



Marketing, Outreach, and Enrollment Assistance Advisory Group Charter

May 4, 2020 (Final Approved by Covered California Executive Director)

Introduction

Covered California actively engages with a broad range of stakeholders to inform policy development and implementation to meet its mission and goals. The Board of Covered California has identified as among Covered California's core operating values is its commitment to be transparent in its work and to be informed by partnerships with the full range of stakeholders. This transparency and effective engagement are core to earning and keeping the public's trust and to Covered California being accountable to the public. Consistent with those values, Covered California has established the Marketing, Outreach, and Enrollment Assistance (MOEA) Advisory Group to be well informed and provide input to the Covered California Board and staff on critical issues related to Covered California's efforts to assure as many Californians as possible are aware of and use its services.

Purpose

The purpose of the MOEA Advisory Group is to collect perspectives from key experts and stakeholders, provide advice and recommendations, and serve as a sounding board to Covered California staff to assist in the continual refinement of outreach, marketing, and enrollment assistance efforts to meet Covered California's mission. The MOEA Advisory Group will also advise staff on how to best reach specific targeted populations as well as reducing the number of California's uninsured, many of whom are unaware they may be eligible for subsidies. As stakeholder and sales channel partners, Covered California will also engage MOEA Advisory Group members by sharing strategies and seeking input related to improving enrollment and retention efforts.

Covered California is guided by its five strategic pillars, two of which are relevant to the MOEA Advisory Group's purpose and include "effective outreach and education" as well as a "positive consumer experience" from initial enrollment and throughout their journey with health coverage. Covered California's goal is to engage in effective outreach and education so consumers are aware of what we offer, the value of health insurance, and how to enroll.

Scope

Since 2014, Covered California has served more than 3.4 million consumers with affordable, high-quality health insurance. The MOEA Advisory Group has been part of that success and provides feedback on marketing strategies, outreach and education tactics, and enrollment best-practices. In selecting its advisory members, Covered California recognizes the importance

of building culturally and linguistically competent marketing, outreach, and enrollment strategies that reflect California's diversity. In addition, the MOEA Advisory Group may be expanded to include subcommittees and/or groups addressing other emerging issues identified by the MOEA Advisory Group and Covered California staff.

Objectives

The core objectives of the MOEA Advisory Group are get full descriptions of Covered California's plans and to provide advice and recommendations to Covered California staff to inform policy-making related to:

- Health coverage marketing and/or marketing to key populations
- Public relations
- Community outreach
- Facilitating enrollment in health coverage
- Outreach and education in minority or hard-to-reach groups

Meetings and Attendance

The MOEA Advisory Group is required to meet at least twice per calendar year, or more as deemed necessary by the Executive Director following consultation of the membership. Advisory members participation should be in-person. However, members may participate by teleconference so long as a quorum of the members attend in-person, the group provides notice of such members' participation by teleconference at least 24 hours prior to the meeting, and those participating by teleconference are listed in the minutes of the meeting, in accordance with the Bagley-Keene Open Meeting Act. Covered California encourages in-person participation to promote and ensure active engagement. Based on engagement, or lack thereof, Covered California reserves the right to add, extend, exclude and end a membership term early.

All MOEA Advisory Group meetings will be announced in advance and open to the public which allows an opportunity for public participation. Please visit the group webpage: <http://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/> for details.

Membership

The MOEA Advisory Group consists of up to 30 members, plus at least one ex-officio member representing another state agency. Members are selected for a two-year term. The Advisory Group will also include a chairperson who will serve a two-year term. Members, including the chairperson, may continue to serve until a successor is appointed. The MOEA Advisory Group may be expanded to include co-chairs as determined by the MOEA Advisory Group and Covered California staff.

Members are selected to ensure the MOEA Advisory Group provides adequate expertise and perspectives across the areas of marketing, outreach and communications/public relations.

These members should also reflect California's cultural, geographic and economic diversity. Members should be recognized experts in their fields and include representation from:

- Health and dental insurance carriers
- Health insurance agents
- Certified community enrollers
- Outreach, community education, marketing, health care delivery and public health experts from independent academic, research or public health entities
- Consumer advocates with direct and substantial experience in health care outreach and promotion

Experience related to community outreach, health care marketing and/or marketing to key populations, public relations, facilitating enrollment in health coverage, and/or outreach and education to minority or hard-to-reach groups is also strongly desired.