

Ventura County Medi-Cal Managed Care Commission Executive / Finance Committee

DATE: Monday, November 15, 2010

TIME: 2:30-3:00 pm

PLACE: 2240 E Gonzales Road Suite 200
Oxnard CA 93036

AMENDED AGENDA

Item	Documents for Review	Subject	Presenter
1		Call to Order, Welcome and Roll Call	Earl Greenia
2		Public Comment/Correspondence	Earl Greenia
3 ACTION	ATTACHMENT A BL: Request to Participate - Auto Assignment ATTACHMENT A1 Request from California Health Physicians to Participate as a GCHP Provider Accepting Auto Assignment	Auto Assignment for Beneficiaries Who Fail to Select a Primary Care Provider	Earl Greenia
4 ACTION	ATTACHMENT B Open Position Announcement ATTACHMENT B1 Request for Approval of Appointments – March 16, 2010 Letter from County Executive Officer ATTACHMENT B2 Ventura County Organized Health System March 2010 Newsletter and Distribution List ATTACHMENT B3 October 27, 2010 Letter from HELA	Beneficiary / Advocate Commissioner	Earl Greenia
5 ACTION	ATTACHMENT C Minutes – November 10, 2010	Review and Approve Meeting Minutes	ALL
		Adjourn	ALL

Meeting agenda available at our website www.vchca.org/cohs

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT TRACI AT 805/981-5320. REASONABLE ADVANCE NOTIFICATION OF THE NEED FOR ACCOMMODATION PRIOR TO THE MEETING (48 HOURS ADVANCE NOTICE IS PREFERABLE) WILL ENABLE US TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING

VENTURA COUNTY**MEDI-CAL
MANAGED CARE
COMMISSION**DBA Gold Coast Health Plan
- a public entity

www.vchca.org/cohs

ATTACHMENT A

DATE: November 15, 2010
TO: Executive / Finance Committee
FROM: Earl Greenia, CEO
SUBJECT: Request from California HealthFirst Physicians –Participation in GCHP Auto Assignment Process

Recommendation:

Bring forth a recommendation to the November 15, 2010 meeting of the VCMMCC regarding traditional provider request for participation in the auto assignment process.

Discussion:

On June 28, 2010 the VCMMCC accepted the Policy for Primary Care Auto Assignment based on both the adopted COHS Establishing Ordinance NO. 4409 (section 1380-4(c)) and the Bylaws adopted by the Ventura County Medi-Cal Managed Care Commission (ARTICLE I (c)) which state the following:

"The Ventura County Medi-Cal Managed Care Commission shall design and operate a program or programs, whose mission is to improve the health of its members through the provision of the best possible quality care and services. This will be accomplished by:

"...Incorporating a plan of service delivery and implementing reimbursement mechanisms which promote the long-term viability of a locally operated Medi-Cal managed care system and the existing participating provider networks inclusive of "Safety Net" providers herein defined as Medi-Cal disproportionate share hospitals, county clinics, federally qualified health centers, and licensed rural health clinics. "

Following these principles, Ventura's auto assignment will be that clinics (Centers for Family Health, Rural Health, FQHC and County) rotate (based on current Medi-Cal volume) having the plan assign these members to them based on member geographical, cultural and linguistic preference data.

On October 6th Dr. John Keats, President and Medical Director of California HealthFirst Physicians sent an email to the GCHP Interim CEO with the following request:

"California HealthFirst Physicians, a primary care multispecialty group with offices in Oxnard and Camarillo, doctors plan on participating in the Gold Coast Health Plan when it is launched. Specifically, we would like to be part of the "auto-assignment" list so that we can get a proportional share of unassigned MediCal patients in the Oxnard and Camarillo area. How can I go about assuring our participation in this aspect of the Plan?"

"California HealthFirst Physicians currently has two family medicine physicians with a third one starting in January, one internist, two obstetrician-gynecologists and one part time dermatologist. All except the dermatologist would be available to enroll patients for primary care. "

Since this group is not one that would be considered a safety net provider, VCMMCC must consider a policy change.

Michael Powers
C Health Care Agency
Chair

Dr. Lanyard K. Dial
Physician
C Medical Association
Vice Chair

Dr. David Araujo
CMC Family Medicine
Residency Program Director

Larry Lee Berry
Medi-Cal Beneficiary /
Advocacy Representative

Dr. Anil Chawla
Physician
Clinicas Del Camino Real Inc.

Dr. John Fankhauser
Physician
CMC Executive Committee

Jack Jarvis
Private Hospital /
Health Care System
Los Robles Hospital

Roberto S. Juarez CEO
Clinicas Del Camino Real Inc.

Supervisor Kathy Long
Ventura County
Board of Supervisors

Jim Maurice
Private Hospital /
Health Care System
St. Johns Regional Med. Center

Catherine Rodriguez
CMC Health System

Commission Staff:

Earl Greenia
Chief Executive Officer
Gold Coast Health Plan
220 E. Gonzales Road,
Suite 200
Oxnard, CA 93036

"Keats, John - SJRMC" John.Keats@CHW.edu
10/18/2010 2:36 PM

Terrie – California HealthFirst Physicians currently has two family medicine physicians with a third one starting in January, one internist, two obstetrician-gynecologists and one part time dermatologist. All except the dermatologist would be available to enroll patients for primary care. Thanks, and let me know what other information you need. – Dr. Keats

John P. Keats, MD, President/Medical Director
California HealthFirst Physicians
5051 Vedugo Way Suite 100
Camarillo, CA 93012

☎: (805) 794-3967 | 📠: (805) 987-1927
✉: john.keats@chw.edu

Please do not print this e-mail unless you really need to. Thank you.

>>> "Keats, John - SJRMC" <John.Keats@CHW.edu> 10/6/2010 3:12 PM >>>

Ms. Stanley – I am president of California HealthFirst Physicians, a primary care multispecialty group with offices in Oxnard and Camarillo. My doctors plan on participating in the Gold Coast Health Plan when it is launched. Specifically, we would like to be part of the "auto-assignment" list so that we can get a proportional share of unassigned MediCal patients in the Oxnard and Camarillo area. How can I go about assuring our participation in this aspect of the Plan? Thanks for your assistance. – Dr. Keats

John P. Keats, MD, President/Medical Director
California HealthFirst Physicians
5051 Vedugo Way Suite 100
Camarillo, CA 93012

☎: (805) 794-3967 | 📠: (805) 987-1927
✉: john.keats@chw.edu

Please do not print this e-mail unless you really need to. Thank you.

Open Position Announcement: Ventura County Medi-Cal Managed Care Commission-Board of Directors

On February 28, 2010 there will be one (1) vacancy on the Board that the public may directly apply for. The term length will be for four (4) years. This is a volunteer (non-paid) position. The position will be filled as follows:

Consumer Representative: shall be a Medi-Cal beneficiary and/or a representative of an advocacy organization that serves the Medi-Cal population and is not otherwise represented on the Ventura County Medi-Cal Managed Care Commission. This member shall be appointed from applications submitted to the Ventura County Executive Office after a posting of public notice for the open position.

You must be a legal resident of the County of Ventura and be actively enrolled with full scope Medi-Cal benefits or be a representative of an organization that advocates for beneficiaries. You must also possess the requisite skills and knowledge necessary to design and operate a publicly managed health care delivery system and/or have knowledge of the healthcare needs of women, children, seniors, and/or the disabled, and business, finance and/or political experience

If you meet the qualifications and are interested in serving, please call 805-677-5238 or email terrie.stanley@ventura.org Terrie M Stanley-Deputy Director, Ventura County Health Care Agency

Ms Stanley is available to discuss your interest, answer any questions and send an application form. Appointments to the board are made by the Ventura County Board of Supervisors.

Terrie Stanley - COHS Website

From: Terrie Stanley
To: Danny White; David Herzog
Date: 1/5/2010 2:29 PM
Subject: COHS Website
CC: Robert Gonzalez; Sheila Murphy; Socorro Mauricio
Attachments: Robert Gonzalez; Sheila Murphy; Socorro Mauricio

Please post the following on the COHS website. It is the announcement of the open board position-thanks.

Theresa M Stanley RN, CPHQ, MPA
Health Care Agency Deputy Director
Director Managed Care
Office:2323 Knoll Drive Suite 417
Ventura CA 93003
Direct Line 805-677-5238
Fax 805-677-5203
EMAIL: terrie.stanley@ventura.org

From: Danny White
To: Stanley, Terrie, Herzog, David
Date: 1/6/2010 3:48 PM
Subject: Re: Fwd: COHS Website

I will have it posted by the end of the day

-----Original Message-----

From: Terrie Stanley
To: White, Danny <Danny.White@ventura.org>
To: Herzog, David <David.Herzog@ventura.org>

Sent: 1/6/2010 3:31:08 PM
Subject: Fwd: COHS Website

I noticed this has not been posted and I have not heard back from either of you-can you let me know the time frame for this to get posted to the site?

Theresa M Stanley RN, CPHQ, MPA
Health Care Agency Deputy Director
Director Managed Care
Office:2323 Knoll Drive Suite 417
Ventura CA 93003
Direct Line 805-677-5238
Fax 805-677-5203
EMAIL: terrie.stanley@ventura.org

>>> Terrie Stanley 1/5/2010 2:29 PM >>>

Please post the following on the COHS website. It is the announcement of the open board position-thanks.

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county of ventura

COUNTY EXECUTIVE OFFICE
MARTY ROBINSON
County Executive Officer

March 16, 2010

Board of Supervisors
County of Ventura
800 South Victoria Avenue
Ventura, CA 93009

J. Matthew Carroll
Assistant County Executive Officer

Paul Derse
Chief Financial Officer

John K. Nicoll
Human Resources Director

Subject: **Approve Appointments to the Ventura County Medi-Cal Managed Care Commission for the County Organized Health System (COHS)**

Recommendation:

It is recommended that your Board appoint the individuals found on Exhibit 2 to the Ventura County Medi-Cal Managed Care Commission (the Commission) in accordance with Section 1381 of Ordinance 4409, an ordinance of the Ventura County Board of Supervisors, enacting article 6 of chapter 3, division 1 of the Ventura County Ordinance Code.

FISCAL IMPACT:

None

Discussion:

In FY 2005-06, the Governor of California signed into law a mandate for the expansion of managed care programs to deliver Medi-Cal services in thirteen (13) additional California counties including Ventura County. The State Department of Health Care Services gives the County Board of Supervisors the discretion to select the model of Medi-Cal managed care which it prefers, provided that the model is consistent with federal law. In order to have the option of selecting the COHS model, the County needed, and at your Board's direction, the Health Care Agency pursued and obtained, federal legislation enabling your Board to select this delivery model. On June 2, 2009, your Board selected the County Organized Health System (COHS) as the preferred model for managed Medi-Cal in Ventura County and authorized the Director of the Health Care Agency to proceed with its establishment. On December 29, 2009 your Board passed, in a unanimous vote, Ordinance 4409 which created the governing board for the soon to be developed Medi-Cal managed care plan to serve beneficiaries in Ventura County.

The COHS was established for the purposes of designing and operating a publicly managed health care delivery system whose mission is to improve the health of its members through the provision of the best possible quality care and services. Section 1381 of Ordinance 4409 sets forth the composition, qualifications and terms of the Commission. The Commission is empowered to negotiate and enter into exclusive

contracts with the State of California Department of Health Care Services pursuant to Welfare and Institutions Code Section 14087.5, and to arrange for the provision of health care services to Ventura County Medi-Cal beneficiaries. The contract will be administered by an eleven-member Commission.

Nominations to the Commission were submitted to our office, who is responsible for screening nominees and presenting candidates to your Board. Six of the eleven openings on the Commission are designated positions for which nominations are inapplicable, for example, Ventura County Health Care Director. For four openings (marked by an asterisk on Exhibit 2) we received a minimum of three nominees for each opening. For one opening, we have not yet received nominees. We conducted interviews of the nominees to evaluate their experience and their ability to commit sufficient time to the Commission. Commission members shall possess the requisite skills and knowledge necessary to design and operate a publicly managed health care delivery system. Recommended appointments are based on the individuals' knowledge of the healthcare needs of women, children, seniors, and/or the disabled, and business, finance and/or political experience.

Exhibit 1 attached to this letter contains Ordinance 4409. Section 1381 of the ordinance outlines the requirements of Commission composition. Exhibit 2 to this letter contains CEO recommendations for the Commission. It is worth noting that a member may be later removed from the Commission by a 4/5ths vote of your board. Exhibit 2 contains only 10 member recommendations out of a total of 11 vacancies. That is because we have not yet received physician nominees from Clinicas. We will return to your Board after receiving and interviewing the Clinicas nominees. Until then, we recommend that the Board approve the 10 recommended members so that the Commission can begin to do their work.

This letter has been reviewed by County Counsel, and Auditor-Controller's Office. If you have any questions regarding this item please call me at 654-3656 or Matt Carroll at 654-2864.



Marty Robinson
County Executive Officer

Attachments:
Exhibit 1 Ordinance 4409
Exhibit 2 Member Recommendations

Ventura County Medi-Cal Managed Care Commission

Assigned Seat	Name	Term	Term Start
Ventura County Health Care Agency Director	Michael Powers	4 years	March 2010
VCMC Family Medicine Residency Program Director	Dr. David Araujo	4 years	March 2010
Chief Executive Officer Clinicas del Camino Real Inc	Roberto S. Juarez	4 years	March 2010
Ventura County Board of Supervisor	Kathy Long	2 years (initial ONLY)	March 2010
Ventura County Medical Center Health System	Catherine Rodriquez	2 years (initial ONLY)	March 2010
* Private hospitals/healthcare system	Tim Maurice-St John Oxnard	4 years	March 2010
* Private hospitals/healthcare system	Rick Jarvis-Los Robles	2 years (initial ONLY)	March 2010
* Medi-Cal beneficiary or representative of an advocacy organization	Maylee Berry	4 years	March 2010
Physician-Clinicas del Camino Real Inc	Awaiting Names of Nominees from Clinicas	4 years	March 2010
* Physician-Ventura County Medical Association	Dr Lanyard Dial	2 years (initial ONLY)	March 2010
Physician-Ventura County Medical Center Executive Committee	Dr. John Fankhauser	4 years	March 2010

TOTAL SEATS**11**

* These members were selected from a list of nominees

Terrie Stanley - COHS

From: Terrie Stanley
To: David Stoll
Date: 3/3/2010 11:03 AM
Subject: COHS
Attachments:

We estimate for the first 6-9 months before the COHS is operational, the total time commitment will be somewhere between 12-15 hours/month.

There will be at least one formal meeting monthly and there may be subcommittees formed to review very specific items that the commission will have to address.

Once the plan is operational-(after October 2010)- there will be a monthly board meeting which may be 3-4 hours. The material sent before each meeting would require around 2 hours (total of 6 hours). There may also be additional subcommittees that various board members are a part of. These may require an additional 2 hours for meetings and another 1 hour in preparation time (3 hours total)

Question 1. Assuming that meetings are held during regular work hours, what, if any, problems do you anticipate with the time commitment? What level of organizational support do you have for committing work hours to an off-site meeting for this purpose?

Question 2. Could you describe your current activities that would reflect your involvement with the Medi-Cal Program?

Question 3. Please share with me your experience in any/all of the following:

- Managed Care
- Health Plan Operations
- Contracting
- Creating Systems of Care that Encourage Access and Availability to Care for Underserved Populations

The three questions would be asked by the CEO office of the following nominees:

Private Hospital/Health Care Systems (nominated by Hospital Association of Southern CA)

Mike Lurie-CMH Contact @ work: 652-5009 Email: MLurie@cmhhospital.org

Rick Jarvis LosRobles Contact @ work: 370-4739 Email: Rick.Jarvis@HCAHealthcare.com

Tim Maurice-St. John Contact @ work: 988-2754 Email: tim.maurice@chw.edu

Darwin Remboldt-Simi Valley Contact @ work: 955-6217 Email: remboldr@ah.org

Private MD (nominated by the Ventura County Medical Association):

Drs. Josephine Soliz (FP) Contact @ work: 988-1443 Email: jsolizmd@verizon.net

Dr Lanyard Dial Contact @ work: 642-0239 Email: ldial@lmvna.org

David Lebell (ER) Contact @ work: 886-3993 Email: davidlebell@cox.net

Beneficiary/Beneficiary Advocate-these nominees applied directly-there was not an entity doing nomination.

Dr Lanyard Dial-Livingston VNA see above

Dr Henry Oster-PVT MD Contact @ work: 656-6272 Email: hoster@roadrunner.com

Maylee Berry-Ventura Access to Cancer Care Contact @ work: 644-4237 EXT 210
Email: Maylee_Berry@yahoo.com

Here are my thoughts on the Beneficiary Group-per the ordinance it says ". This member shall be appointed from applications submitted to the Ventura County Executive Office after a posting of public notice for the open position. Since two of these three are MD and they are well represented, Maylee becomes the #1 choice.

ALSO-Here is the **LATEST** list of appointment-there was a change to who the medical association nominated, thus there is a change for the beneficiary and Private MD.

I am at the Knoll office all day today so call if you need me-also heard from Mike-he is fine with letter and did speak with Marty this AM on the process. Thanks once more for your assistance with this!

Theresa M Stanley RN, CPHQ, MPA
Health Care Agency Deputy Director
Director Managed Care
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Ventura CA 93003
Direct Line 805-677-5238
Fax 805-677-5203
EMAIL: terrie.stanley@ventura.org

On behalf of the Ventura County Medi-Cal Managed Care Commission development team and the County of Ventura's Chief Executive Officer's staff, we would like to take this opportunity to thank those of you who submitted your nominations for seats on the County Organized Health System's governing body. To date, there have been 17 applications for 6 of the 7 currently open positions. It is anticipated that the Board of Supervisors will make appointments to the commission in the middle of March.

GOALS OF THE COMMISSION

The mission of the COHS is to improve the health of its members through high quality and preventive care.

1. Form a local, publicly accountable, and broadly representative Commission, including elected county officials, county health officials, nonprofit and private health care providers, low income residents, and other community members, dedicated to serving Medi-Cal beneficiaries.
2. Improve quality of care and health outcomes through an organized effort to set goals, measure care, and take corrective action, and assess progress.
3. Contract with any willing provider who meets the standards for participation set by the Commission.
4. Assure that every Medi-Cal member has selected or been assigned to a primary care provider and to the extent possible maintain existing physician-patient relationships.
5. Provide information and assistance to members about plan services and personal health care through methods that are culturally and linguistically appropriate.
6. Provide efficient and responsive administrative services to members and participating providers and others with whom the plan has contact.

7. Protect the role of the traditional providers and those current outpatient and inpatient providers through mechanisms adopted by the Commission.
8. Address the local challenges faced by patients and providers in accessing and providing health care in Ventura County.
9. Operate a cost-effective managed care plan which uses incentives to achieve its goals and rewards desired performance.

GOVERNANCE MODEL

The governing board of the Ventura County Medi-Cal Managed Care Commission shall consist of eleven (11) voting members who shall be legal residents of the County of Ventura. Members of the Ventura County Medi-Cal Managed Care Commission shall possess the requisite skills and knowledge necessary to design and operate a publicly managed health care delivery system.












Members of the Ventura County Medi-Cal Managed Care Commission shall be appointed by a majority vote of the Board of Supervisors.

The Ventura County Medi-Cal Managed Care Commission may establish a committee(s) or advisory board(s) for any purpose that will be beneficial in accomplishing the work of the Ventura County Medi-Cal Managed Care Commission. At a minimum, two (2) committees/advisory boards shall be established, one member/consumer based and one provider based.










ASSIGNED SEAT	NAME	TERM	TERM START
Ventura County Health Care Agency Director	Michael Powers	4 years	March 2010
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Chief Executive Officer Clinicas del Camino Real Inc	Roberto S. Juarez	4 years	March 2010
Ventura County Board of Supervisors	Kathy Long	2 years (initial ONLY)	March 2010
Ventura County Medical Center Health System	Appointment pending by Ventura County BOS	2 years (initial ONLY)	March 2010
Private hospitals/healthcare system	Appointment pending by Ventura County BOS	4 years	March 2010
Private hospitals/healthcare system	Appointment pending by Ventura County BOS	2 years (initial ONLY)	March 2010
Medi-Cal beneficiary or representative of an advocacy organization	Appointment pending by Ventura County BOS	4 years	March 2010
Physician-Clinicas del Camino Real Inc.	Awaiting names of nominees from Clinicas	4 years	March 2010
Physician-Ventura County Medical Association	Appointment pending by Ventura County BOS	2 years (initial ONLY)	March 2010
Physician-Ventura County Medical Center Executive Committee	Appointment pending by Ventura County BOS	4 years	March 2010

Message Id: 4B9E339F.207 : 97 : 8319
Subject: Newsletter
Created By: Terrie.Stanley@ventura.org
Scheduled Date:
Creation Date: 3/15/2010 1:16 PM
From: Terrie Stanley

Recipients

Recipient	Action	Date & Time	Comment
 ah.org	Transferred	3/15/2010 1:16 PM	
To: Darwin Rembolt (RembolDR)			
To: John Roughan (RoughaJF)			
 coastalalliance.com	Transferred	3/15/2010 1:16 PM	
To: Morales, Maricela (maricela@coastalalliance.com)			
To: Vargas, Marcos (marcos@coastalalliance.com)			
 CHW.edu	Transferred	3/15/2010 1:16 PM	
To: Amy Carrillo (amy.carrillo)			
To: Michael Murry (Michael.Murray)			
To: Nancy Parker (nancy.parker)			
To: Tim Maurice, (Tim.Maurice)			
To: Yolanda Aciles (Yolanda.aviles)			
 clinicas.org	Transferred	3/15/2010 1:16 PM	
To: Chris Velasco (cvelasco)			
To: Enrique DeLaGarza (edelagarza)			
To: Tony Alatorre (talatorre)			
 clinicas.org	Transferred	3/15/2010 1:16 PM	
To: Roberto Juarez (rjuarez)			
 cmhhospital.org	Transferred	3/15/2010 1:16 PM	
To: Gary Wilde (gwilde)			
 dhcs.ca.gov	Transferred	3/15/2010 1:16 PM	
To: Javier Portela (Javier.Portela)			
 dhcs.ca.gov>	Transferred	3/15/2010 1:16 PM	
To: O.Z. Kamara <o.z.kamara@dhcs.ca.gov> (O.Z.Kamara <o.z.kamara>)			
 freeclinic.org	Transferred	3/15/2010 1:16 PM	
To: Teresa Seeley (tseeley)			
 hasc.org	Transferred	3/15/2010 1:16 PM	
To: Gerald Arcuri (garcuri)			
 HCAHealthcare.com	Transferred	3/15/2010 1:16 PM	

ATTACHMENT B2

To: Greg Angle (greg.angle)		
To: Rick Jarvis (Rick.Jarvis)		
 icts.org	Transferred	3/15/2010 1:16 PM
To: Joelle Vessels (jvessels)		
 ilrc-trico.org	Transferred	3/15/2010 1:16 PM
To: C. Baizer (cbaizer)		
To: C. Licea (clicea)		
To: Janet Scheets (jscheets)		
 lmvna.org	Transferred	3/15/2010 1:16 PM
To: Lanyard Dial (ldial)		
 vccf.org	Transferred	3/15/2010 1:16 PM
To: Hugh Ralston (hralston@vccf.org)		
 ojaihospital.org	Transferred	3/15/2010 1:16 PM
To: Margaret Garrett (mgarrett)		
 pachealth.org	Transferred	3/15/2010 1:16 PM
To: Bobbie Wuntch (bwunsch)		
 POENT.VCISD	Delivered	3/15/2010 1:16 PM
To: Victoria Jump (Victoria Jump)	Read	3/15/2010 1:20 PM
 POHCA.VCHCA	Delivered	3/15/2010 1:16 PM
To: Barry Fisher (Barry Fisher)	Read	3/15/2010 1:16 PM
To: Connell Davis (Connell Davis)	Read	3/16/2010 9:58 AM
To: David Araujo (David Araujo)	Read	3/15/2010 1:38 PM
 POVCHCA.VCHCA	Delivered	3/15/2010 1:16 PM
To: Albert Reeves (Albert Reeves)	Read	3/15/2010 3:13 PM
To: Catherine Rodriguez (Catherine Rodriguez)	Read	3/29/2010 1:12 PM
To: Christine Johnston (Christine Johnston)	Read	3/17/2010 8:46 AM
To: Duane Pearson (Duane Pearson)		
To: John Fankhauser (John Fankhauser)	Read	3/15/2010 1:50 PM
To: Meloney Roy (Meloney Roy)	Read	3/16/2010 9:56 PM
To: Michael Powers (Michael Powers)	Read	3/15/2010 5:49 PM
To: Pamela Lindeman (Pamela Lindeman)	Read	3/15/2010 1:27 PM
To: Paul Lorenz (Paul Lorenz)		

ATTACHMENT B2

To: Ramsey Ulrich (Ramsey Ulrich)	Read	3/15/2010 3:17 PM
To: Robert Gonzalez (Robert Gonzalez)	Read	3/15/2010 1:20 PM
To: Socorro Rodriguez (Socorro Rodriguez)	Read	3/15/2010 1:17 PM
 roadrunner.com	Transferred	3/15/2010 1:16 PM
To: MD Henry Oster (hoster)		
 softcom.net	Pending	
To: Tim Reilly (phcg)		
 softcom.net	Transferred	3/15/2010 1:16 PM
CC: Tim Reilly (phcg)		
 tri-counties.org	Transferred	3/15/2010 1:16 PM
To: Jackson Wheeler (jw)		
 VenturaMedical.org	Transferred	3/15/2010 1:16 PM
To: Mary Carr (MaryCarr)		
 verizon.net	Transferred	3/15/2010 1:16 PM
To: Steve Krivit (res0p2ru)		
 yahoo.com	Transferred	3/15/2010 1:16 PM
To: Maylee Berry (maylee_berry)		

Files

File	Size	Date & Time
COHS news_2010 Vol 1-Issue1.pdf	64757	3/10/2010 1:57 PM
MESSAGE	2069	3/15/2010 6:18 AM
Text.htm	1677	3/15/2010 1:18 PM

Options

Auto Delete: No
Concealed Subject: No
Expiration Date: None
Notify Recipients: Yes
Priority: Standard
Reply requested by None
Security: Standard
To Be Delivered: Immediate

October 27, 2010

Commission Members
Ventura County COHS / Gold Coast Health Plan
2323 Knoll Drive
Ventura, CA 93003

Transmitted Via Electronic Mail

Dear Commission Members,

On behalf of the Health Education League of America (HELA), a community based organization comprised of local residents, we are requesting that you suspend any further actions on hiring either a CFO, CMO or any other high-level management personnel, interim or permanent for COHS/Gold Coast Health Plan pending disclosure and community review of the following information:

- List the specific publications and community-organizations utilized to advertise for these positions and the period of time advertised.
- Location of each publication and organization utilized for this search.
- Cost by publication and organization for advertising the positions.
- A list of other specific media, if any, utilized to conduct this search.
- Independently-certified distribution, geographic and demographic data for each publication.
- Specific cost required to obtain access to these publications, free-versus-subscription (listed individually).
- Gender and ethnic applicant responses received.
- Gender and ethnic applicant candidates selected as finalists.

On a separate but related matter, Ventura County enabling ordinance #4409 and the COHS by-laws state:

One member shall be a Medi-Cal beneficiary and/or a representative of an advocacy organization that serves the Medi-Cal population and is not otherwise represented on the Ventura County Medi-Cal Managed Care Commission. This member shall be appointed from applications submitted to the Ventura County Executive Office after a posting of public notice for the open position. (Consumer Representative)

Based upon this criteria, HELA challenges the selection and qualifications of the present Commissioner in this position and requests the following information for our community review:

- List the specific publications and community-organizations utilized to issue notice for this position and the period of time each notice was posted.
- Provide a copy of each notice issued.
- List the language of each publication utilized for issuance of the notice.
- The language utilized by each organization to issue notice for this position.
- The location of each publication and organization utilized for this search.
- Cost by publication and organization for issuing notice of this position.
- A list of other specific media, if any, utilized to conduct this search.
- Independently-certified distribution, geographic and demographic data for each publication.
- The specific cost required of a member of the public to obtain access to these publications, free-versus-subscription (listed individually).
- The number of applicant responses received for this position.
- Applicant responses received by gender and ethnicity.
- Applicants selected as finalists by gender and ethnicity.
- Individual(s) who selected the Medi-Cal / Advocacy Representative.
- Describe fully the selection process utilized to make the final appointment.
- Confirmation whether the Commissioner is or is not a Medi-Cal recipient.

- The Commissioner's specific written job function that qualifies her as a "representative" of Medi-Cal recipients.
- Provide the written Mission / Vision Statement confirming said Commissioner belongs to an "advocacy organization that serves the Medi-Cal population."
- Since other COHS Commissioners already represent Ventura County Medi-Cal recipients afflicted by or with the potential of being afflicted by Cancer, specify how the present Beneficiary Representative or the organization to which she belongs "is not otherwise represented on the Ventura County Medi-Cal Managed Care Commission".

It is clear that the present Commissioner does not speak Spanish and cannot communicate directly with the Spanish-speaking majority of the COHS stakeholders in Ventura County. This significantly impairs her ability to help educate these Medi-Cal recipients or listen to and understand their concerns. Bottom-line, in our view she cannot fully advocate on their behalf. Moreover, Ms. Berry demonstrates a lack of willingness to reach out to our community and work with us going forward. In light of these omissions and incompatibilities, HELA requests the voluntary resignation of the Consumer Representative or that your Commission request that the Ventura County Board of Supervisors replace the Consumer Representative in light of the evident inconsistencies. Further, we request a new Public Posting to include local Spanish Media for a Medi-Cal beneficiary or Advocacy Representative who does meet the criteria of the ordinance.

We look forward to prompt and courteous reply.

Sincerely,

David V. Cruz

ATTACHMENT D1

David Cruz
President

Cc: Jim Hensley – District Director, League of United Latin American Citizens
Thomas Saenz, Attorney - Mexican-American Legal Defense and Education Fund
Ruben Guerra – Chairman, Latin Business Association (LBA)