



Board Members  
Diana S Dooley, Chair  
Genoveva Islas Paul Fearer  
Marty Morgenstern

Executive Director  
Peter V. Lee

## **Small Business Program Advisory Group Charter**

### **Introduction**

Covered California strives to engage a broad range of stakeholders to inform its policy development and shape the implementation of Covered California. The Board of Covered California has identified as among its core operating values its commitment to be guided in its mission by working in partnership with a full range of stakeholders and earning the public's trust by being transparent and accountable in how it operates. Consistent with that value, Covered California has established Covered California for Small Business Program Advisory Group to provide input to the Covered California Board and staff on critical issues for small business customers.

### **Purpose**

The purpose of Covered California for Small Business Advisory Group is to collect California-specific perspectives from key experts, consumers and stakeholders. To provide advice and recommendations, serve as a sounding board to the Covered California Board and staff. To assist in the continual refinement of policies and strategies to ensure Covered California offers unique value to small businesses that purchase coverage through Covered California for Small Business.

### **Scope**

Beginning in 2014, California small business owners had the opportunity to purchase coverage for their employees through Covered California for Small Business, affording them similar benefits enjoyed by large employer insurance purchasers. The Covered California Small Business Advisory Group provides input on strategies to raise interest in Covered California for Small Business and ensure that it provides value for small employers.

### **Objectives**

The core objectives of the Covered California for Small Business Advisory Group are to provide advice and recommendations to Covered California to inform policy-making related to:

1. Covered California for Small Business marketing and outreach to agents and to small business;
2. Covered California for Small Business alignment with the individual Exchange;
3. Covered California for Small Business policy and benefit design;
4. Covered California for Small Business administration and implementation;

## **Membership**

Members of the Covered California for Small Business Advisory Group are selected to balance the expertise and viewpoints that are necessary to effectively address the issues to be considered by the Covered California for Small Business Advisory Group. Covered California strives to ensure that Covered California for Small Business Advisory Group members represent California's cultural, geographic and economic diversity. Members are recognized experts in their fields, including:

- Small business representatives and self-employed individuals
- Health plans
- Health insurance agents
- Consumer advocates with direct and substantial experience in small employer health care issues
- Large employers or large employer coalitions with direct and substantial experience in purchasing health care
- Beginning in 2014, educated health care consumers who are Covered California for Small Business enrollees

## **Advisory Group Structure**

Covered California for Small Business Advisory Group members will be selected for an initial two-year term. The Covered California for Small Business Advisory Group will be limited to 20 members and will meet three times per calendar year, with an optional meeting as needed in the fourth quarter. The Covered California for Small Business Advisory Group will select a Chairperson who will serve a one-year term.

## **Advisory Group Meetings**

All Covered California for Small Business Advisory Group meetings will be announced and open to the public and opportunities will be provided for public comment and designated times during the meetings. Conference call capabilities will be made available for Covered California for Small Business Advisory Group members in the event a group member is unable to attend, but all efforts should be made to attend in person, as this will greatly enhance committee discussions. Covered California for Small Business Advisory Group members are not compensated for necessary travel expenses.

Agendas and meeting materials will be posted in advance of the meetings. The agendas for each meeting will be prepared by Covered California staff and the Covered California for Small Business Advisory Group Chairperson. Covered California for Small Business Advisory Group members are encouraged to suggest agenda items. Approved agendas, minutes and materials will be posted on the Covered California for Small Business Advisory Group [webpage](#).