



FOR IMMEDIATE RELEASE
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Contact: Rosamaria Marrujo
info@cahip.com

CAHIP President, Rosamaria Marrujo - Represents the Agent/Broker Community at the Covered California Press Conference Ahead of Open Enrollment

Sacramento, California – [October 30, 2024]- Covered California launched its 2025 open enrollment period yesterday with a press conference at the California State Library in Sacramento. Secretary Xavier Becerra of the U.S. Department of Health and Human Services joined state leaders and key representatives from the health insurance industry to emphasize the importance of accessible health coverage and health literacy for Californians.

Rosamaria Marrujo, CEO of Trusted American Insurance Agency and President of the California Association of Health Insurance Professionals (CAHIP), attended the event representing the agent and broker community. Highlighting the vital role brokers play in expanding healthcare access, Marrujo stated, “It was wonderful to meet Secretary Becerra and showcase the importance of agents and brokers in the community.”

During the event, Covered California’s Executive Director Jessica Altman acknowledged and thanked the contributions of brokers, expressing appreciation for their continued service.

Highlights of Covered California’s Open Enrollment for 2025:

- **New Financial Assistance for Californians:** Beginning Nov. 1, increased state funding through Covered California’s cost-sharing reduction program will provide enhanced support, especially for those above 200% of the federal poverty level. The program offers no-deductible plans and reduced out-of-pocket costs for over 800,000 enrollees.
- **Expanding Eligibility for DACA Recipients:** For the first time, Deferred Action for Childhood Arrivals (DACA) recipients can enroll in Covered California plans, providing an additional estimated 40,000 Californians access to affordable health coverage.
- **“Let’s Talk Health” Literacy Campaign:** Covered California launched this statewide initiative to improve health literacy, partnering with local libraries to offer in-language resources and educational events to help consumers understand their health insurance options.
- **Record-Low Uninsured Rates in California:** California’s uninsured rate has fallen from 17.2% in 2013 to a historic low of 6.4% in 2023, illustrating the success of outreach and financial support programs in expanding access to health coverage.



With open enrollment running through Jan. 31, 2025, uninsured Californians are encouraged to explore their coverage options.

Trusted American Insurance Agency's CEO, Rosamaria Marrujo, is a dedicated advocate for advancing access to affordable healthcare for all Californians. As she continues her work at the state level, she is committed to representing brokers statewide and highlighting the essential support they provide to their communities.

Visit CAHIP's [Newsroom](#) to learn more about on-going healthcare and legislative updates.

If you are interested to learn more about how to get involved and directly support state and national Political Action Committees program visit our [Legislative Programs](#) or [PAC](#) pages.



From left; 1) Rosamaria Marrujo meeting Secretary Xavier Becerra of the U.S. Department of Health and Human Services, with Jessica Altman, Executive Director of Covered California, and Amanda McAllister-Wallner, Interim Executive Director for Health Access California. 2) Marrujo with United States Representative from California, Doris Matsui. 3) Marrujo with Doug McKeever, Chief Deputy Executive Director at Covered California.



From left; 4) Rosamaria Marrujo, CEO of Trusted American Insurance Agency, with Xavier Becerra, U.S. Secretary of Health and Human Services; Jessica Altman, Executive Director of Covered California; and Amanda McAllister-Wallner, Interim Executive Director for Health Access California.

5) Xavier Becerra, U.S. Secretary of Health and Human Services, speaking on the “Let’s Talk Health” campaign, alongside distinguished speakers: Jessica Altman, Executive Director of Covered California; Kim Johnson, Secretary of the California Health and Human Services Agency; Doris Matsui, Chief of Health Insurance Programs at the Department of Health Care Services; and Dr. Ami Bera, U.S. Representative for California’s 6th Congressional District.

6) Doris Matsui, Chief of Health Insurance Programs at the Department of Health Care Services, discussing the importance of providing access to coverage and services for all Californians, especially the uninsured, with distinguished speakers Kim Johnson, Secretary of the California Health and Human Services Agency; and Dr. Ami Bera, U.S. Representative for California’s 6th Congressional District.



Distinguished guest speakers, from left to right, Dr. Ami Bera, U.S. Representative for California’s 6th Congressional District, Doris Matsui, Chief of Health Insurance Programs at the Department of Health Care Services, Kim Johnson, Secretary of the California Health and Human Services Agency, Jessica Altman, Executive



Director of Covered California, Xavier Becerra, U.S. Secretary of Health and Human Services, and Greg Lucas, California State Librarian.

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CAHIP (California Agents and Health Insurance Professionals), the state-level arm of NABIP in California, works to improve our members' ability to meet the health, financial and retirement security needs of all Californians and Americans through education, advocacy, and professional development. For more information, please visit: <https://cahip.com/>.