

**AGENDA**  
Regular Meeting of the  
**Santa Clara County Health Authority**  
**Consumer Advisory Committee**

Tuesday, June 12, 2018

6:00-7:00 PM

Santa Clara Family Health Plan  
Creekside Conference Room  
210 E. Hacienda Avenue  
Campbell CA 95008

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|---|---|
| 1. Call to Order                                    | Ms. Brenda Taussig  |
| 2. Roll Call and Introductions                      | Ms. Brenda Taussig  |
| 3. Public Comment                                   | All   |
| 4. Review and Approval of<br>March 13, 2018 Minutes | All   |
| 5. Health Plan Updates                              | Ms. Christine M. Tomcala<br>CEO                           |
| 6. Member Portal Overview                           | Ms. Chelsea Byom<br>Manager, Marketing and Communications |
| 7. Provider Search Demonstration                    | Ms. Chelsea Byom<br>Manager, Marketing and Communications |
| 8. Recent SCFHP Member<br>Communications            | Ms. Chelsea Byom<br>Manager, Marketing and Communications |
| 9. Future Agenda Items                              | All   |

### **Notice to the Public—Meeting Procedures**

- Persons wishing to address the Committee on any item on the agenda are requested to advise the Recorder so that the Chairperson can call on them when the item comes up for discussion.
- In compliance with the Americans with Disabilities Act, those requiring accommodations in this meeting should call contact Cristina Hernandez at 408-874-1912 within 48 hours prior to the meeting.
- To obtain a copy of any supporting document that is available, contact Cristina Hernandez at 408-874-1912. Agenda materials distributed less than 72 hours before a meeting can be inspected at the Santa Clara Family Health Plan offices at 210 E. Hacienda Avenue, Campbell.
- This agenda and meeting documents are available at [www.scfhp.com](http://www.scfhp.com).



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Santa Clara County Health Authority  
Consumer Advisory Committee**

**Tuesday, March 13, 2018**

**6:00 – 7:00 pm**

**210 E. Hacienda Avenue**

**Campbell, CA 95008**

**Minutes - DRAFT**

**Committee Members Present**

Mr. Paul Murphy, Chair  
Ms. Brenda Taussig, Chair  
Ms. Rachel Hart  
Ms. Margaret Kinoshita  
Ms. Danette Zuniga

**Staff Present**

Ms. Laura Watkins, Director of Marketing, Outreach and  
Enrollment  
Ms. Sherita Gibson, Marketing Coordinator  
Ms. Chelsea Byom, Marketing and Communications  
Manager  
Ms. Divya Shah, Health Educator  
Ms. Christine Tomcala, Chief Executive Officer  
Ms. Chris Turner, Chief Operating Officer

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**1. Call to Order**

Christine Tomcala, CEO, called the meeting to order at 6:05 p.m. A quorum was established.

**2. Roll Call and Introductions**

Introductions were made.

**3. Public Comment**

There were no public comments.

**4. Review and Approval of December 12, 2017 Minutes**

Ms. Kinoshita moved and Ms. Zuniga seconded the motion to approve the minutes from the meeting held on December 12, 2017. The motion passed unanimously.

## **5. Introduction of new CAC chairs**

Ms. Tomcala introduced the new chairs, Brenda Taussig and Paul Murphy. Paul Murphy is presently Whistleblower Program Manager at the County Council's office. Brenda Taussig is Director of Government and Community Relations at El Camino Hospital. The members of the CAC committee introduced themselves and their affiliations with the plan.

## **6. Health Plan Update**

Ms. Tomcala presented an enrollment update: As of March 1, Medi-Cal enrollment is 253,025; Cal MediConnect is 7,409; and Healthy Kids is 3,405 for a total enrollment of 263,839. Membership has declined slightly due to a variety of reasons.

Ms. Tomcala shared that plan has decided to freshen up its logo at the same time we move to the new building. The logo was displayed and well received by the committee.

Ms. Tomcala updated the CAC on our move date, anticipated for mid-July. The June CAC meeting will still be held at 210 E. Hacienda.

Funding extension for the CHIP program was passed through 9/30/2027. We anticipate our Healthy Kids program will continue through that date. Ms. Zuniga asked who will be issuing 1095B forms for CHIP members. Ms. Watkins will reach out to the state to confirm.

## **7. Member Portal Overview**

Ms. Byom announced that SCFHP will be launching a new member portal that will allow members to login and see information about their SCFHP membership. Members will be able to:

- View, request, or print your ID card
- Find a doctor
- Change your PCP
- Request transportation
- Request health education
- View service authorizations and claims information
- Access wellness resources

Protection of health information was brought up. Ms. Watkins stated that the portal will meet industry standards for security. Mr. Murphy stated that the Board is vigilant at monitoring hacking attempts.

The member portal will be mobile compatible. A mobile application will also be launched at a later date. The portal will be available in all threshold languages. Committee members were very positive about the features of the portal and the ability to self-serve.

## 8. Health Education Brochure

SCFHP covers a variety of health education classes:

- Exercise and Fitness
- Nutrition and weight management
- Counseling and Support Services
- Pre-natal/Safety Programs
- Parent Education
- Smoking Cessation

Ms. Byom led the group in a discussion about the plan's health education offerings. Committee members were asked:

- What would be the best way to inform members about these class offerings?  
Ms. Kinoshita stated she doesn't like scare tactics, but they are effective. Other suggestions included flyers, visuals, radio stations and auditory messages. Billboards also are helpful. Ms. Zuniga agreed that she is more visual, so the newsletter would be useful in sharing information about the classes. Ms. Watkins asked if text messaging would be helpful. Ms. Kinoshita stated she wouldn't like text messages but would rather get a flyer. Ms. Hart stated she would like text messages, because she would look at messages on her phone more than she would a flyer.
- How much information should we provide about the classes?  
Ms. Kinoshita asked about pre-diabetes classes. Ms. Shah stated a prevention program is launching April 1, 2018 for Medicare and January 1, 2019 for Medi-Cal. Ms. Kinoshita stated offering tips could be helpful to inform about classes. Also having the information for the classes more accessible. She stated that when she tried to call for more information she was not able to get the information she needed and gave up trying to find information. Having a way to access more information more easily would help. Ms. Hart asked if they don't have a car what the member can do to get to these classes. Ms. Turner stated transportation to classes is not currently covered, but would look to see if this is possible. Ms. Taussig asked if the classes are in-person or online as well. Ms. Shah stated these are all in-person classes. Ms. Kinoshita suggested having quick advertisements in waiting room clinics and also using quick slogans to make people think, "Did you know it is cheaper to be healthier?"
- Would you be interested in taking any of these classes? If so, which ones and why?  
The committee members expressed interest in Weight Watchers, gym benefits, meal preparation, and yoga. Ms. Shah stated that there are swim lessons and swim passes available for members on first come, first serve basis. Swim lessons are offered for children ages 6 months – 18 years and include 8 sessions. Eleven swim passes are available for ages 11-18 years. Members also requested classes on meal preparation and nutritious cooking.

## **9. Expanded Food and Nutrition Education Program (EFNEP)**

Ms. Shah presented information about the EFNEP which will be launched as a pilot program. It will include education about nutrition, physical activity, planning and budgeting. She will bring additional information back to the committee as it is available.

## **10. Recent SCFHP Member Communications**

Ms. Byom reviewed recent website postings, member materials, community resources and events, and mailings that were distributed to members. She stated that the feedback of this committee has helped determine the content of these communications.

Mr. Murphy suggested adding the Governing Board to the newsletter mailing list.

## **11. Future Meetings and Agenda Items**

The next Consumer Advisory Committee meeting is June 12, 2018. Topics suggested for the next meeting include:

- Update on EFNEP
- Blood pressure – Where can you get free checkups?
- Vision care benefits
- Strep throat treatment and prevention

## **12. Adjournment**

Mr. Murphy moved and Ms. Kinoshita seconded the motion to adjourn the meeting at 7:03 pm. The motion passed unanimously.

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Christine Tomcala  
CEO, Santa Clara Family Health Plan



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# Consumer Advisory Committee

June 12, 2018



# Agenda

- SCFHP Updates
- Member Portal Overview
- Provider Search Demo
- Recent SCFHP Member Communications
- Future Agenda Items





# SCFHP Updates

- Enrollment
  - Total enrollment as of June 1, 2018
    - 259,475 members
    - Decrease of 373 from May to June (- .1%)
  - Medi-Cal – 248,776 (< 1% decrease May to June)
  - Cal MediConnect – 7,503 (<1% increase May to June)
  - Healthy Kids – 3,196 (< 1% decrease May to June)
- Move Update
- Veggielution Community Project



# SCFHP-Veggielution Community Benefit Update



**SCFHP partnered with Veggielution to create an outdoor classroom space in honor of SCFHP's 20<sup>th</sup> Anniversary.**

**On Saturday June 2<sup>nd</sup>, Veggielution hosted a small groundbreaking ceremony to kick-off construction.**

- Approval and permits for shade structure were issued by City of San Jose Public Works.
- Local Union 393 members are providing support for building the structure.
- SCFHP's CEO Christine Tomcala and Board Members Paul Murphy and Ria Paul attended the event. District 5 Vice Mayor Carrasco was also in attendance along with other community organization representatives.



# Provider Search Demonstration

Ms. Chelsea Byom

Manager, Marketing and Communications



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# Member Portal Overview

Ms. Chelsea Byom

Manager, Marketing and Communications



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# SCFHP Member Communications

- Website postings
  - Board & Committee Meetings
    - Agendas, agenda packets, meeting minutes
  - Member Materials
    - Provider Directories
    - Provider Search
    - Formulary
  - Community Resources & Events
    - Community Events: West Valley Senior Walk, Healthy Living Fair, March for Babies, South County Health Fair, Mountain View Senior Resource Fair
- Mailings
  - Spring member newsletters



# 2018 CAC Meetings

- All meetings are held at SCFHP
- Schedule
  - Second Tuesday, from 6:00-7:00 p.m.
  - Dates
    - September 11, 2018
    - December 11, 2018
- Topic suggestions for September meeting?



# Questions?



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