



Board Members
Diana S. Dooley, Chair
Kimberly Belshé Paul Fearer
Susan Kennedy Robert Ross, MD

Executive Director
Peter V. Lee

AGENDA
Small Business Health Options Program Advisory Group
Meeting and Webinar
Tuesday, May 14: 12:00 – 3:00 p.m.

Covered California
Yosemite Conference Room
560 J Street, Suite 290
Sacramento, CA 95814

To attend the webinar, go to: <https://attendee.gotowebinar.com/register/5084424691496226304>

I.	Welcome and Introductions	10 min.
	<ul style="list-style-type: none">• Introductions• Overview of Agenda	
II.	SHOP GO-LIVE Development	50 min.
	<ul style="list-style-type: none">• Development Highlights• SHOP Key Dates• SHOP Vendor Selection<ul style="list-style-type: none">○ Roles & Responsibilities○ President Introduction	
	BREAK	15 min.
III.	Agent Training/Sales & Marketing	60 min.
	<ul style="list-style-type: none">• General Agent Status• Agent Training and Certification• Collateral and Messaging	
IV.	Value Proposition of SHOP	30 min.
V.	Public Comment	15 min.

Send public comments to SHOP@hbex.ca.gov.