



# Comments to the Board

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March 18, 2021 Board Meeting

### **FOR PUBLIC DISTRIBUTION**

#### **Correspondence with Elected/Government Officials**

- None

#### **Correspondence with Stakeholders**

- March 15, 2021 – [Steve Shorr – RE: Received Your “Get Covered” – Thank you!](#)

## BoardComments (CoveredCA)

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**From:** Steve Shorr <steve@steveshorr.com>  
**Sent:** Monday, March 15, 2021 5:22 PM  
**To:** Agents (CoveredCA)  
**Cc:** BoardComments (CoveredCA)  
**Subject:** Marketing Campaign?

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

The agency is preparing a new marketing campaign  
<https://www.coveredca.com/newsroom/news-releases/2021/03/12/covered-california-hails-the-signing-of-the-american-rescue-plan-which-will-benefit-millions/>

\*\*\*Will you mention brokers?

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**From:** Covered California <agents@covered.ca.gov>  
**Sent:** Monday, March 15, 2021 4:36 PM  
**To:** Steve Shorr <steve@steveshorr.com>  
**Subject:** LIVE with Peter V. Lee: The American Rescue Plan



March 15, 2021

### LIVE with Peter V. Lee: The American Rescue Plan

Please join us on March 23 for a live webcast with Covered California Executive Director Peter V. Lee, when he'll discuss the American Rescue Plan and the opportunity this presents to connect millions of Americans with health insurance coverage. [Click HERE to register](#) for this special event. Questions? Email [kickoffevents@covered.ca.gov](mailto:kickoffevents@covered.ca.gov).

SAVE THE DATE

LIVE



WITH **PETER V. LEE**

EXECUTIVE DIRECTOR, COVERED CALIFORNIA

**VIRTUAL EVENT**

A promotional banner for the American Rescue Plan event. The top half features a stylized American flag with stars and stripes. The text is overlaid on the flag. The bottom half is a solid dark blue background with the Covered California logo and event details.

**AMERICAN RESCUE PLAN**  
Learn How New Law Helps Millions  
More People Afford Coverage

**MARCH 23, 2021**  
**10:00-11:00 AM PST**

**CLICK HERE TO REGISTER**

Questions, email [kickoffevents@covered.ca.gov](mailto:kickoffevents@covered.ca.gov).



**COVERED CALIFORNIA**

### The American Rescue Plan Signed into Law

The American Rescue Plan was signed into law by President Biden on March 11, 2021. The [new law will benefit millions of people](#), and Covered California is working hard to implement these benefits quickly:

- Consumers at any income level may be eligible for more financial assistance because the consumer's required contribution was lowered across the board.
- Consumers who enroll in Covered California health plans will not have to pay more than 8.5% of their household income.
- Consumers who earn more than 400% of the Federal Poverty Level may be eligible for federal financial help for the first time.

- Consumers receiving unemployment compensation during 2021 may be eligible for the maximum amount of subsidies if enrolled in Covered California plans.

### **Opportunity for Enrollers**

Enrollers will have exciting opportunities over the coming months to extend financial help to new, and many more Californians.

- **Currently-uninsured consumers** will see more financial help and lower premiums, with many qualifying for \$1-dollar health plans—including some Silver plans.
- **Consumers currently insured off-exchange (directly through an insurer)** may be able to save hundreds or even thousands of dollars by switching to the same or similar coverage through Covered California.
- Most of your **current on-exchange members** will be automatically redetermined to maximize their savings. If you have members who don't receive subsidies today, you can get a head start by making sure their applications are up to date with current income.

We encourage you to **contact your off-exchange consumers** to make sure they are not missing out on potential financial help.

### **Important Reminder to Update Consent for Verification**

This new law may result in enrolled consumers' eligibility to receive more financial help. In April, Covered California will automatically check eligibility for increased financial help for those consumers who have an active Consent for Verification. To make things easier on you and your consumers and to ensure that they receive any increased financial help they may be eligible to receive, please work with your consumers to update their Consent for Verification and confirm that consent is provided through 2022. **For instructions on how to filter consumers by their Consent date and how to update, access our [Consent for Verification Quick Guide](#) now.**

[Partner Tool Kit](#) | [Print Store](#) | [Online Store](#) | [Small Business](#) | [www.coveredCA.com](http://www.coveredCA.com)



Covered California's Agent Service Center  
Phone: 877-453-9198 Monday - Friday 8:00 a.m. - 6:00 p.m.

E-mail: [Agents@covered.ca.gov](mailto:Agents@covered.ca.gov)

Check the [Agent Service Center schedule](#) for availability.

Do you have suggestions for how we can make this newsletter better?  
Contact us at [OutreachandSales@covered.ca.gov](mailto:OutreachandSales@covered.ca.gov). We want to hear from you.

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This message was sent to [steve@steveshorr.com](mailto:steve@steveshorr.com) from [agents@covered.ca.gov](mailto:agents@covered.ca.gov)

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