

ACA Readiness Project
Outreach and Education Subcommittee Meeting
November 8, 2013
Meeting Notes

Attendees: Alice Kieffer (Castle Family Health Centers), Isaac Medina (Castle Family Health Centers), Candice Adam-Medefind (Healthy House), Corrina Brown (Human Services Agency), Rebekah Capron (Human Services Agency), Griselda Vasquez (Livingston Medical Group), Deepi Sahota (Livingston Medical Group), Hortensia Silva (Public Health), Ivan Prado (Golden Valley Health Centers), Jeanine Aguilar (Planned Parenthood), Coabina Villanueva (Central California Alliance for Health), Lupe Delgado (United Way), Michael Johnson (Public Health), Octavio Valencia (Alliance for Community Research and Development), Paul Thao (Merced Lao Family), Blanca Alvarado (PIQE), Isai Palma (Building Healthy Communities), Rev. Don Ramsey (Feet Changing Lives), Cindy Valencia (Public Health) and via teleconference: Efrain Cornejo, Dustin Lyda, and Drew Kyler (Covered CA staff)

Outreach, Education and Enrollment:

- Corrina Brown provided an update on the Human Services Agency (HSA) Center Regional Call Center. The Covered CA Call Center receives calls from individuals, including those who want financial assistance or that may qualify for Medi-Cal. Covered CA Call Center staff will ask 7-8 quick sort questions to screen for Medi-Cal. If a staff member determines possible Medi-Cal eligibility then the person will get transferred to the Regional Call Center. In October, the Regional Call Center received close to 600 calls, staff answer calls within a second and the average handle time is 38 min. The end result may be Medi-Cal eligibility or if ineligible, but eligible for the premium subsidy then staff will finish up that process over the phone, help the person set-up an account for web access and the individual can also come into HSA for face-to-face assistance. HSA staff will also follow-up on pending verifications of applications generated from Certified Enrollment Counselors. HSA Medi-Cal intake staff will refer people who do not meet today's Medi-Cal eligibility rules (denied Medi-Cal applications) to Covered CA for back-end processing at the Call Center to determine if the individual is eligible under 2014 Medi-Cal Expansion rules. Q: How do you handle non-English callers? A: If they call HSA they have bilingual staff in Spanish, Chinese, and Punjabi and can also access a translation line. Q: What if a person uses the Covered CA calculator and falls within the Medi-Cal income guidelines? Should the person go directly to HSA or go through Covered CA? A: The Covered CA Calculator is gauged for Medi-Cal rules in January. HSA is encouraging people to enroll. Anyone asking for financial assistance will get screened for Medi-Cal. Best to enroll now so they have coverage by Jan. 1. This way the individual is screened for residency, the process starts and can avoid further delays. Q: Will there still be Medi-Cal Share of Cost? A: Share of Cost will never exist with the Medi-Cal Expansion group; however, Pre-ACA Medi-Cal will have a Share of Cost. HSA will know more on the actual calls and application count in January. Contact Corrina Brown at cbrown@hsa.co.merced.ca.us with any additional Medi-Cal Expansion or Regional Call Center questions.

- Griselda Vasquez provided an update on the Livingston Medical Group (LMG) Outreach, Education and Enrollment efforts in Livingston, Hilmar, Delhi, Stevenson and Atwater. LMG is doing in-reach, collaborating with schools and churches (working with Merced Organizing Project and PICO), and also participated in an O&E event in Atwater. The information was well-received in the City of Livingston, Delhi and Atwater. LMG has engaged schools in Livingston, Delhi and is still waiting to hear back from Hilmar School District. Hilmar is not on board yet and hope Hilmar will at least allow the LMG to send out the message, even if the District is not interested in being the crusader. LMG also hosted a town hall/community event in Hilmar. There were a lot of people interested and with a lot of questions. LMG worked with some Catholic Churches, some parishioners are accepting of the message, while others do not see the value of ACA opportunities. LMG has and will continue to provide community presentations at churches, community centers, city council meetings and where ever they are welcomed to present.
- Isaac Median from Castle Family Health Centers (CFHC) asked if other agencies were still having issues getting approved to be at events. United Way shared that they were recently denied to attend an event. CFHC is doing community presentations on CFHC services and including ACA information in their presentations.
- Lupe Delgado was recently informed that she needed to get any Covered CA presentation approved prior to conducting community presentations. Other Covered CA grantees shared that they were not aware and understood that they could use the approved Covered CA presentations without an added layer of approval.
- Candice Adam-Medefind reported that Healthy House was involved in public radio opportunities.

Outreach and Enrollment Strategies:

Faith Based Communities

- Efrain Cornejo (email: Efrain.Cornejo@covered.ca.gov; phone number: (916) 323-3794) and his colleagues from Covered CA shared information on Cover Your Congregation, City Day and Library Week campaigns. The campaigns launched this week and staff encouraged partners to work with their congregations. Partners can ask to take part in the announcement section, provide a brief 5 minute overview and direct people to where they can get answers to their questions. The congregations can make an announcement that identifies a certain day/time where people can go to get answers, such as a local library or a city building. The Cover Your Congregation, City Day and Library Week can work well together. LMG already started working with the Catholic Church in Atwater to conduct outreach events and include information in the bulletin. Covered CA is working on developing toolkits to assist local partners interested in partnering with libraries or cities. The toolkits will be sent by the following Wednesday to all Covered CA grantees. The library is a good site because there are computers there to facilitate the enrollment. The city campaign encourages elected officials, like the Mayor, to stand up and proclaim that the City stand behind the movement to get people covered. Covered CA staff said that it is okay to collaborate and have as many resources as needed at one particular event. Covered CA recently sent elected officials a letter (see attachment) inviting elected to participate in “Cover Every City” initiative. Rev. Don Ramsey volunteered to ask the Mayor Stan Thurston if he received the letter. Isai Palma volunteered to facilitate a meeting with the Mayor and Griselda Vasquez also volunteered to attend a meeting once it is

scheduled. Griselda Vasquez thinks this type of campaign might work in the City of Livingston. Lupe Delgado said she is already working with the Mayor and would like to collaborate with LMG. United Way and LMG will collaborate and propose this idea to the City of Livingston Mayor/City Council/City Manager. Rev. Don Ramsey asked for a list of all the Mayors in Merced County who received the “Cover Every City” initiative letter. Covered CA staff offered to send a list at a later time. Overall, Covered CA staff received responses back from Modesto, Kings, Los Angeles, Long Beach and San Francisco elected interested.

- Rev. Don Ramsey asked what anyone in the group has been doing to interact with the faith based communities thus far. Griselda Vasquez said she worked with the Catholic Church in Atwater, Livingston and Hilmar. She received a positive response in Atwater, while the other congregations were not receptive. Griselda suggested partnering with Bud and Lucy. Griselda has already started partnering and thinks Bud/Lucy are already working on connecting with congregations. Healthy House is also partnering and is funded in part by a grant through PICO. Healthy House said the Hmong Shaman was approached and also mentioned another Pastor was on board. Rev. Don Ramsey said the clergy has been trying to corral clergy for years and it is difficult because each group has different missions and unique visions. He has constant communications with clergy through Feet Changing Lives and Merced Cease Fire. Currently he has 57 Clergy on the email list. He stressed that clergy will need to hear the message 5-6 times and the group needs to write a wonderful enticing letter with ACA info. Griselda Vasquez shared that MOP might already have a letter or something we can work off of. Father Patrick McCormick is the Monsignor for the Catholic church and could assist with distributing the message to every Catholic church under his umbrella. Michael Johnson suggested creating a list of all the faith based communities/contacts and asking the subcommittee to identify who has a membership or a contact. The group agreed that it was a good idea to start with the churches we are already connected to. This is the strategy that LMG used in Atwater and worked well.
- Hortensia Silva asked about efforts in the Westside (Los Banos, Dos Palos) since she did not see their representation at the meeting. Planned Parenthood, United Way and Healthy House shared that they are working in the Westside. Healthy House just hired two certified enrollment counselors from the African American community to work in Los Banos. The Alliance announced that they are going out to Gustine to share information about the Alliance and ACA. Cindy will invite Carolyn Nazabal from the Los Banos Hospital to the next meeting.

Schools

- Cindy shared information about the All In campaign and existing tools (fact sheets, wallet cards) tailored specifically for schools. Cindy shared information about the new law, AB 422 School lunch program applications: health care notice http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201320140AB422 , which calls upon schools to do the following, effective Jan. 1, 2014: 1) Advise the applicant that the applicant may be eligible for reduced-cost comprehensive health care coverage through the California Health Benefit Exchange; 2) Advise that, if the applicant’s family income is low, the

applicant may eligible for no-cost coverage through Medi-Cal; and 3) Provide the applicant with the contact information for the California Health Benefit Exchange, including its Internet Web site and telephone number.

- The All In campaign staff offered to conduct a webinar to introduce the campaign in more detail on Dec. 3rd from 11:00-11:45.

Outreach to Specific Groups:

- Paul Thao reported that Lao Family has contacted the leader, clan leader and will provide outreach, education and enrollment assistance for the Southeast Asian population in various languages, including Hmong, Mein and Lao. They are in the process of becoming certified enrollment counselors.
- Cindy Valencia shared new tools from the California Rural Legal Assistance Foundation: DACA & Obamacare Flowchart, Farm Workers and Obamacare Flowchart, Immigrants and Obamacare Flowchart, Mixed-Status Families and Obamacare Flowchart and Undocumented and Obamacare Flowchart. These and all tools mentioned today will be posted on the O&E website: <http://www.co.merced.ca.us/publichealth/ca>.

Next Steps:

- Subcommittee members were invited to attend the Covered CA and Medi-Cal Expansion training on Nov. 15th from 8:30-10:30 AM at the Public Health Auditorium.
- Cindy will follow-up with MOP to access an existing letter to use/adapt as a means of connecting with the faith based communities.
- Cindy shared the draft Certified Enrollment Counselor list. Subcommittee members will send feedback by Wednesday of next week. The final version will be available by Friday, Nov. 15th. The ACA Readiness Project wallet cards will also be ready then.
- Isai will contact Mayor Thurston, Rev. Don Ramsey will also mention the “Cover Your City Day” letter to Mayor Thurston. Isai will report back on this at the larger Consortium meeting.
- Candice and Griselda Vasquez volunteered to report back on the subcommittee efforts at the Consortium meeting on Thursday, Nov. 21st.