

**ACA Readiness Project**  
Outreach and Education Subcommittee Meeting  
April 10, 2014  
Meeting Notes

**Attendees:** *Blanca Alvarado (Parent Institute for Quality Education), Nai Saechao (Healthy House), Chris Bobbitt (Human Services Agency), Griselda Vazquez (Livingston Medical Group), Hortensia Silva (Public Health), Maeve Gannon (RHA), Don Ramsey (Feet Changing Lives), Lou Thao (Merced Lao Family), Isai Palma (Building Healthy Communities), Myisha Reed (First 5 Merced County), Jennifer Mockus (Central California Alliance for Health), Silvia Gonzalez (Castle Family Health Centers), Brian Mimura (TCE), Kathleen Grassi and Cindy Valencia (Public Health)*

**Committee Updates:**

- Cindy, from Public Health, provided an update on the AB 82 Medi-Cal Outreach and Enrollment grant. Cindy shared that 50% of the funds received would go to a community based organizations through a competitive Request for Proposals. The Department of Health Care Services is still clarifying questions about funding community based organizations who already receive \$58/successful application. This new funding is intended to supplement/enhance, not supplant, existing O&E efforts. The Merced County grant will focus on reaching three out of seven targeted populations outlined in AB 82, Section 71: 1) people with mental health disorder needs, 2) families of mixed-immigration status, and 3) people with limited English proficiency.
- Griselda, from Livingston Medical Group, said they were waiting to hear more information about an upcoming Covered CA Navigator program. Currently they have different staff doing the outreach versus enrollment. The enrollment staff actually draw down the \$58/application to avoid duplication issues. The Navigator program will provide additional funds for outreach and education activities, but will have a specific scope of work for targeted communities. This is basically a hybrid of O&E and CEC funded through the money Covered CA gets from insurance companies based on enrollments. Staff working under this grant if funded will have specific delegations.
- Maeve, from RHA, said they are going into special enrollment (e.g. special circumstances). There is some confusion in the public around COBRA benefits. If a person is offered COBRA due to loss of employment, the person must decline COBRA to be eligible for special enrollment, otherwise the person is stuck with COBRA. There are other life circumstances, also includes formally incarcerated. Covered CA is set up for Medi-Cal only, or special enrollment, and will open up enrollment on Oct. 1<sup>st</sup> for seven weeks.
- Rev. Don Ramsey sent the faith based community letter to several congregations/faith based community network and received a few response.
- Brian, from The California Endowment, updated the group on TCE's ongoing focus on community, local and statewide level push to support Medi-Cal enrollment. New statewide media strategies in the works for Healthcare4All campaign. There was an event at

County Board of Supervisors/M st. help raise the profile on the importance of health coverage for all. More to come on the communications plans.

- Lou Thao, from Merced Lao Family, said they were working on outreach and enrollment.
- Isai, from BHC, suggested setting up a time to discuss opportunities for the BHC Prevention action team and alignment of common goals/integration into Outreach and Education subcommittee. He also shared that the City of Livingston event connected 288 individuals, or over 100 families to health care coverage. There was great collaboration between the City of Livingston, the Consortium and other entities.
- Lupe, from PIQE, reported that she is now a CEC. The events were very powerful and demonstrated good partnership. Human Services Agency provided additional support. The City of Livingston event came together in seven days and a key partner was the City Manager.
- Healthy House, also had their own enrollment events and connected a total of 450 individuals, around 250 families to health care coverage. To date, Healthy House has assisted over 1,000 individuals and mostly assisted with Medi-Cal applications.
- Jennifer Mockus, from the Alliance, said new Medi-Cal applications initially site with Fee-For-Service Medi-Cal at the State for about a month before they are transitioned as Alliance members. In March/April they saw a new memberships go up tremendously. Merced County numbers far exceed Monterey and Santa Cruz. Approximately, 6,000 new members came through, of these 700 came in through the Express Lane.
- Silvia, from Castle, said they have 8 CECs and assisted with 356 enrollments. They would get the patients ID and any other documents to finish up applications. The flow is much slower now.
- Griselda, from LMG, said they were accepting walk-ins through March 31<sup>st</sup> and were able to start the application. The consumer could return later if needed, but at least they started the process. The flow is also calm and they are getting ready for the next season.
- Chris, from HSA, said that it was helpful to inform people what they needed to bring with them to apply. They completed 80 Medi-Cal applications at 3 events. Over 1,000 applications came in through the Express Lane option. These applications get put into Medi-Cal and consumers won't have to go through the Medi-Cal process until they go through CalFresh renewal. Call Center numbers for all calls were as follows: Jan – 591 calls, Feb. 438, March – 674. HSA is trying to take the oldest applications, but the system is not very organized. HSA can make the Medi-Cal retroactive to Jan. 2014. If consumers have questions they can call 385-3000 or follow-up in person at Wardrobe St. As of March 1<sup>st</sup>, there were still 6,886 applications that needed to be linked. If a family moves to another county they need to contract either office to initiate the transfer. They are doing targeted outreach with the Hmong population and with the jail population (approximately 400 applications to date).
- The group talked about the importance of messaging for those who “missed the bus.” Messages need to explain how the process works and let them know that they can't apply for Covered CA right now until the next open period starts. Penalty is minimal now and will increase next year. Share information about special enrollment circumstances. Focus on penalty message and plan a Merced County kick-off event. Focus on parents to share the message with their young adults. People still remember the past Medi-Cal guidelines and more education is needed.

## **Outreach and Enrollment Strategies:**

### *2013-2014 Open Enrollment Data Collection Tool*

- Cindy shared a draft enrollment tool. The group felt it was best to continue to track collaborative numbers at enrollment events and right now is not the right time for this analysis by agency. Jennifer said the Alliance could populate quarterly reports for membership by zip code.

### *Revisit O&E Matrix*

- Cindy, reminded the subcommittee about the original matrix. Folks agreed it should get updated and some additional fields to capture were: adding targeted schools/school districts, refine the venues list and add the funding stream to support this work. The post-enrollment survey would help populate the information to update the matrix.

### *Lessons Learned and Plans for ongoing Medi-Cal Outreach*

- The group talked about the importance of messaging for those who “missed the bus.” Messages need to explain how the process works and let them know that they can’t apply for Covered CA right now until the next open period starts. Penalty is minimal now and will increase next year. Share information about special enrollment circumstances. Focus on penalty message and plan a Merced County kick-off event. Focus on parents to share the message with their young adults. People still remember the past Medi-Cal guidelines and more education needed.

### *O&E Meeting Schedule*

- Cindy proposed meeting every other month or quarterly. The group felt meeting every other month was fine now, but we should meet monthly again starting August.

## **Next Steps:**

- Complete the post-enrollment survey to inform collaborative planning.
- Cindy will send an updated meeting schedule.
- Next meeting on June 13, 2014