ACA Readiness Project

Outreach and Education Subcommittee Meeting Feb. 21, 2014 Meeting Notes

Attendees: Kian Kolchi (Healthy House), Griselda Vazquez (Livingston Medical Group), Hortensia Silva (Public Health), Ivan Prado (Golden Valley Health Centers), Griselda Villa (Golden Valley Health Centers), Lupe Delgado (United Way), Claudia Corchado (United Way), Don Ramsey (Feet Changing Lives), Joau Lee (Merced Lao Family), Isai Palma (Building Healthy Communities), Myisha Reed (First 5 Merced County), Melissa Kelly-Ortega (Central California Alliance for Health), Marlene Delgado (UC Merced Students Advocating Law & Education), Irais Leal (UC Merced-SALE), Gustavo Flores (UC Merced-SALE), Silvia Gonzalez (Castle Family Health Centers) and Cindy Valencia (Public Health)

Committee Updates:

- Griselda, from Livingston Medical Group, reported that the Covered CA site is down and while taking paper applications is not optimal it is an option to continue to enroll people.
- Silvia, from Castle Family Health Center, said they are rescheduling patient enrollment appointments because the paper application is so lengthy. If the Covered CA enrollment site is still down on Monday they will have to resort to the paper application.
- Rev. Don Ramsey suggested putting a list of clergy together and stressed the importance of working with faith based communities.
- Joau, from Merced Lao Family, is hoping to become an official Certified Enrollment Counselor by next week.
- Claudia, from United Way, shared that United Way staff are looking into applying to become CEC. They will keep us posted and also shared that Lupe Delgado is leaving United Way.
- Ivan, from Golden Valley Health Centers, also reported issues with the Covered CA site. Griselda, is waiting for a background check to become a Certified Enrollment Counselor.
- Kion, from Healthy House, is planning an event at the Carver Center in Dos Palos on March 1st. He will send us the flyers soon.
- Myisha, from First 5, said they are pushing out information to their preschool/early childhood educator network. They are getting a lot of questions about where to go, how to make payments and also heard some parents are struggling with having to decide on whether they will pay for childcare or healthcare insurance. More to follow on the magnitude of this issue in our community.
- Gustavo, from UC Merced SALE, said they are the official voice for undocumented students at UCM. Their goal is to inform undocumented students about education. A lot of parents have questions about their undocumented student's options. Cindy, from Public Health, reminded the group about the helpful resources in the meeting packet: Health Law Advice Line, California Health Care Resources Guide for Undocumented Immigrants, Deferred Action Childhood Arrivals Webinar slides and report on Implementing

- Policies and Practices for the Remaining Uninsured. CRLAF will present on Immigrants and the ACA at the Thurs., Feb. 27th Healthcare Consortium meeting.
- Melissa, from the Alliance, reported that they've seen an increase in new Medi-Cal enrollments. She works with providers in the Merced area.

Outreach and Enrollment Strategies:

Covering Your City/Community

• Isai, from Building Healthy Communities, passed out the Planada event internal enrollment agenda, volunteer list and layout. Set-up starts at 9:15 and doors open at 10 AM. The event runs through 3 PM. The purpose of the event is to: 1) Enroll every community resident into a health care insurance plan; 2) Educate community residents on the ACA and how they benefit; 3) Inform community residents about the types of health care resources available in Merced. Cindy thanked Isai for taking the lead in coordinating this event and Isai thanked the committee for their commitments.

Enroll America

• Isai, also announced that Enroll America is a great tool to help target enrollment efforts (e.g. putting flyers in targeted locations, phone banking and door knocking). Cindy and Joua Lee are trained to use the database. They just received a log-in to access data. Isai asked for volunteers, especially encouraging TCE grantees to use this tool. There was discussion about whether students and community residents could help, but who would be liable if something happened while doing on the ground outreach. Isai would follow-up with United Way to learn about existing liability coverage for volunteers.

Targeted Communication Strategies

• This agenda item was not discussed as many of the members who were a part of the original discussion that occurred at the BHC Prevention Action Team were not present.

Faith Based Communities

• Rev. Don Ramsey, said there are almost 100 faith based sites in Merced and he has an established network of about 70. Rev. asked the group to treat faith based communities as an ACA partner. Griselda, from Livingston Medical Group, said she has a good relationship with a couple congregations in Atwater, Hilmar and also a Sikh temple in Livingston. They have conducted outreach, education and enrollment events at several sites. Not all congregations are interested (e.g. the Catholic Church in Livingston saw the ACA tied to our President). Griselda stressed the importance of sending a Certified Enrollment Counselor that represents the

community (e.g. CEC in Hilmar speaks Portuguese and the CEC working with the Sikh temple speaks Punjabi). Establishing these relationships takes time and can be done.

Enrollment Dashboard

- Cindy proposed collecting readily available local data from Certified Enrollment Counselors and Medi-Cal. Livingston Medical Group and Castle Family Health Center were willing to send data through Feb. 28th. Cindy will follow-up with others to try and capture collective outreach and enrollment numbers. The Alliance gathers monthly snapshots of newly Medi-Cal eligible members.
- Melissa and Jennifer (via email), from the Alliance, shared an update on newly eligible Medi-Cal members. At the end of Jan. there were 900 newly eligible members and 25 LIHP transitions (possibly people who relocated to Merced from other Counties). On Feb. 20th there were almost 1,900 newly Medi-Cal eligible members and 36 LIHP transitioned members on file. The Alliance expects to see ongoing growth through March. Most newly Medi-Cal members are enrolled in fee for service Medi-Cal at least the first 30 days of Medi-Cal. After that, they become Alliance members. In addition, there were many folks that enrolled for coverage via Covered CA and Medi-Cal applications that are still getting processed.

Other

Express Lane Enrollment

- Cindy asked if anyone heard about ELE? The group was interested in receiving more information on ELE into Medi-Cal program. Currently CalFresh beneficiaries may be enrolled in Medi-Cal without having to complete a Medi-Cal application. Families who receive the letters with their unique Personal Identification Number can enroll into Medi-Cal with no application needed! The most important information to share with families and enrollment staff is that it only takes one of the below three steps to benefit from ELE Medi-Cal coverage:
 - 1. Enroll online at http://dhcs.ca.gov/ExpressLane. This will enroll you into Medi-Cal. Use your Personal Identification Number (PIN) in the upper right corner of this letter to log in.
 - 2. Call Health Care Options (HCO) Monday Friday, 8 am 5 pm at 1-844-212-0003, (TTY): 1-800-430-7077. Say you are calling for "Express Lane." Say you have CalFresh and want Medi-Cal.
 - 3. Fill out and mail the form in the enclosed envelope. Families/Individuals, must include the "Join Medi-Cal Form."

Next Steps:

- Attend the Enrollment events on Feb. 22nd in Planada and continue to promote the March 8th event in Merced.
- Cindy will send Rev. Don Ramsey the draft faith based community letter, list of certified enrollment counselors, ACA fact sheet and Merced Enrollment event flyers. Rev. Don Ramsey will distribute electronically to his faith based community network.
- Cindy will use the Enroll America database and work with Isai to share maps/lists.