Jessica Altman as Its New Chief Executive Officer.
 - 3/2: New Analysis Finds Millions Face Staggering Cost Increases, With Premiums Doubling for Low-Income Consumers and Many Priced Out of Coverage, if the American Rescue Plan Subsidies Expire.
 - 3/10: Covered California Responds to White House Announcement on American Rescue Plan Gains Across the Nation.
 - 3/23: On the Anniversary of the Affordable Care Act, Covered California Reminds Uninsured Consumers they may Still be able to Sign Up for Coverage and Save Big on Their Premiums Throughout 2022.
 - 4/5: Covered California Applauds Executive Action from the White House Outlining Plans to Build on the Affordable Care Act.

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><u>Data Request:</u></p> <ol style="list-style-type: none"> (NORC - National Opinion Research Center) Was the data on the report aggregated by race and does the public have access to the report on the research? (Medi-Cal) How many Medi-Cal consumers will be transitioning to Covered California due to Senate Bill 260? 	<p>3/5 – Policy/NORC</p> <p>3/5 – Policy</p>	<ol style="list-style-type: none"> In process. In process.
2.	<p><u>Collateral</u></p> <ol style="list-style-type: none"> Develop uniform talking points for enrollment channels that speak to the end of the Public Health Emergency (PHE), Senate Bill 260 and the consumer impacts in different languages. Develop talking points to educate consumers about the possibility of scams and other non-plans such as Christian Health Ministry plans. 	<p>3/5 – Policy/Sales</p> <p>3/5 – Covered California University</p>	<ol style="list-style-type: none"> In process. In process.
3.	<p><u>Resources</u></p> <ol style="list-style-type: none"> Request for Navigator grantee and sub-list. Provide educational webinars to enrollers about all policy changes that speak to the Public Health Emergency, Senate Bill 260 and the Federal Poverty Level updates and provide talking points. 	<p>3/5 – Sales</p> <p>3/5 – Sales/Policy</p>	<ol style="list-style-type: none"> Completed. https://hbex.coveredca.com/navigator-program/PDFs/2021-22-Navigator-Program-Funding-Allocations-Grantee-Contact-List-and-Subcontractors.pdf In process.

IMPORTANT DATES:

- **MOEA Membership Expires:**
 - August 31, 2022
 - Renewal application emails will be sent in June 2022

RESOURCES:

- Enroller Toolkits:
<https://hbex.coveredca.com/toolkit/>
- Covered California Newsroom:
<https://www.coveredca.com/newsroom/>
- California Health & Human Services Agency Public Charge Guide:
<https://www.chhs.ca.gov/blog/2020/02/24/update-chhs-public-charge-guide-2/>