



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

QUARTERLY SUMMARY REPORT:

JULY – SEPTEMBER 2021

MOEA ADVISORY GROUP ACTIVITIES

- A. MOEA Advisory Meeting held virtually on August 5, 2021.
 - YouTube recording: <https://www.youtube.com/watch?v=I5l5FjRvjuQ>
 - Meeting Presentation: [Here](#)
- B. MOEA Co-Chair Recruitment
 - Accepting formal notice of interest from current members
 - Please email MOEAgroup@covered.ca.gov expressing your interest and share your experience for the Co-Chair position
 - All submissions are due by November 15, 2021

COVERED CALIFORNIA HOT TOPICS

- A. Covered California issued several press releases during this quarter. Click [here](#) to read them.
 - 7/28: Covered California Announces 2022 Plans: Full Year of American Rescue Plan Benefits, More Consumer Choice and Low Rate Change.
 - 8/17: Covered California Lends Support for the North State Wildfire Victims.
 - 8/19: New Data Shows How the American Rescue Plan Is Driving Down Costs for Californians and Helping More People Get Health Insurance
 - 8/25: Covered California Announces Premium Decrease for Dental Plans in 2022
 - 9/8: Covered California Opens Special Enrollment for Thousands of Californians Whose Federal COBRA Subsidies Expire at the End of September
 - 9/16: Peter V. Lee to Leave as Executive Director of Covered California After 10 Years Leading the Nation's Largest State-Based Marketplace
 - 10/12: Covered California for Small Business Announces a Weighted Average Rate Change of 4 Percent for 2022

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>Data Requests</p> <p>Requesting data tracking the specific outreach to underserved communities outside of marketing efforts.</p>	3/5/2021; Sales and Communications	Complete. Media and outreach efforts to underserved communities outside of marketing efforts are highlighted during the MOEA 8/5 meeting see slides 17 - 24. MOEA presentation link here .
2.	<p>Collateral Materials</p> <p>Requesting the 'Immigration Status & Eligibility' fact sheet in additional languages to English and Spanish.</p>	7/9/2020; Marketing	Complete. In addition to the English and Spanish fact sheet, the 'Immigration Status & Eligibility' fact sheet has also been developed in Chinese, Korean and Vietnamese. The revamped fact sheet in five languages is available in the collateral and print material section of the toolkit. https://hbex.coveredca.com/toolkit/collateral.html
3.	<p>Covered California Dotcom</p> <p>Requesting a revisit of the storefront finder on the landing page.</p>	3/5/2021; Communications and Sales	Complete. There is no current consideration to move the storefront finder from its location as we have other programs being highlighted for enrollers such as the Agent Finder and Help on Demand.

IMPORTANT DATES:

- **American Rescue Plan:** Special, Special Enrollment Period ends 12/31/21
- **Renewals:**
 - Active: 10/1/21 - 12/31/21
 - Passive (Auto): 10/31/21 – 11/26/21
- **Open Enrollment:** 11/1/21 – 1/31/22

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/>
- Statewide and regional kick-off webinar recordings and presentations can be found [here](#)