



**Ventura County Medi-Cal Managed Care Commission (VCMCC)
dba Gold Coast Health Plan (GCHP)**

Community Advisory Committee Meeting

Wednesday, July 31, 2019, 4:00 p.m.

Gold Coast Health Plan, 711 E. Daily Drive, Community Room, Camarillo, CA 93010

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIANCE

OATH OF OFFICE

ROLL CALL

PUBLIC COMMENT

The public has the opportunity to address the Community Advisory Committee (CAC). Persons wishing to address the Committee should complete and submit a Speaker Card.

Persons wishing to address the CAC are limited to three minutes. Comments regarding items not on the agenda must be within the subject matter jurisdiction of the Committee.

CONSENT ITEMS

- 1. Approval of the Community Advisory Committee meeting minutes
Regular meeting of April 24, 2019**
Presenter: Committee Chair Rita Duarte-Weaver

DISCUSSION ITEMS

- 2. Roundtable Discussion – Committee Members**
Led by: Committee Chair Rita Duarte-Weaver
- 3. Action Items**
Status of Action Items from prior meetings
Led by: Luis Aguilar, Manager of Member Services

Meeting Agenda available at <http://www.goldcoasthealthplan.org>

**Ventura County Medi-Cal Managed Care Commission (VCMCC) dba Gold Coast Health Plan (GCHP)
July 31, 2019 Community Advisory Committee Meeting Agenda (continued)
LOCATION: Community Room at 711 E. Daily Drive, Camarillo, CA 93010
TIME: 4:00 p.m.**

- 4. CAC review of new Member Rights and Responsibilities document**
Review of new member Rights and Responsibilities document
Staff: Luis Aguilar, Manager of Member Services
- 5. CAC recommendation of questions for member newsletter survey**
Discussion of proposed survey postcard to be placed in member newsletter.
Staff: Susana Enriquez-Euyoque, Public Relations Manager

REPORTS

- 6. Report on Community Advisory Committee Report to Commission**
Report on the Commission meeting of May 20, 2019
Commission response to CAC presentation, next steps, etc.
Presenter: Committee Chair Rita Duarte-Weaver
- 7. Government Relations Report**
Report on current legislative activities and grant results
Staff: Marlen Torres, Director, Government and Community Relations
- 8. Gold Coast Health Plan Community Relations Strategic Plan**
Report on CAC engagement in community activities
Staff: Chris Hodina, Director of Operations
Marlen Torres, Director, Government and Community Relations
- 9. Commission meeting August 26, 2019**
Report on August 26, 2019 Commission meeting in Ventura
Staff: Chris Hodina, Director of Operations
- 10. Chief Executive Officer (CEO) Report**
GCHP update by CEO
Staff: Dale Villani, CEO

PRESENTATIONS

- 11. Chief Diversity Officer (CDO) presentation**
CDO report on position of the CDO
Staff: Ted Bagley, Chief Diversity Officer

**Ventura County Medi-Cal Managed Care Commission (VCMCC) dba Gold Coast Health Plan (GCHP)
July 31, 2019 Community Advisory Committee Meeting Agenda (*continued*)
LOCATION: Community Room at 711 E. Daily Drive, Camarillo, CA 93010
TIME: 4:00 p.m.**

ADJOURNMENT

Unless otherwise determined by the Committee, the next regular meeting of the Community Advisory Committee will be held on October 30, 2019, 4:00 p.m. at Gold Coast Health Plan,

Meeting Agenda available at <http://www.goldcoasthealthplan.org>

Administrative Reports relating to this agenda are available at 711 East Daily Drive, Suite #106, Camarillo, California, during normal business hours and on <http://goldcoasthealthplan.org>. Materials related to an agenda item submitted to the Committee after distribution of the agenda packet are available for public review during normal business hours at the office of the Secretary of the Committee.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact (805) 437-5562. Notification for accommodation must be made by the Monday prior to the meeting by 1:00 p.m. to enable GCHP to make reasonable arrangements for accessibility to this meeting.

The agenda was posted at the Gold Coast Health Plan Notice Board and on its website.

Ventura County Medi-Cal Managed Care Commission (VCOMMCC) dba Gold Coast Health Plan (GCHP)

Community Advisory Committee (CAC) Minutes

April 24, 2019

(Not official until approved)

CALL TO ORDER

CAC Committee Chair Rita Duarte-Weaver called the meeting to order at 4:05 p.m. at the offices of Gold Coast Health Plan (GCHP), 711 E. Daily Drive, Suite 106, Camarillo, CA 93010, in the Community Room. The Pledge of Allegiance was recited.

ROLL CALL

COMMITTEE MEMBERS IN ATTENDANCE

Rita Duarte-Weaver, Ventura County Public Health Department

Estelle Cervantes, Beneficiary Member (arrived at 4:30 pm)

Norma Gomez, Mixteco Indigena Community Organizing Project

Frisa Herrera, Casa Pacifica

Laurie Jordan, Rainbow Connection / Tri-Counties Regional Center

Ruben Juarez, County Health Care Agency

Curtis Updike, County Human Services Agency (HSA)

Pablo Velez, Amigo Baby

ABSENT COMMITTEE MEMBERS

Paula Johnson, ARC of Ventura County

Language interpreting and translating services provided by GCHP from Lourdes González Campbell and Associates.

PUBLIC COMMENT

None

CONSENT ITEMS

1. Approval of the Community Advisory Committee Meeting Minutes of January 30, 2019

Committee Member Curtis Updike motioned to approve the meeting minutes of January 30, 2019. Committee Member Frisa Herrera seconded the motion. The motion carried with the following vote:

AYES:	Duarte-Weaver, Gomez, Herrera, Jordan, Juarez, Updike, Velez
NOES	None
ABSTAIN:	None
ABSENT:	Cervantes (at time of vote), Johnson

2. Nominations and Election of Committee Vice-Chair

Committee Chair Rita Duarte-Weaver announced that our Committee Vice-Chair had resigned in 2018 and stated the need to nominate and elect a new Committee Vice-Chair. Committee Member Updike motioned that Committee Member Ruben Juarez be nominated for the position of CAC Committee Vice-Chair. Committee Member Frisa Herrera seconded the nomination. A vote was taken and the motion carried naming Committee Member Juarez as the Vice Chair.

DISCUSSION

3. Community Advisory Committee Report to Commission

Committee Chair Duarte-Weaver began the discussion on the CAC report to the Commission by reviewing the slides created from the ad hoc committee meeting held on March 27, 2019. Committee Member Herrera asked for clarification of who the Commissioners are. GCHP staff provided that information. A final ad hoc meeting will be scheduled to finalize the presentation.

COMMITTEE MEMBER COMMENTS/QUESTIONS

Discussion was held regarding new legislation and the undocumented population and how they will be handled by the Human Services Agency (HSA). Discussion also held about the new SSI Cash-out program allowing SSI/SSDI recipients to receive CalFresh benefits, Committee member Curtis Updike provided additional details for this program

Committee Member Laurie Jordan provided information on several programs currently taking place at the Rainbow Connection/TCRC. Some of these programs are Augmentative and Alternative Communication for the 0-3 population, a toddler program together with Public Health, a program for picky eaters, an autism and epilepsy conference, working with CalFresh, and a program on emotional regulation. Committee Member Jordan also commented on the discussion held at the Commission meeting regarding the increase in physical therapy expenses coming from Applied Behavioral Analysis (ABA) and the positive impact this has on families.

Committee Member Juarez provided an update on the Whole Person Care (WPC) program. The team is currently case-managing 800 active members. Services include coordination of services, sober living programs and homes, general relief, etc. Women asking for drug and alcohol treatment are taken to a 90-day women's program called Prototypes. They work with members in hospitals to help with their discharge plans. Further discussion was held on the WPC program.

Committee Member Frisa Herrera reported that foster youth and group homes in general are being made obsolete by a bill that went into effect for 2018. They have now converted to short term residential treatment programs (STRTP). The state bill was passed with the hope to not have kids in the system outside of a home setting for an extended period of time. Casa Pacifica has contracted with 40 counties in the state to provide services. More children are arriving in Ventura County from other counties. Discussion was held regarding the issues surrounding barriers to their care. Committee Member Herrera stated that provider's offices turn members away because the intercountry transfer (ICT) has not been finalized and the other county appears on the state file leading providers to believe they are not GCHP eligible. Discussion was held about minimizing the problems by educating providers and working with Casa Pacifica staff to expedite the process.

4. Discussion of Community Relations and Strategic Plan

Marlen Torres, Director, Government and Community Relations reported that Community Relations is a new function under the Government Relations department. She stated that GCHP is determining how best to go to Sacramento and D.C. and advocate for our members. They want to be able to have that community perspective and feedback when meeting with elected officials, it is about advocating for the members we serve and how things impact Ventura County. Ms. Torres provided CAC members with a draft of what the community relations plan will look like for the next 2-3 years. Chief Administrative Officer Melissa Scrymgeour commented on the evolution of GCHP's community relations function and requested assistance from the CAC to achieve their goals of effectively reaching out to our members. Committee Chair Rita Duarte-Weaver recommended an informational video to be played in the reception area of our providers.

Committee Member Updike commented that the CAC should have been more involved in this strategic plan. Marlen Torres clarified that this is a draft of the plan and she is asking for the assistance of CAC to review it and provide feedback.

Committee Member Pablo Velez commented that we need to consider the poverty in the community and when developing a plan, we should be looking at prevention of accidents suffered by children while their parents are away at work and they are home alone. Suggestions made to help include meals and helping to make the right decisions about drugs.

Committee Member Jordan stated it is important to listen to members when they tell us their needs and not just tell them we are going to fix it. Committee Member Jordan stated that this is not about coming to advertised events, but to drop in on the agencies to assist members there. Mr. Villani stated that GCHP has looked into having resource centers throughout the county. The hope was to find organizations with available space where we could meet with members on a regular basis. Committee Member Jordan stated that Rainbow Connection would volunteer to be the pilot for this program at their facilities in Simi Valley, Oxnard and Santa Paula.

PRESENTATIONS

5. Care Management

Rachel Lambert, Manager of Care Management and Paula Bossoletti, Manager of Disease Management/Care Management/Children's Services presented information to the committee on the Care Management process, services available and how they help our members.

6. Health Education Program Update

Lupe Gonzalez, Director of Health Education, Cultural and Linguistic Services presented information on the Health Navigator program and the postpartum program provided by the Health Education department.

PUBLIC COMMENT

1. Laura Espinosa appeared on behalf of the GCHP Commission. Ms. Espinosa introduced herself as a Commissioner appointed by the Board of Supervisors on the Managed Care Commission. Ms. Espinosa thanked the CAC members for their commitment to attend the meetings and be GCHP ambassadors in the community.

ADJOURNMENT

Committee Chair motioned to adjourn the meeting, Committee Member Updike seconded the motion. Motion passed. Meeting adjourned at 6:20 p.m.

Submitted by Connie Harden

Approved by: _____ Date: _____
 Connie Harden, Member Services Specialist

DRAFT



AGENDA ITEM 2

To: Gold Coast Health Plan Community Advisory Committee
From: Rita Duarte-Weaver, Committee Chair
Date: July 31, 2019
Re: Roundtable Discussion – Committee Members

Committee discussion



Action Items Community Advisory Committee Meetings - 2019

Date	Owner	Department	Action Required	Update	Date Completed
4/24/2019	Luis Aguilar	Member Services	Inter-County Transfer (ICT)/Foster kids. Create a JAM detailing the process for timely completion of the ICT for members to Ventura County.	JAM Created and provided to call center and member services team.	7/22/2019
4/24/2019	Luis Aguilar	Member Services	Create a Provider Operations Bulletin (POB) article educating providers on county responsibility and assignment of members to GCHP when another county is listed in the AEVS record.	An article was provided to the Provide Network department to be included in the POB of 7/18/2019.	7/18/2019
4/24/2019	Luis Aguilar - Susana Enriquez	Member Services - Communications	Creation of web page for the CAC, listing names and biographies of members along with updated news on the Committee.	A temporary location in our GCHP website was found to include information about our CAC members.	7/18/2019
4/24/2019	Member Newsletter Committee	Member Newsletter Committee	Expand on Pablo Velez' ideas on prevention of accidents, etc. for children while not in school, home alone.	Recommendation was brought to the Member Newsletter Committee to include prevention of accidents information in the next member newsletter.	
4/24/2019	Connie Harden	Member Services	Care Management - send links to webpage on the program along with the CM referral form.	Sent email to all CAC members with the links to the CM page and forms. Also included were the forms and detailed information on accessing care management.	4/25/2019
4/24/2019	Luis Aguilar - Connie Harden	Member Services	July CAC meeting - ask CAC members to bring a list of their top three challenges and the proposed solution.	Form created and sendt to CAC members via email.	7/1/2019



AGENDA ITEM 4

To: Gold Coast Health Plan Community Advisory Committee
From: Luis Aguilar, Manager of Member Services
Date: July 31, 2019
Re: CAC review of new Member Rights and Responsibilities document

Verbal Presentation

Materials included



AGENDA ITEM 5

To: Gold Coast Health Plan Community Advisory Committee
From: Susana Enriquez-Euyoque, Public Relations Manager
Date: July 31, 2019
Re: CAC recommendation of questions for member newsletter survey

Verbal Presentation

PowerPoint presentation attached



**Gold Coast
Health Plan**SM
A Public Entity

Winning Health Member Newsletter

Community Advisory Committee Meeting
Wednesday, July 31, 2019

Susana Enriquez-Euyoque
PR Manager

Integrity

Accountability

Collaboration

Trust

Respect

Back to school, back to the doctor

Where did the summer go? It's coming to an end, which means it's time for your child to head back to school. Chances are you're buying school supplies and clothes. And before you know it, you'll be filling out permission slips.

But your to-do list isn't complete unless you've scheduled a back-to-school doctor visit for your child. This might be a well-child visit. Or—if your child is an athlete—it might be a sports physical.

In either case, it's the only visit many kids and teens have with their

Learn about your Medi-Cal benefits

Gold Coast Health Plan (GCHP) has Benefit Information Meetings each month throughout the county. These meetings are held in both English and Spanish. You will learn about your benefits and how to receive them, along with other resources. For meetings near you, visit GCHP's website, GoldCoastHealthPlan.org, or call Member Services at 1-888-301-1228/TTY 1-888-310-7347.



doctor each year. That's why it's so important. The doctor can give your child a physical exam and check for any hidden health problems.

These visits are also a chance for your child to get immunizations. Your doctor will recommend the best timing for each shot. Most vaccines are given during your baby's first two years. They help keep your child safe from 14 different diseases, some life-threatening. Later, when kids are between the ages of 9 and 13, they get the Tdap and meningococcal vaccines

and two doses of the HPV vaccine. You can bring up any concerns you have about your child's health and development. What's a healthy weight for your child? How can you help your child eat better or exercise more? What's the best way to discourage your child from smoking or vaping? Or to help them cope with peer pressure or other stressors? Any question you have is an important one. And as long as you speak up, your child's doctor will guide you.

Source: American Academy of Pediatrics, Centers for Disease Control and Prevention



De regreso a clases, de regreso al doctor

¿A dónde se fue el verano? Ya está terminando, lo que significa que es momento de que su hijo regrese a la escuela. Probablemente usted esté comprando ropa y útiles escolares. Y cuando menos lo piense ya estará llenando hojas de permisos escolares.

Pero su lista de pendientes no está completa si no ha programado que su niño tenga una consulta con su médico antes de regresar a la escuela. Puede ser una visita médica de rutina. O bien, si su hijo hace algún deporte, puede ser un examen físico para deportes.

En cualquier caso, es la única visita que muchos niños y adolescentes hacen a su médico cada año. Por eso es tan importante. El médico puede hacerle un examen físico a su hijo y detectar cualquier problema de salud oculto.

Estas visitas también son una oportunidad para vacunar a su hijo. Su médico le recomendará el mejor momento para cada vacuna. La mayoría de las vacunas se aplican durante los primeros dos años de su bebé. Ayudarán a proteger a su hijo de 14 enfermedades diferentes, algunas potencialmente mortales. Más adelante, cuando los niños tienen entre



9 y 13 años, se les aplican las vacunas Tdap y meningocócica y dos dosis de la vacuna contra el VPH.

Usted puede hablar sobre cualquier inquietud que tenga sobre la salud y el desarrollo de su hijo. ¿Cuál es el peso saludable de su hijo? ¿Cómo puede ayudar a su hijo a que coma mejor o haga más ejercicio? ¿Cuál es la mejor manera para tratar de evitar que su hijo fume o use cigarrillos electrónicos? ¿O cómo puede ayudarle a afrontar la presión negativa de sus compañeros u otros factores estresantes? Cualquier pregunta que tenga es importante. Y siempre y cuando hable libremente, el médico de su hijo lo guiará.

Source: American Academy of Pediatrics, Centers for Disease Control and Prevention

Obtenga información sobre sus beneficios de Medi-Cal

Gold Coast Health Plan (GCHP) lleva a cabo Reuniones Informativas sobre Beneficios todos los meses en distintas partes del condado. Estas reuniones son tanto en español como en inglés. Obtendrá información sobre sus beneficios y cómo recibirlos, junto con otros recursos. Para las ubicaciones de las reuniones cercanas a usted, visite el sitio web de GCHP, GoldCoastHealthPlan.org, o llame a Servicios para Miembros al 1-888-301-1228/TTY 1-888-310-7347.

First Newsletter
Spring 2012

Publications to Date
19

Publication Frequency
3/Year

Distribution
"Unique" Households

What do members think about the newsletter?

Possible questions include:

- What is your overall satisfaction with the newsletter?
- What do you typically do with this publication? Do you: Read all or most of it, read some and skim some, skim all of it, discard without reading anything?
- Please rate your satisfaction with the following:
 - Length
 - Content
 - Layout
 - Images
- How relevant do you find the information in the newsletter?
- What kind of information would you like to see in future newsletters?
- What can Gold Coast Health Plan do to improve the newsletter? (open ended)
- How often would you like to receive the newsletter?



AGENDA ITEM 6

To: Gold Coast Health Plan Community Advisory Committee
From: Rita Duarte-Weaver, Committee Chair
Date: July 31, 2019
Re: Report on CAC report to Commission

Verbal Presentation



AGENDA ITEM 7

To: Gold Coast Health Plan Community Advisory Committee
From: Marlen Torres, Director of Government and Community Relations
Date: July 19, 2019
Re: Government Relations Update

California FY 2019-20 Budget

One of the major policy issues included in the final budget was the expansion of full-scope Medi-Cal for young adults, 19 to 25 years old, regardless of immigration status. Coverage would begin no sooner than January 1, 2020. It is estimated that 90,000 young adults will have health coverage statewide.

However, according to a recent article by California Healthline, the number of undocumented immigrant children currently enrolled in Medi-Cal is slowly declining. According to Edwin Park, a professor at Georgetown University, the decline in enrollment is likely due to the shift in migration patterns and rising fear among their families in response to anti-immigration rhetoric and federal crackdowns on unauthorized immigrants.

In Ventura County, early projections estimated that approximately 20,000 individuals could remain/gain coverage due to this new policy. However, an exact amount is unknown.

The budget also includes new and on-going allocations for Proposition 56 funds, such as \$250 million for the value-based payments program, \$13.7 million for community-based adult services, \$5.6 million for non-emergency medical transportation providers, and \$2 million for pediatric hospital-based physician services.

Finally, the budget includes \$56.3 million (\$17.4 million GF) to restore the following benefits that were eliminated during the recession, effective no sooner than January 1, 2020: audiology and speech services, incontinence creams, optician and optical lab services and podiatry care. The increased funding will be suspended on December 31, 2021. The suspension will be lifted if the Administration determines through the 2021-budget act process that there is sufficient General Fund revenue to support all suspended programs in the subsequent two fiscal years.

National Policy Update

Office of Management and Budget's (OMB) Request for Comment on Federal Poverty Threshold Inflation Measure

In May, the OMB published a request for comment in the Federal Register. It sought comments on making changes to the inflation measure used by the U.S. Census Bureau to annually adjust the Official Poverty Measure (OPM). The inflation measure under consideration would suppress the OPM, which is used by the U.S. Department of Health and Human Services Administration to develop the poverty guidelines used for programs like Medicaid and SNAP. The result would be a significant reduction in beneficiaries eligible for these federal programs.

For example, over 500,000 Medicaid beneficiaries could lose coverage under the proposed measure. Most likely, the majority of beneficiaries would have gained coverage under the Medicaid Expansion. According to the University of California, Berkeley study, if the proposed measure was adopted, in California 60,000 children and adults would lose Medi-Cal Eligibility.

A comment letter was submitted by the Local Health Plans of California (LHPC) urging the administration to reconsider the proposed measure and take a more holistic approach to considering the impacts on public programs that provide critical support to low-income populations.

U.S. Department of Housing and Urban Development (HUD) Draft Section 8 Regulations

In May, HUD published a proposed rule in the Federal Register that would require every member of a household that receives federal housing assistance to verify his or her legal immigration status for the household to receive any subsidy or assistance. Households that currently receive prorated assistance based on the number of verified citizens or eligible non-citizens in a household would no longer receive this assistance if even one member of their household does not have satisfactory immigration status.

An article published by Pew highlights the backlash to this proposed rule, which could impact up to 55,000 US-born children in mixed status households that are currently receiving assistance. Additionally, multi-generational families that have a grandparent or great-grandparent who does not have satisfactory immigration status would no longer be eligible for assistance.

A comment letter was submitted by LHPC urging HUD to reconsider its proposed rule due to the following concerns:

- Tens of thousands of households will become at-risk of homelessness, including over 55,000 citizen children living in mixed households.
- The proposed rule does not increase the number of eligible individuals receiving housing assistance, it simply shifts the assistance to non-mixed households.
- The rule disproportionately impacts children, the vast majority of whom are US citizens.

AGENDA ITEM 8

To: Gold Coast Health Plan Consumer Advisory Committee

From: Chris Hodina, Director of Operations
Marlen Torres, Director of Government Affairs

Date: July 31, 2019

Re: Gold Coast Health Plan Community Relations Strategic Plan

Gold Coast Health Plan Community Relations

Gold Coast Health Plan (GCHP) developed a 3-year community outreach strategy to further Plan efforts to assist members and the community in understanding the Plan's purpose, services and relationship to Medi-Cal in Ventura County. The strategy was presented to the CAC during the April 2019 meeting. During that presentation, the CAC members indicated that they would like to participate in and understand the community outreach strategy.

Community Outreach Sub-Committee

Gold Coast Health Plan would like to create a community outreach Subcommittee consisting of three (3) CAC members to assist the Plan with community outreach planning and strategy.

The Subcommittee will advise staff on how the Plan can best address needs of the community and the CAC populations. The Subcommittee will be co-chaired by the Plan's Director of Operations and the Director of Government Affairs. The staff will execute the strategy within the community, based on the Subcommittee feedback and Plan's overall strategic initiatives.

The Subcommittee will meet three (3) times for two (2) hours each time to provide comment and work with staff. The goal will be to complete all three (sessions) prior to September 1, 2019.



AGENDA ITEM 9

To: Gold Coast Health Plan Community Advisory Committee

From: Chris Hodina, Director of Operations
Marlen Torres, Director of Government and Community Relations

Date: July 31, 2019

Re: Commission meeting of August 26, 2019

Verbal Presentation

Materials Included



AGENDA ITEM 10

To: Gold Coast Health Plan Community Advisory Committee
From: Dale Villani, Chief Executive Officer (CEO)
Date: July 31, 2019
Re: CEO Update

Verbal Presentation



**Gold Coast
Health Plan**SM
A Public Entity

CAC Presentation County of Ventura

Ted Bagley
Chief Diversity Officer
July 31, 2018

Integrity

Accountability

Collaboration

Trust

Respect

About me.....

- Amgen, Dell Computer, Russell Athletics, GCHP
- 25 Years with General Electric Company
- 3 years military experience
- Served in Honor Guard Washington, DC
- Tour of duty in Viet Nam 67-68
 - Bronze Star Medal Recipient
- BS Degree in Business Administration
- Master's Degree in Psychological Counseling
- Published three *books* "[The Tragedy of Darkness](#), [My Personal War Within and The Success Factor.](#)" Currently work on my fourth.
- Started my own business TBJ Consulting 2015

Responsibilities of a CDO

- Acting as a point person at the top tier of institutional leadership, the officer raises the visibility of the institution's diversity efforts; clarifies goals and assesses progress; and provides expertise on issues of access, equity, diversity, and inclusion. Leading committees and working groups on diversity involves the officer in a variety of services, like conducting surveys of the climate, developing cultural events for the campus and the surrounding community, and planning symposiums centered on diversity.
- The officer works to increase the number and improve the success of employees and management from underrepresented groups by creating pilot initiatives, building collaborative relationships, helping to adopt national best practices, collecting and analyzing data, and designing new marketing and communication products. He or she also participates in the search for talent, perhaps expanding the pool of candidates by helping revise job descriptions and reminding search-committee members of the importance of institutional diversity.

Challenges and Opportunities

- Closure of open Issues in a timely manner.
- Establish credibility with both the internal employee population as well as the Ventura County Medi-Cal Managed Care Commission.
- Meet and develop rapport with key community leaders. (Trust)
- Conflict resolution through effective communications, expedient problem solving and reliable decision making.
- Audit internal policies and procedures as well as those communications representing our client base.

Consider....It's a different world

- Mobility is a career enhancement.
- More cultural sensitivity.
- Flexible work arrangements.
- Key talent retention a key competency.
- Less job security than ever before.
- Legal issues increasing as the workforce ages.
- We are more divided as a country as any time in the immediate past.

Generation Challenges

For the first time in history, there are four generations occupying the same space in many industries.

- Traditionalist-----1922-1945 (75 million) ages 63-86
- Baby Boomers -----1946-1964 (74.9 million) ages 44-62
- Generation X'ers-----1965-1980 (46 million) ages 28-43
- Gen Y'ers(Millennials)--1980's- 2000 (75.4 Million) ages 8-27

“Boomerangers”

“Millennials have surpassed Baby Boomers as the nation’s largest generation according to the U.S. Census Bureau”

“If you turn away a package because of the material it’s wrapped in, you may find that you have denied yourself a true treasure”.

Ted Bagley

Q & A
Are there any Questions?