

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

Tuesday, June 13, 2017

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  | Dr. Wenner   |
| 2. Roll Call and Introductions                          | Dr. Wenner   |
| 3. Public Comment                                       | All  |
| 4. Review and Approval of March 14, 2017 Minutes        | All  |
| 5. Health Plan Updates                                  | Ms. Christine M. Tomcala<br>CEO                        |
| 6. Member Material Field Testing                        | Ms. Angela Sheu-Ma<br>Health Educator                  |
| 7. Cervical Cancer Screening Frequently Asked Questions | Ms. Angela Sheu-Ma<br>Health Educator                  |
| 8. Recent SCFHP Member Communications                   | Ms. Chelsea Byom<br>Marketing & Communications Manager |
| 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 Sherita Gibson at 408-874-1912 within 48 hours prior to the meeting.
- To obtain a copy of any supporting document that is available, contact Sherita Gibson 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).



Santa Clara  
Family Health Plan

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# Consumer Advisory Committee

June 13, 2017



# Agenda

- SCFHP Update
- Member Material Field Testing
- Cervical Cancer Screening FAQ
- Recent SCFHP Member Communications
- Topics for September Meeting



# SCFHP Update - Enrollment

- As of June 1, 2017
  - Medi-Cal 265,649
  - Cal MediConnect 7,543
  - Healthy Kids 2,732
    - 385 – One-E-App
    - 2,344 – CCHIP
    - 2,729 Total



# SCFHP Update – 20<sup>th</sup> Anniversary

- Unique opportunity for SCFHP to visibly contribute to improving health and wellness in Santa Clara County, working with our community partners
- Sponsoring three community benefit projects
  - Indian Health Center – Exercise – expansion of fitness offerings through purchase of new equipment
  - Gardner Family Health – Dental Care – support project to expand dental unit at Comprecare Community Clinic
  - Veggielution (at Emma Prusch Farm Park) – Create outdoor classroom space to host educational and community outreach programs benefitting SCFHP members and the community





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# Field Testing Health Education Materials



# Background

- Health Education and Member Materials
  - Best practice to get input from customers *before* implementation
  - Contract requirement from DHCS
  - Community partnership between health plan and it's members/enrollees/customers





# Field Testing

1. Comprehension – clarity of content and presentation
2. Attractiveness – people want to see/hear the material
3. Acceptance/Cultural appropriateness – material is acceptable, not offensive, is believable
4. Involvement – audience can identify with the material and knows the message is meant for them
5. Call to action – most materials ask, motivate or induce audience to carry out a particular action



# Questions

1. What are your first thoughts/reactions after reading the letter?
2. Please state in your own words what the letter says.
  - Can you tell me what the form is asking of the member?
3. Is there anything confusing, unclear, or hard to understand? What and why?
  - If there are words you don't understand, what would be good substitutes?
4. Is there anything in the message that you or members in your community would like to say differently?
5. Who would you say this letter is intended for?
6. Would anything in this letter upset anyone in the community?
7. Is the presentation of the material visually acceptable?
8. Would you follow the advice of this letter?



# SCFHP Member Communications

- Website Postings
  - Board & Committee Meetings
    - Agendas, agenda packets, meeting minutes
  - Member Materials
  - Community Resources & Events
    - CalFresh EBT card at Santa Clara County Farmers' Markets
    - Facebook Activity
      - On Monday, June 5th the Santa Clara County Board of Supervisors recognized Santa Clara Family Health Plan for 20 years of dedication and commitment to ensuring our residents have accessible, quality health services that lead to improved outcomes for the entire community.
  - Mail
    - Spring Member Newsletter – May
    - City of San Jose Swim Program
    - Ongoing Health Education Incentive Programs



# 2017 CAC Meetings

- All meetings are held at SCFHP offices:  
210 East Hacienda Ave, Campbell, CA 95008
- Schedule
  - Tuesdays from 6:00-7:00 p.m.
  - Dates
    - September 12, 2017
    - December 12, 2017
- Topic suggestions for September meeting?



# Questions?



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

**Tuesday, March 14, 2017**

**6:00 – 7:00 pm**

**210 E. Hacienda Avenue**

**Campbell, CA 95008**

**Minutes - DRAFT**

**Committee Members Present:**

Waldemar Wenner, M.D.  
Danette Zuniga  
Rachel Hart  
Tran Vu  
Margaret Kinoshita  
Rebecca Everett  
Blanca Ezquerro

**Staff Present:**

Laura Watkins, Director of Marketing, Outreach & Enrollment  
Chelsea Byom, Marketing and Communications Manager  
Sherita Gibson, Marketing Coordinator  
Andres Aguirre, Quality Improvement Manager  
Sherry Holm, Behavioral Health Program Manager  
Christine Tomcala, CEO  
Paromita Ghosh, Marketing Project Manager  
Ms. Sandra Hernandez, Division Director of Integrated Behavioral Health Services, Behavioral Health Services Department, Santa Clara County  
Ms. Margaret Ledesma, Katie A. and Crisis Continuum Manager, Behavioral Health Services Department, Santa Clara County  
Ms. Laura Luna, Sr. Health Plan Manager. Behavioral Health Services Department, Santa Clara County

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**1. Call to Order and Roll Call**

Dr. Waldemar Wenner, Chairperson, called the meeting to order at 6:07 pm. Introductions were completed and a quorum was established.

**2. Public Comments**

There were no public comments.

### 3. Health Plan Updates – Christine Tomcala

Ms. Tomcala presented enrollment updates as follows: As of March 1, Medi-Cal enrollment is 267,437, Cal MediConnect is 7,622, and Healthy Kids is 2,703 for a total of approximately 278,000. Many children in the Healthy Kids program have become eligible for full scope Medi-Cal and have completed this transition. There are about 600 kids remaining enrolled through the traditional Healthy Kids Program. The other 2,100 are enrolled as part of CCHIP through Covered California; all CCHIP enrollment and disenrollment notices will come from Covered California. We will continue outreach to try to transition Healthy Kids members into Medi-Cal or renew them through CCHIP, as appropriate.

#### ACA Repeal and Replace:

Ms. Tomcala reported that there is a lot of uncertainty about proposed repeal and replacement of the Affordable Care Act. At this point we expect that funding for Medicaid will go down, and there will be more state control. We don't expect significant changes this year, but there will be changes on the horizon.

Ms. Watkins stated that SCFHP has posted FAQ's on its website for members regarding potential coverage changes and regulatory requirements about informing beneficiaries of any changes to their benefits. No changes can happen immediately. FAQ's will be updated as we learn more.

Dr. Wenner asked to clarify if/when there are changes, will people know in advance before they take effect? Ms. Watkins confirmed the state would have to notify people in advance if any changes affect their benefits or eligibility. Ms. Watkins encouraged committee members to continue making appointments with their providers as they normally would; to keep reading and being aware of what's going on; and to voice any concerns they may have about proposed changes to elected officials.

Ms. Tomcala added that a flyer has been posted to our website describing what the repeal of Medi-Cal expansion may mean for SCFHP and Santa Clara County.

Ms. Ezquerro ask how often the community page of the website was updated. Ms. Watkins replied that it is updated as information becomes available, sometimes several times a week. Dr. Wenner asked if there were any suggestions for informing health plan members about the changes that may be coming. Ms. Kinoshita asked about outreach to schools through the County Office of Education and district offices. She felt it would be important to reassure young children and their families about their coverage and that they can get care.

Ms. Watkins stated that SCFHP will use its member newsletter to communicate to our members. For larger outreach, we rely on advocacy organizations and the state.

Ms. Ezquerro asked if SCFHP has received a lot of calls from the members about this. Ms. Watkins responded that we received a few immediately after January 20<sup>th</sup>, but not many since then.

Ms. Kinoshita asked for information on how to contact any of the advocate groups. Ms. Watkins clarified that SCFHP works through its industry associations. She suggested Justice in Aging or Working Partnerships as two organizations that may have more information on advocacy posted on their websites. Ms. Everett added that the State Department of Disability is looking for stories on how this is affecting people's care.

Ms. Tomcala discussed SCFHP's 20<sup>th</sup> Anniversary. A press release went out on February 1<sup>st</sup>. We are working on a proposal for a community benefit event partnering with a local organization. The proposal goes to our Governing Board on March 16, and if approved, would take place sometime in the summer. Ms. Watkins added that if there is an associated ribbon cutting or ceremony, we will invite CAC members.

#### **4. HEDIS**

Mr. Aguirre gave an overview of Healthcare Effectiveness Data and Information Set (HEDIS) used to measure health plan performance. He stated that SCFHP uses this data to measure the preventive care delivered to members. It helps us identify areas to further improve the preventive care to our members. In 2017, the plan will be looking to develop focus groups that represent different languages and ethnicities to help us determine how to better promote the importance of regular preventive care. The first focus group will address Pap smears. SCFHP currently has an incentive program where members can get a gift card for completing a Pap test.

Ms. Everett asked how the gift cards are working because she thought it was a good idea. Mr. Aguirre responded that the response rate has been low. Ms. Watkins explained that we are going to test several new approaches to see if we can improve the response rate.

#### **5. Health Education**

Mr. Aguirre discussed the "10 Steps to a healthier you" program, a three class series about nutrition and weight management. He asked the CAC for their feedback on whether they would be comfortable receiving an invitation to this program from their primary care provider?

CAC members expressed interest in the program and agreed that it would be appropriate for a primary care provider to refer their child to this program. Ms. Zuniga stated, "This is a really good idea because the clinic where my kids go you have to pay out of pocket. If there is a more in-depth class, you have to pay out of pocket."

CAC members were encouraged to call Customer Service to get a referral to this program if they are interested. The class will be offered in English and Spanish to parents/guardians/care takers of kids of all ages.

#### **6. Behavioral Health Presentation**

Ms. Sandra Hernandez, Division Director of Integrated Behavioral Health Services for the Behavioral Health Services Department of Santa Clara County, presented an overview of mental and behavioral health services available to adults in Santa Clara County.



Ms. Margaret Ledesma, Katie A. and Crisis Continuum Manager for the Behavioral Health Services Department of Santa Clara County, presented an overview of mental and behavioral health services available from birth to age 21.

CAC members engaged in discussion with Ms. Hernandez and Ms. Ledesma about how to access services and the type of services available.

**7. Review and Approval of December 13, 2016 Minutes**

Minutes were reviewed and approved.

**8. Recent SCFHP Member Communications**

Ms. Byom directed the CAC members to their packets for more information about recent SCFHP member communications.

**9. Future Meetings and Agenda Items**

Future meeting dates were reviewed. No future agenda items were identified.

**10. Adjournment**

The meeting was adjourned at 7:15 pm.

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Waldemar Wenner, MD  
Consumer Affairs Committee Chairperson