



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

Meeting Agenda

Covered California Tahoe Auditorium
1601 Exposition Blvd.
Sacramento, CA 95815

Wednesday, August 7, 2019
1:00 PM – 4:00 PM

Webcast and phone participation options are available for this meeting. See the Meeting Information found below.

Item

- I. **Call to Order and Agenda Overview**
- II. **Covered California Legislative Updates**
 - A. California State Subsidies
 - B. Individual Mandate
 - C. Implementation
- III. **Division Updates**
 - A. Outreach & Sales
 1. Targeting newly subsidy-eligible consumers
 - B. Marketing
 1. OE7 Messaging Plan
 2. Focus Group Research
 - C. Communications
 1. Messaging to New Subsidies
- IV. **MOEA Advisory Members Feedback Discussion Forum**
 - A. State Subsidy Expansion and Penalty Mandate
- V. **Closing**

MEETING INFORMATION

The order in which agenda items are considered may be subject to change. Public comment is taken on each agenda item.

For in person comments: Prior to making your comments, please state your name for the record and identify any group or organization you represent.

The call-in number for teleconference comments is: (800) 230-1085

Confirmation Number: 470416

Please wait until the operator has introduced you before you make your comments. To request to make a comment during the public comment period, press * 1; you will hear a tone indicating you are in the queue for comment. If you change your mind and do not want to make a comment, press #. Assistance is available throughout the teleconference meeting. To request a Specialist: Press * 0.

Each person will be limited to two minutes per agenda item.

Materials available for this meeting are posted on the Exchange website at:
<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>.

Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven calendar days prior to the meeting date to MOEAGroup@covered.ca.com.

If you are a member of the news media and wish to cover this event, please contact (916) 206-7777.

The MOEA Advisory Group meeting can be viewed via a live webcast. The webcast can be accessed at: <https://hbex.coveredca.com/stakeholders/webinar/>

Members Indicating In-Person Attendance:

Alicia Kauk	Staff Attorney	National Health Law Program
Aurora Garcia-Barerra	Senior Community Engagement Advocate	The Children's Partnership
Dan Garrison	Senior VP Carrier Relations	HealthMarkets Insurance Agents
Doreena Wong	Director, Health Access Project	Asian Americans Advancing Justice
George Balteria	CEO	Quote Selections
George Kalogeropoulos	CEO	HealthSherpa
John l'Anson	Sr. Dir. Individual & Small Group Marketing	Kaiser Permanente
Laura Johnson	Director, Marketing	Blue Shield of California
Lezlie Micheletti	Health Policy and Stakeholder Engagement	DMHC
Mark Herbert	California Director	Small Business Majority
Melissa Diamond	Director Advertising & Media	Health Net
Nenick Vu	Associate Director of Managed Care	CPCA
Njeri McGee-Tyner	Chief Eligibility and Enrollment Office	Alameda Health Consortium
Pamela Moore	Program Manager II	Redwood Community Health Coalition
Rick Krum	CA Exchange Director	Anthem Blue Cross
Roberto Ortiz	Insurance Broker	Ortiz & Assoc.
Weiyu Zhang	Community Advocacy Manager	California Pan-Ethnic Health Network

Members Indicating Webinar Attendance:

Amy DeMarco	CA Broker Channel Manager	Molina Healthcare
Kristin McGuire	Western Regional Director	Young Invincibles
Hellan Roth Dowden	CEO and Founder	Teachers for Healthy Kids
Joseph Gabra	Certified Enrollment Agent (Tax Specialist)	Accounting Rivers
Michael Bergstrom	Director	Neighborhood Health Insurance Center