



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
Wednesday, August 14: 1:00 – 4:00 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/77977716695614720>

I.	Welcome and Introductions	10 min.
	<ul style="list-style-type: none">• Introductions• Additional Members• Overview of Agenda	
II.	SHOP GO-LIVE Development Updates	40 min.
	<ul style="list-style-type: none">• SHOP Plans & Rates• General Agent Selection• Covered CA Website• Agent Training & Certification• CalHEERS Demo (Screenshots)	
III.	State Regulations	40 min.
	<ul style="list-style-type: none">• SHOP Emergency State Regulations• Employer Mandate Delay	
		BREAK 15 min.
IV.	Agent Strategy	45 min.
	<ul style="list-style-type: none">• Agent Recruitment & Strategy• Sales Training• Collateral Materials• Agent Support• Agent Launch Events• Agent Agreement /Commission Schedule	
V.	SHOP Marketing Activity	15 min.
	<ul style="list-style-type: none">• Grantee Program• Covered CA Launch Event• Key Dates• Next Steps	
VI.	Public Comment	15 min.

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