



Marketing, Outreach, and Enrollment Assistance (MOEA)

Advisory Group Meeting Agenda

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

Thursday, March 5, 2020 from 1:00 PM – 4:00 PM

Webcast and phone participation options are available for this meeting.
See the Meeting Information section on page 2.

Item	Estimated Time
I. Call to Order and Agenda Overview	1:00 PM – 1:05 PM
II. Administrative: Final Charter Review & Approval	1:05 PM – 1:10 PM
III. Covered California Updates	1:10 PM – 2:00 PM
A. Open Enrollment 2020 and Renewal	
B. California State Subsidy Program	
C. Individual Mandate	
• MOEA Members Questions and Discussion	
• Public Comments	
IV. Covered California Legislative Updates	2:00 PM – 2:50 PM
A. FY 2020-21 State Budget and Legislative Update	
B. Public Charge Update	
• MOEA Members Questions and Discussion	
• Public Comments	
BREAK	2:50 PM – 3:00 PM
V. Covered California Division Updates	3:00 PM – 4:00 PM
A. Communications & Public Relations	
1. Press Releases	
2. Phone Banks	
3. Real Story Video	
B. Marketing	
1. Research: Health Coverage Mandate & Financial Help Findings	
2. Marketing: Special Enrollment & NQLE Creative	
C. Outreach and Sales	
1. Open Enrollment 2020 Sales Support	
2. Special Enrollment Strategies	
• MOEA Members Questions and Discussion	
• Public Comment	
VI. Adjourn	



Marketing, Outreach, and Enrollment Assistance (MOEA) ADVISORY GROUP MEETING INFORMATION

The order in which agenda items are considered may be subject to change. Committee member comments and public comment are taken on each agenda item.

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

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

For phone comments: Please wait until the Chair opens the dialogue for comments from phone attendees. Each person will be limited to two minutes per agenda item.

Participant Access Information

Toll-Free: 877-692-8954

Participant Code: 1401021

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.gov.

If you would like to submit comments to the MOEA Group, please send them to MOEAgroup@covered.ca.gov.

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

MOEA Advisory Members Indicating Call-In Attendance:

- | | |
|--------------------------|-----------------------------------|
| 1. John L'Anson | Kaiser Permanente |
| 2. Amy DeMarco | Molina Healthcare |
| 3. Laura Johnson | Blue Shield of California |
| 4. Melissa Diamond | Health Net |
| 5. Doreena Wong | Asian Americans Advancing Justice |
| 6. Cori Racela | Western Center on Law & Poverty |
| 7. Kim Martin | L.A. Care |
| 8. Mark Herbert | Small Business Majority |
| 9. Aurora Garcia-Barerra | The Children's Partnership |
| 10. Joseph Gabra | Accounting Rivers |
| 11. Roberto Ortiz | Ortiz & Associates |