



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

QUARTERLY SUMMARY REPORT:

APRIL – JUNE, JULY, AUGUST 2021

MOEA ADVISORY GROUP ACTIVITIES

- MOEA Advisory Meeting held virtually on August 5, 2021.
- YouTube recording: <https://www.youtube.com/watch?v=l5I5FjRvjuQ>
 - Meeting Presentation: [Here](#)
- MOEA Co-Chair position is still vacant.

COVERED CALIFORNIA HOT TOPICS

A. Covered California issued several press releases during this quarter. Click [here](#) to read them.

- 4/7: Covered California says Farewell to its Last Founding Board Member and Welcomes New Assembly Speaker Appointee to the Board – Jarrett Tomas Barrios.
- 4/12: Covered California Opens the Doors for Millions of Californians to Benefit from Lower Health Care Premiums, Save Money and Stimulate the Economy Through the American Rescue Plan.
- 4/21: California's Largest Public Health Care Purchasers Unite to Address Gaps in Childhood Immunizations and Colorectal Cancer Screenings Due to the COVID-19 Pandemic.
- 4/26: Covered California Urges the State's Asian American Community to Enroll by April 30 to Get the New Savings on Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 4/27: Covered California Urges San Diegans to Enroll by April 30 to Get the New Savings on Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 4/28: Covered California Urges Bay Area Residents to Enroll by April 30 to Get the New Savings on Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 4/28: Millions of Californians Could Continue to Pay Lower Premiums Due to the American Families Plan.
- 4/29: Covered California Urges Angelenos to Enroll by April 30 to Get the New Savings on Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 5/3: Covered California launches New Television Ad Campaign to Encourage Asian Americans to Save with Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 5/5: Covered California Study Shows How Outreach Helps Consumers Get Improved Coverage and Pay Lower Premiums by Making Better Plan Choices.

- 5/20: Covered California's Enrollment Surges as People Sign Up to Benefit from the New Financial Help and Lower Premiums Now Available Through the American Rescue Plan.
- 5/25: Covered California Urges Central Valley Residents to Enroll by May 31 to Get the New Savings on Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 5/25: Covered California Urges Sacramento, Stockton and Modesto Residents to Enroll by May 31 to Get the New Savings on Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 6/7: Covered California Urges Eureka Residents to Sign Up for Health Insurance to Benefit from Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 6/8: Covered California Urges Chico and Redding Residents to Sign Up for Health Insurance to Benefit from Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 6/15: Covered California Urges Central Coast Residents to Sign Up for Health Insurance to Benefit from Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 6/17: Covered California Urges Monterey and Salinas Residents to Sign Up for Health Insurance to Benefit from Lower Health Insurance Premiums Provided by the American Rescue Plan.
- 6/17: U.S. Supreme Court Rejects Latest Challenge to the Affordable Care Act and Preserves the Landmark Health Care Law for a Third Time.
- 6/21: Covered California Set New Enrollment Record as Thousands Get Lower Premiums from the American Rescue Plan as June Deadline Approaches.
- 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.

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.	Data Requests Requesting data tracking the specific outreach to underserved communities outside of marketing efforts.	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.	Collateral Materials Requesting the 'Immigration Status & Eligibility' fact sheet in additional languages to English and Spanish.	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 will be available in September 2021
3.	Covered California Dotcom Requesting a revisit of the storefront finder on the landing page.	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 December 31, 2021
- **Open Enrollment Virtual Kick-Off Meeting:** September 8, 2021, 1:30 – 3 pm; registration [link](#).
- **Regional Sales Enrollers Virtual Kick-Off Meetings:** September 9, 2021 through September 16, 2021; registration [link](#).
- **Open Enrollment – Starts November 1, 2021**

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/>