



KERN HEALTH SYSTEMS POLICY AND PROCEDURES			
<b>Policy Title</b>	Non-Specialty Mental Health Services: Member Outreach, Education, and Experience Requirements	<b>Policy #</b>	21.09-P
<b>Policy Owner</b>	Behavioral Health	<b>Original Effective Date</b>	09/07/2024
<b>Revision Effective Date</b>		<b>Approval Date</b>	07/01/2025
<b>Line of Business</b>	<input checked="" type="checkbox"/> Medi-Cal <input type="checkbox"/> Medicare <input type="checkbox"/> Corporate		

## I. PURPOSE

This policy outlines the requirements for Kern Health Systems (KHS) to follow in the development of Non-Specialty Mental Health Services (NSMHS) outreach and education (O&E) plans for Members and Primary Care Providers (PCPs).

## II. POLICY

KHS must develop and implement an annual outreach and education plan for Members and Primary Care Provider (PCP)s regarding covered NSMHS. In compliance with All Plan Letter (APL) 24-012, the O&E plan for Members must meet cultural and linguistic appropriateness standards, incorporate best practices in stigma reduction, and provide multiple points of contact for Members to access NSMHS. The O&E plan must be based on the most recently approved population needs assessment as defined by the Population Health Management Policy Guide, and a utilization assessment of provided NSMHS, stratified and analyzed by race, ethnicity, language, age, sexual orientation, gender identity, and disability.

## III. DEFINITIONS

TERMS	DEFINITIONS
N/A	

## IV. PROCEDURES

### A. Outreach and Education Plan Requirements

## 1. Member and PCP Outreach and Education Plan

KHS will conduct outreach and education for Members and PCPs. KHS will comply with cultural and linguistic appropriateness standards, incorporate best practices in stigma reduction, and provide multiple points of contact for Members to access NSMHS. KHS must develop an outreach and education plan for our members and PCPs regarding covered NSMHS that is informed by, but not limited, to the following:

- a. External and internal stakeholders, including the community advisory committee (CAC) established by KHS and the Executive Quality Improvement Health Equity Committee (EQIHEC). KHS must attest to convening with their CACs to develop their outreach and education plans.
- b. Most recently approved Department of Healthcare Services (DHCS) Population Needs Assessment as defined by the Population Health Management (PHM) Policy Guide, or the most recently approved National Committee for Quality Assurance (NCQA) Health Plan Accreditation (HPA) Population Assessment.
- c. A utilization assessment of provided NSMHS that is, at a minimum, stratified and analyzed by race, ethnicity, language, age, sexual orientation, gender identity, and disability.

## 2. NSMHS Outreach & Education Plan and Linguistically Appropriate Services (CLAS) Requirements

- a. The Member and PCP outreach and education plans will align to meet national CLAS standards.
- b. All Member-facing materials and messaging must appropriately reflect the diverse needs of KHS.

## 3. Website Posting

- a. KHS will post the annual DHCS-approved Member and PCP O&E plan on public website, in an accessible manner.
- b. KHS will also post the utilization assessment that was used for the outreach and education plans.
- c. All publicly posted materials will exclude any personally identifiable information.

## 4. Outreach & Education Plan Implementation

- a. KHS will collaborate with local stakeholders representing diverse racial and ethnic communities to engage and address mental health concerns.
- b. KHS will collaborate with Tribal liaison to incorporate tribal partner input and address continuity of care for American Indian members, following guidance on cultural humility and trauma-informed care.
- c. KHS will partner with the County Mental Health Plan (MHP) partners in the development of the O&E plans to coordinate efforts to educate Members on how to access mental and behavioral health services.

- d. KHS will ensure outreach efforts are following the CalAIM No Wrong Door policy to ensure timely access to services and uninterrupted treatment relationships.
- e. KHS will align with Member population as evident from the utilization assessment and
- f. KHS will integrate evidence-based best practices in stigma reduction.
- g. KHS will partner with Kern’s Mental Health Services Act coordinator for additional guidance.
- h. KHS will ensure members have information on the multiple points of contact for Members to access NSMHS. Members will have access to information through the public website, the member handbook, member portal, and direct contact with the plan.
- i. KHS will conduct annual outreach and education to PCPs regarding covered NSMHS.
- j. KHS will review and update the outreach and education plans in subsequent years, as needed, based on learnings from the Diversity, Equity, and Inclusion training programs, as outlined in APL 23-025, or any superseding APL.
- k. If no updates or changes to plan, KHS will send an email attestation with justification.

## V. ATTACHMENTS

N/A	
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## VI. REFERENCES

Reference Type	Specific Reference
All Plan Letter(s) (APL)	DHCS APL 23-025
All Plan Letter(s) (APL)	DHCS APL 24-012

## VII. REVISION HISTORY

Action	Date	Brief Description of Updates	Author
Effective	12/13/2024	Policy was created to align with DHCS APL 24-012	M.S. Behavioral Health

## VIII. APPROVALS

Committees   Board (if applicable)	Date Reviewed	Date Approved
Choose an item.		
Choose an item.		

Regulatory Agencies (if applicable)	Date Reviewed	Date Approved
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Department of Health Care Services (DHCS)	DHCS APL 24-012 on 12/16/2024	1/23/2025
Choose an item.		

Chief Executive Leadership Approval *		
Title	Signature	Date Approved
Chief Executive Officer		
Chief Operating Officer		
Chief Medical Officer		
Chief Information Officer		
Chief Compliance and Fraud Prevention Officer		
*Signatures are kept on file for reference but will not be on the published copy		



### Policy and Procedure Review

**KHS Policy & Procedure:** 21.09-P Non-Specialty Mental Health Services Member Outreach Education and Experience Requirements

**Last approved version:** N/A

**Reason for revision:** Policy was created to align with DHCS APL 24-012.

Director Approval		
Title	Signature	Date Approved
Director of Behavioral Health Melinda Santiago		
Senior Director of Provider Network Amisha Pannu		
Director of Compliance & Regulatory Affairs Jane MacAdam		

Date posted to public drive: \_\_\_\_\_

Date posted to website (“P” policies only) : \_\_\_\_\_