



Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

Overview

Covered California has started a text message and email campaign to encourage consumers with expired consent or consent that will expire this year to update their consent for verification via text message.

On August 2, 2026, Covered California sent an “Action Needed by September 30, 2026” CalNOD11a notice reminding affected consumers that we need their consent to check if their household can keep financial help next year to lower the cost of their monthly premium.

- The notice provides a new option to text “CONSENT” to 21353 to renew their consent for five years, in addition to existing options to log in to their CoveredCA.com account, call the service center, or contact a certified enroller or certified insurance agent.
- Refer to the [Sample CalNOD11a Notice section](#) to view a sample. It is also saved to *Documents and Correspondence*.

Between September 2 and 30, 2026, Covered California will send a combination of emails and text messages to consumers to encourage them to update their consent for verification.

The email and text messages:

- Will be sent each Wednesday in September.
- Will be sent to active enrollees who have expired consent or consent that will expire within the calendar year.
- Will be sent to the primary phone number listed in their account.
- Advise consumers that their consent has expired or will expire this year, and they need to update their consent to keep their financial help.
- Provide the date by which they must update their consent.
- Will be sent in English and Spanish.

Through October 31, 2026, consumers can update their consent by text message.

- After October 31, CalHEERS will stop accepting the “CONSENT” text response to update consent. Consumers will receive the following message:
 - Sorry, we’re unable to accept consent through text. Please log in to your account to renew your consent online or call 800-300-1506.

To view samples of the email and text messages, refer to the [Sample Consent for Verification Text and Email Campaign Messages section](#) as needed.



Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

Important Points

- Remind consumers the importance of updating their consent to verify income and household size for continued eligibility for financial help to lower their monthly premium payment.
- Consumers who don't want to provide or update their consent will lose eligibility for financial help.
- Consumers may update their consent through the text message they received by texting "CONSENT" to 21353.

Refer to the [Consent for Verification Quick Guide](#) for additional information and steps, as needed.

Questions and Answers

Individuals may have questions about the email and text messages they have received. Since this is a new process, they may perceive this as spam.

Refer to the following questions and answers to help consumers.

Question	Answer
How does a consumer know this is not spam?	Review the sample text and email messages with the consumer to confirm the message they received came from Covered California: • All text messages are labeled as "CoveredCA" and come from 21353. • All emails are branded with the Covered California header, which includes the logo and "For the love of Californians." Refer to the Sample Consent for Verification Text and Email Campaign Messages section as needed. Reassure the consumer that Covered California has strong safeguards in place to protect the privacy of consumers' personal information.
How do consumers opt-out?	Consumers can opt out of text messages by sending "STOP" to 21353.



Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

Question	Answer
	For email, since the email is a transactional message about eligibility, individuals cannot opt out of the email messages in this campaign.
Do consumers need to do anything after texting “CONSENT” to 21353?	No. After individuals confirm their consent by texting “CONSENT” to 21353 from a phone number registered on their account, their consent will automatically be updated for 5 years.
What if a consumer states that they tried to text “CONSENT” and it didn’t work?	Review their consent information to confirm whether it has been updated. If an update is still needed, follow the steps in the Consent for Verification Quick Guide .
Can consumers text from any phone number listed in their account?	No. For this campaign, consumers will receive the text messages to their primary phone number. Consumers must text from the primary phone number on their account to update their consent. If the consumer texts from a phone that is not their primary phone, they will receive the following message: <i>Sorry, we don’t recognize this number. Please log in to your account to renew your consent online or call 800-300-1506.</i>
Can consumers update their consent for other than 5 years?	Consumers can update their consent in their CoveredCA.com online account for any number from 1 to 5 years. If consumers confirm their consent via text message (for 5 years) and want to change it to a different number, they can update it manually through their online account, or you can help them update it.
What if consumers have more questions regarding consent for verification?	Refer to the Consent for Verification Quick Guide for steps and information to help consumers.



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Sample Consent for Verification Text and Email Campaign Messages

Sample Email

**For the love of Californians**VIEW ONLINE

It's time to update your consent

Hi FIRST_NAME,

When you applied for health coverage, you gave Covered California consent to verify your income using trusted information, like IRS records. This helps us make sure you qualify for financial help to lower your costs.

Your consent has expired. Update your consent by September 30th to give Covered California permission to confirm your income. Don't wait! Without updating your consent, you will not get financial help for next year.

On Your Phone? Text to Renew

You can renew your consent with a text message. Text "CONSENT" to 21353 to renew your consent for five years.

[Text to Renew](#)

Follow These Steps to Update Your Consent

Step 1: [Sign in](#) to your online account or [create an account](#).

Step 2: Go to account information and click **Consent for Verification** from the "Update Case Information" menu.

Step 3: Choose the number of years you want to give consent for. Click **Update** to save your changes.

Need Help?

**Speak to a Local Certified Enroller**

Get **free** expert help from a [Certified Enroller near you](#) who can help you understand your health plan options.

**Get a call from a Certified Enroller**

Provide your contact information to [get a call](#) from a Certified Enroller.

**Contact Us**

Web: [CoveredCA.com](#)
Phone: Call 1-800-300-1506 (TTY 1-888-889-4500), Monday–Friday, 8:00 am–6:00 pm PT.
Live Chat: [Chat with us](#) for quick answers to your questions.

Thank you for being a Covered California Enrollee!

CONNECT WITH US



PLEASE DO NOT REPLY TO THIS EMAIL

This message, together with any attachments, is intended only for the use of the individual(s) or entity to whom it is addressed. It may contain information that is confidential and prohibited from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination or copying of this message and/or any attachments is strictly prohibited. If you have received this message in error, please notify the original sender immediately by telephone or by return email and delete this message, along with any attachments, from your computer. Thank you.

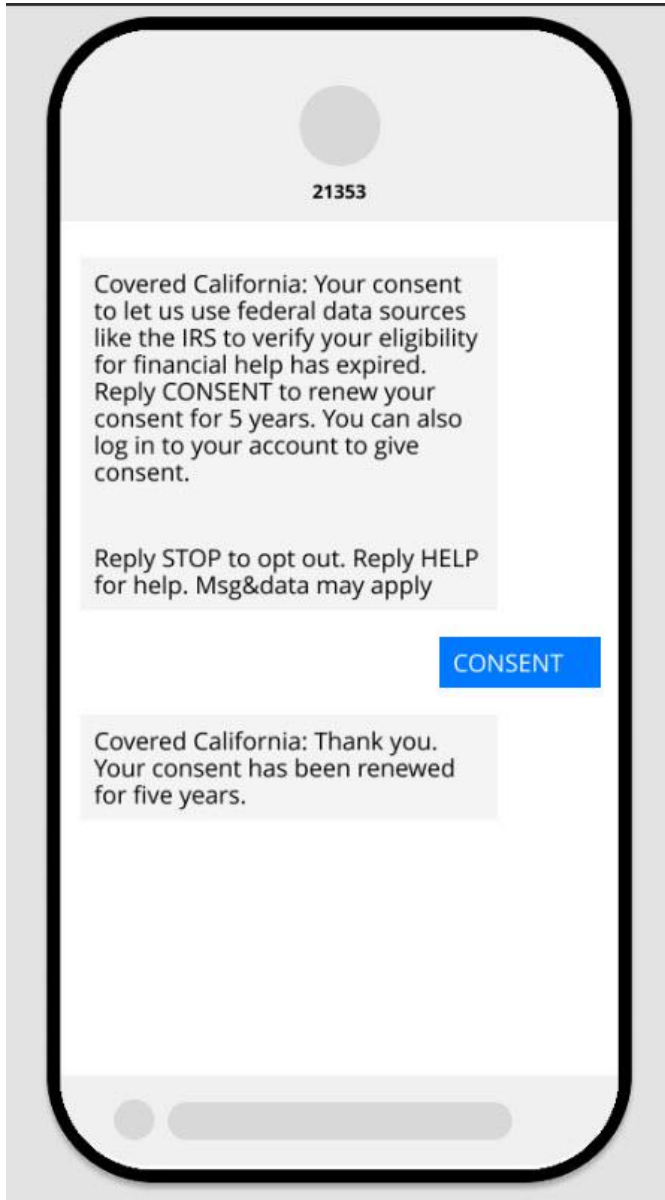
Covered California complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCION: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-300-1506 (TTY: 1-888-889-4500). 注意：如您需要协助或翻译中文，我们为您提供免费协助服务。请致电 1-800-300-1506 (TTY: 1-888-889-4500)。

Covered California is dedicated to safeguarding the privacy and security of your personal information. Please note that Covered California's Privacy Policy may have changed since you last reviewed it. Please visit [CoveredCA.com/Privacy](#) for the most recent version.



Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

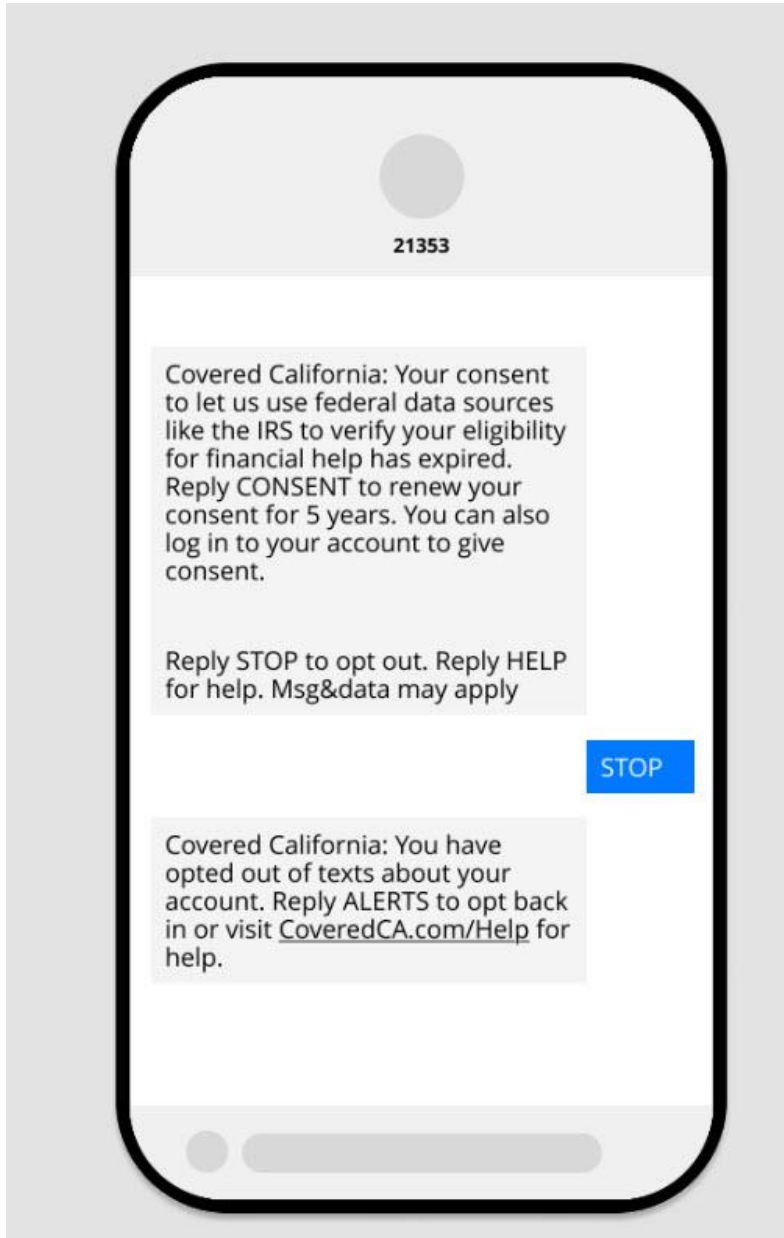
Sample Text Message





Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

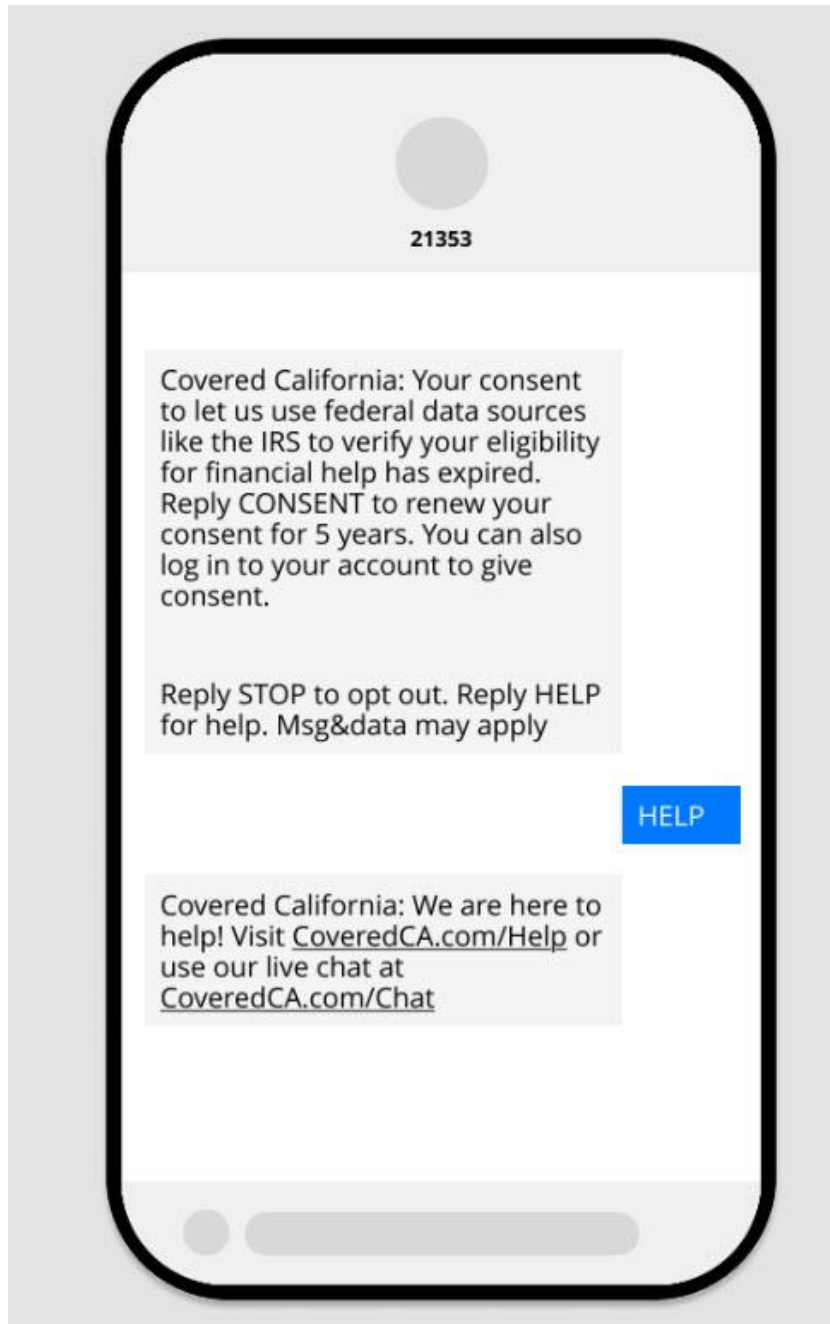
Sample STOP Text Message





Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

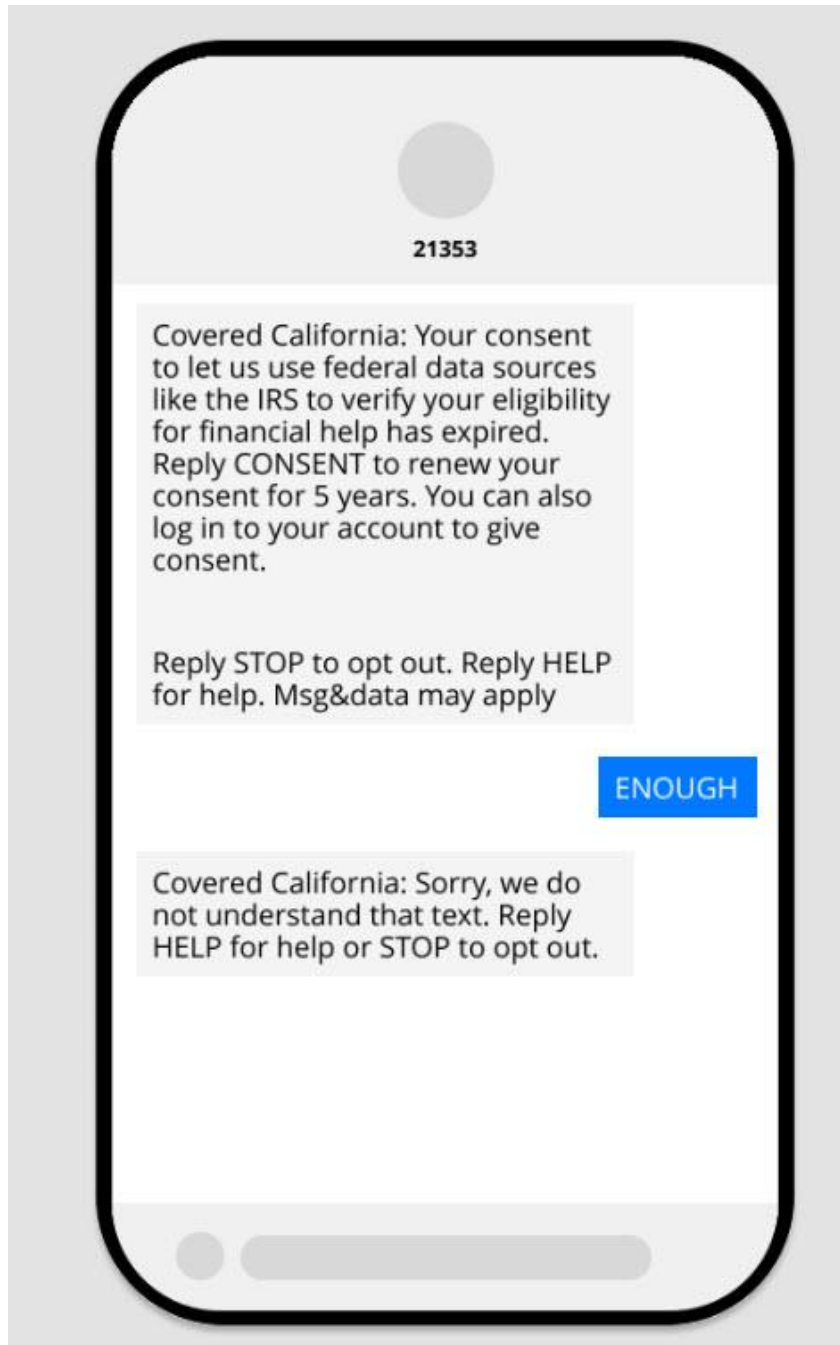
Sample HELP Text Message





Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

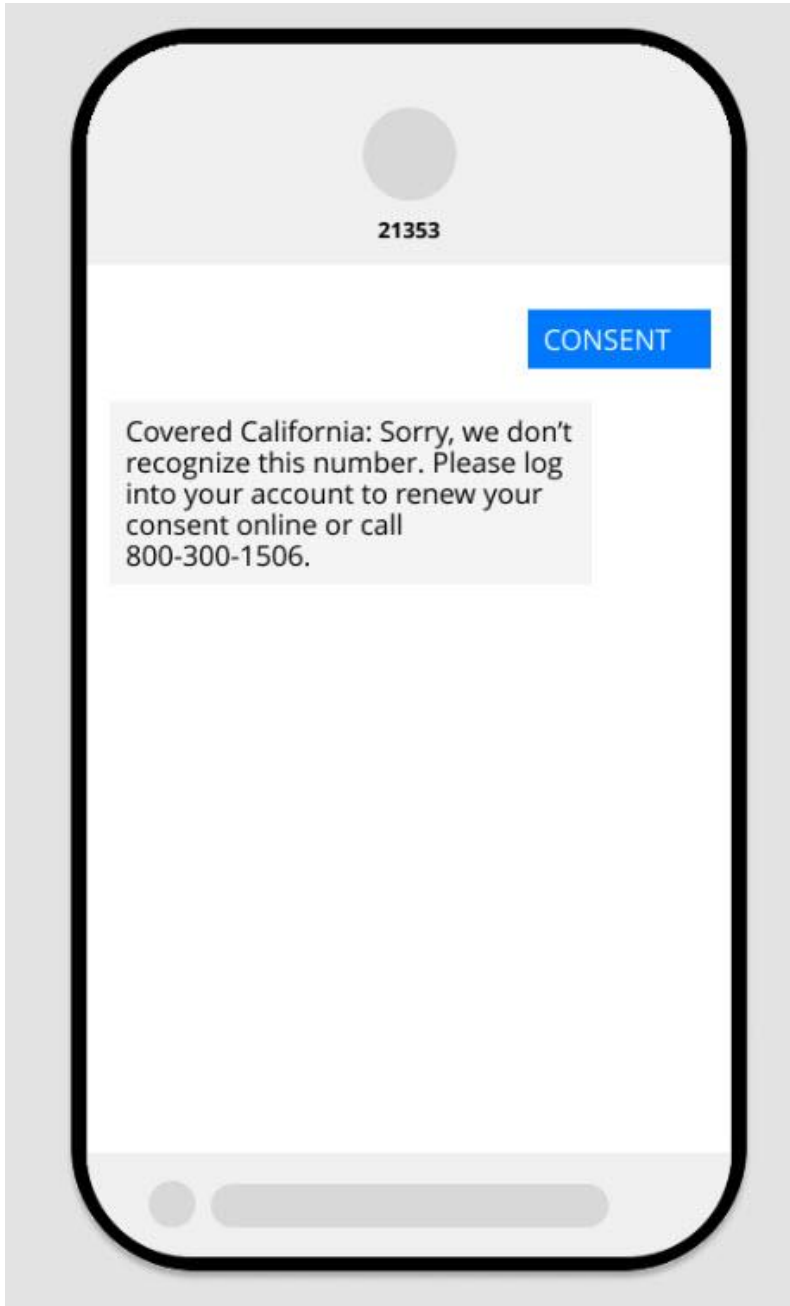
Sample Unknown Response Text Message





Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

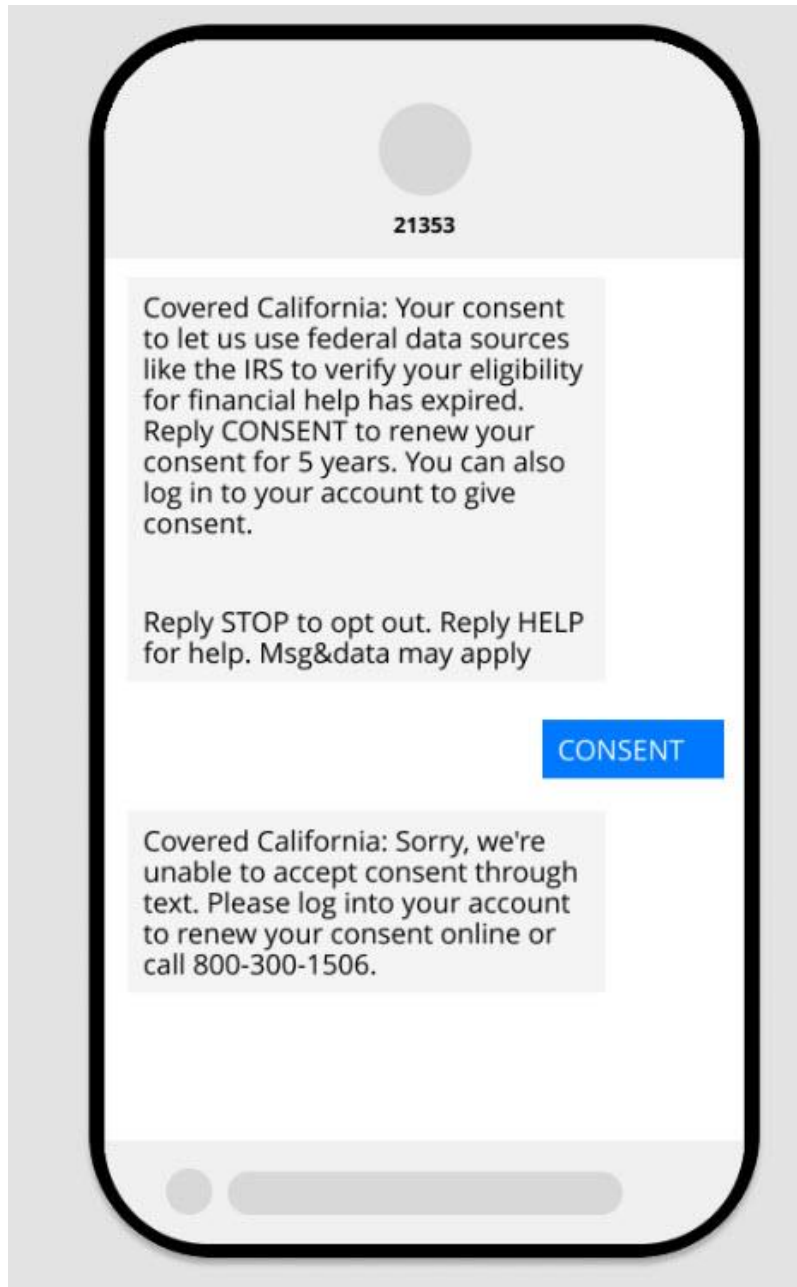
Sample Wrong Number Text Message





Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

Sample Text Message After October 31





Consent for Verification Text and Email Opt-In Campaign for Enrollers Quick Guide

Sample CALNOD11a Notice



Covered California
PO Box 989725
West Sacramento, CA 95798-9725



**COVERED
CALIFORNIA**
*Your destination for affordable
healthcare, including Medi-Cal*

{FIRST_NAME} {LAST_NAME}
{ADDRESS_LINE2}
{ADDRESS_LINE1}
{CITY}, {STATE_CD} {ZIPCODE}-{ZIP+4}

Action needed by September 30, {Current_Year}!

{CURRENT_DATE} Case Number: {CASE_NUMBER}

Dear {FIRST_NAME} {LAST_NAME},

It is almost time to renew your health plan for {Next_Benefit_Year}. We need your consent to check if your household can keep financial help next year to lower the cost of your monthly premium. Your consent lets us get information from places like the Internal Revenue Service (IRS) and the Social Security Administration to see if you can keep your financial help.

If you do not give us consent, you could lose your financial help next year. This means you will pay the full cost for your health plan starting January 1, {Next_Benefit_Year}.

Update your consent by **September 30, {Current_Year}**.

You can now text to renew consent!
Text "CONSENT" to 21353 from a phone number **registered** on your account to renew your consent for five years.

Go online:

1. Log in to your CoveredCA.com account.
2. Find and expand the "Account Information" section.
3. Click "Consent for Verification."
4. Choose how many years you would like to give consent and click "Update." You can give consent for up to 5 years.

Call Covered California: {Service_Center_Phone} (TTY: 1-888-889-4500), call Monday through Friday, 8 a.m. to 6 p.m.

Or find in-person help: To find a certified enroller or insurance agent near you, go to CoveredCA.com/find-help.



CalNOD11A

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Thank you,

Covered California

This notice is being sent to you in compliance with Cal. Code Regs., tit. 10, § 6498.

CalNOD11A

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