

AGENDA

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

Tuesday, June 11, 2019, 6:00-7:00 PM
Santa Clara Family Health Plan, Redwood Conference Room
6201 San Ignacio Ave, San Jose, CA 95119

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| 1. Roll Call | Laura Watkins
Vice President, Marketing & Enrollment |
| 2. Public Comment
Members of the public may speak to any item not on the agenda. | Laura Watkins
Vice President, Marketing & Enrollment |
| 3. Meeting Minutes
Review March 12, 2019 Meeting Minutes. | All |
| 4. Health Plan Update
Briefing on current enrollment numbers and news pertaining to the health plan. | Laura Watkins
Vice President, Marketing & Enrollment |
| 5. Healthy Kids CCHIP Transition
Discuss upcoming program transition and potential member impact. | Laura Watkins
Vice President, Marketing & Enrollment |
| 6. Wellness Rewards Program
Review program communications. | Chelsea Byom & Divya Shah
Manager, Marketing & Communications and Health Educator |
| 7. SCFHP Member Communications
Review SCFHP member communications. | Chelsea Byom
Manager, Marketing & Communications |
| 8. Future Agenda Items
Discuss topic ideas for September 2019 meeting. | All |
| 9. Adjournment | Laura Watkins
Vice President, Marketing & Enrollment |

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 notify Stephanie Lin 48 hours prior to the meeting at 408-376-1420.
- To obtain a copy of any supporting document that is available, contact Stephanie Lin at 408-376-1420. Agenda materials distributed less than 72 hours before a meeting can be inspected at the Santa Clara Family Health Plan offices at 6201 San Ignacio Ave, San Jose, CA 95119.
- This agenda and meeting documents are available at www.scfhp.com

MINUTES – Draft

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Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, March 12, 2019, 6:00-7:00 PM

Santa Clara Family Health Plan, Redwood Conference Room
6201 San Ignacio Ave, San Jose, CA 95119

Committee Members Present

Blanca Ezquerro
Brenda Taussig
Rachel Hart
Rebecca Everett
Tran Vu
Maria Cristela Trejo Ramirez
Danette Zuniga
Evangeline P. Sangalang

Committee Members Absent

Myrna Vega
Margaret Kinoshita
Vu Nguyen

Staff Present

Christine Tomcala, Chief Executive Officer
Laura Watkins, Director of Marketing, Outreach
and Enrollment
Chelsea Byom, Manager of Marketing and
Communications
Stephanie Lin, Marketing Coordinator
Divya Shah, Health Educator
Jocelyn Ma, Community Outreach Program
Manager

1. **Roll Call/Establish Quorum**

Brenda Taussig, Committee Chair, called the meeting to order at 6:04 PM.

2. **Public Comment**

There were no public comments.

3. **Review and Approval of December 11, 2018 Meeting Minutes**

Ms. Tomcala suggested adding Ms. Taussig's arrival time in the meeting minutes. Ms. Zuniga moved and Ms. Sangalang seconded the motion to approve the amended minutes from the meeting held on December 11, 2018. The motion passed unanimously with one abstention. Ms. Everett abstained.

4. **Health Plan Update**

Ms. Tomcala presented the enrollment update: As of March 1, Medi-Cal enrollment is 239,836; Cal MediConnect is 7,884; and Healthy Kids is 3,348 for a total enrollment of 251,068 members. Trend continues to be a slight decrease in Medi-Cal enrollment. Ms. Tomcala shared that SCFHP had budgeted for the decrease.

Ms. Tomcala shared organizational updates. Dr. Laurie Nakahira has joined SCFHP as Chief Medical Officer, and Dr. Jeff Robertson has stepped into the role of Medical Director. SCFHP was awarded 3-year NCQA Accreditation status for the Cal MediConnect plan. DMHC and DHCS audits will be conducted on site for the next couple of weeks.

Ms. Tomcala discussed the Governor's Budget and its focus on Medi-Cal, calling for expanding coverage for undocumented young adults. Another focus of the Governor's Budget is improving access to affordable, quality health care for children. The governor wants to work with California managed care plans to ensure children's services are available and well-utilized. Ms. Taussig added that there are 21 separate state bills focused on expansion of health coverage to all who need it in California, with the direction towards Universal Health Coverage.

Ms. Hart joined the meeting at 6:16 p.m.

5. Member Incentive Programs

Ms. Shah presented data on current Member Incentive Programs: Childhood Immunizations, Controlling Blood Pressure, and Diabetes Nephropathy. The Childhood Immunizations and Controlling Blood Pressure programs will end June 30, 2019, and the Diabetes Nephropathy program will end May 15, 2019. Ms. Ezquerro asked why some members were not eligible for the incentive even though they returned the forms. Ms. Shah shared that those members may have returned a form without a doctor's signature, making them ineligible for the incentive.

Ms. Taussig asked whether the response rates were expected. Ms. Shah stated we are always interested in feedback on how to improve them. Ms. Watkins noted that the current response rates are considered good for direct mail (5.9% for Childhood Immunization, 5.1% Controlling Blood Pressure, 8.5% for Diabetes Nephropathy). Ms. Shah added that the response rates had actually improved from previous mailers, as the result of changes to the layout of the direct mail pieces.

Ms. Zuniga suggested following up on the mailers by phone to add personalization. Ms. Sangalang suggested working with someone with more authority (physicians) to do the follow up. Ms. Shah responded that while we are not currently not doing that for these programs, she would take these suggestions under consideration.

Ms. Shah presented an overview of four new member incentive programs: Asthma Medication Adherence (AMR), Comprehensive Diabetes Care (CDC), Well-Child Visits (W34), and Breast Cancer (BCS) and Cervical Cancer (CCS) Screenings for input and feedback.

Ms. Hart asked whether tests that were already completed would be eligible to receive the gift cards, and Ms. Shah confirmed that the tests are eligible as long as they are within the program timeframe. Ms. Hart questioned the high value of the gift card for the third diabetes screening. Ms. Shah responded that we want to encourage members to complete all screenings, not just one or two. Ms. Hart asked about the timeframe for the BCS/CCS screenings. Ms. Shah responded that the program dates are undecided and will depend upon the launch dates.

Ms. Everett asked whether there are mental health incentive programs available. Ms. Shah responded that we have not explored that area.

Ms. Watkins suggested emphasizing the availability of transportation in the marketing materials. Ms. Taussig added that using a postage paid envelope may increase response rates. Ms. Sangalang suggested making the language of the notices more urgent to encourage members to schedule their appointments.

Ms. Byom asked the committee for opinions on terminology: Pap smear and mammogram vs breast cancer screening and cervical cancer screening. Ms. Watkins asked whether the terms differ in non-English languages. The committee suggested having both terms available on materials.

Ms. Ezquerro suggested having the form and letter on one page. Ms. Watkins shared that translated text is difficult to keep on one page.

Ms. Hart asked whether the forms can be emailed. Ms. Shah confirmed that they cannot be emailed for security reasons. Ms. Sangalang suggested text messaging as a form of communication. Ms. Watkins shared the strict regulations SCFHP faced regarding text messaging communications, but SCFHP is currently working on expanding the use of text messaging.

6. Diabetes Prevention Program (DPP)

Ms. Shah presented updates to the Medi-Cal diabetes prevention program that launched January 1, 2019. SCFHP is currently working with the YMCA to administer the program, which has 8 locations in Santa Clara County. Prescreening will be offered through the YMCA. Each cohort is 8 to 16 people that meet for 16 consecutive weeks, then monthly for the remainder of the year. Members who are eligible and attend the first 3 sessions will earn 4 months of membership to the YMCA of their choice.

The Cal MediConnect DPP program is currently offered through Solera. Ms. Taussig asked about the number of members who have enrolled. Ms. Shah will provide an update in the future.

7. SCFHP Member Communications

Ms. Byom reviewed recent member communications, including winter newsletters, 1095-B tax forms distribution for Healthy Kids members, and a CAHPS survey that will be going out. Ms. Byom emphasized the importance of responding to the survey and explained that multiple mailings will be sent out to encourage participation.

Ms. Byom updated the committee on the new website. The content of the site is still a work in progress but SCFHP would like the committee's input on the design and organization. Ms. Byom will provide links to the new website to the committee by the end of the month, along with a link to the survey.

Ms. Byom shared dates for upcoming outreach events and introduced Jocelyn Ma as the new Community Outreach Program Manager. Ms. Byom asked the committee to share any events they believe SCFHP should participate in. Mr. Vu asked whether SCFHP attends any walkathon events. Ms. Watkins confirmed yes, but not all walkathons due to limited resources. Ms. Watkins encouraged the committee to send over event suggestions so SCFHP can plan for them in the future.

Ms. Sangalang suggested participation in Women's Month events. Ms. Watkins shared that there were activities on SCFHP's social media channels and those can be shared in future meetings.

8. Future Agenda Items

There were no agenda item suggestions. Any suggestions can be sent to Stephanie Lin (slin@scfhp.com).

9. Adjournment

Ms. Taussig adjourned the meeting at 7:06 pm.

Laura Watkins
Vice President, Marketing & Enrollment



**Santa Clara Family
Health Plan™**

Consumer Advisory Committee

June 11, 2019

Agenda

- SCFHP Updates
- Healthy Kids CCHIP Transition
- Wellness Rewards Program
- SCFHP Member Communications
- Future Agenda Items

SCFHP Updates

Enrollment

- Total enrollment as of June 1, 2019
 - 249,205 members
 - 4% decrease since June 2018
- Medi-Cal – 237,697 (4.5% decrease since June 2018)
- Cal MediConnect – 8,022 (6.9% increase since June 2018)
- Healthy Kids – 3,486 (9.1% increase since June 2018)

Organization Updates

- Focus on Quality
 - New performance measures from DHCS
 - Minimum Performance Level – at least as well as 50% of Medicaid plans in U.S.
 - Measures and sanctions in effect January 1, 2019
- Health Homes Program Launch
- Santa Clara Valley Health & Hospital System purchase of O'Connor and St. Louise Hospitals was approved and has been completed
- Durable Medical Equipment (DME) Vendors

Healthy Kids CCHIP Transition

October 1, 2019

- May revise of the 2019-2020 Governor's budget
 - Moves Healthy Kids CCHIP to Medi-Cal for both benefit delivery and administration (beneficiaries enrolling through Covered California)
- What is changing
 - Children enrolled through SCFHP Healthy Kids will move to SCFHP Medi-Cal
 - Health and vision insurance will be provided by SCFHP's Medi-Cal program
 - Dental insurance will be provided by Medi-Cal Dental – Children may see any dentist who accepts Medi-Cal Dental
 - Premium invoicing and collection will be managed by the State
- What is not changing
 - Children will not lose any health, dental, mental health or vision benefits
 - Primary care provider will not change
 - Health plan will not change

Healthy Kids CCHIP Transition

Communications

- Notices to currently enrolled beneficiaries
 - 60-day notice – mailed August 1
 - 30-day notice – mailed September 1
 - Dental notice – mail date tbd
 - Frequently Asked Questions to be included with all notices
- Notice to newly enrolling beneficiaries
 - General notice to be included in new member packets
 - Frequently Asked Questions to be included with general notice
- CCHIP Program Administrator toll free phone number

Wellness Rewards Program

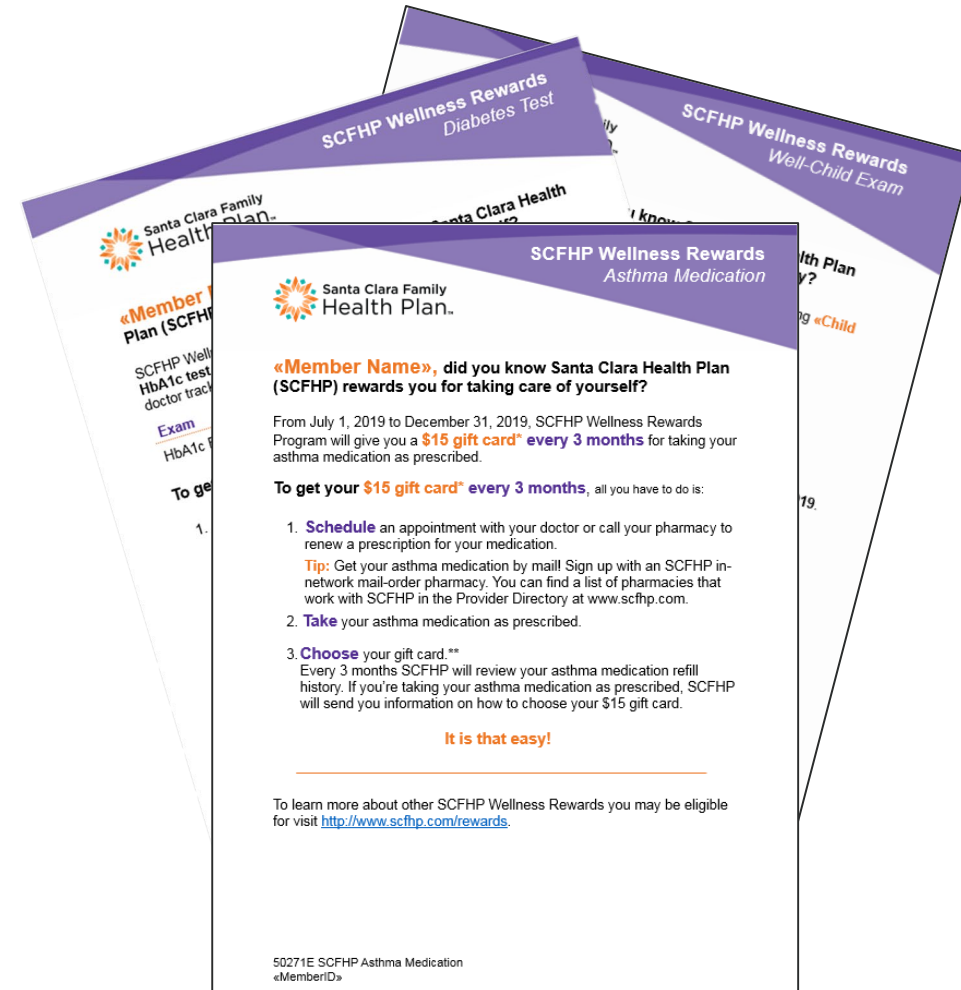
SCFHP rewards you for taking care of yourself!

- SCFHP Medi-Cal members can receive a **gift card** for completing select routine health exams. Kaiser members are not eligible for rewards.
- You get your choice of gifts cards from major retailers.
- To get your gift card, all you have to do is:
 - 1: Schedule an appointment with your doctor.
 - 2: Complete one of the exam/screenings listed below by December 31, 2019.
 - 3. Choose your gift card
- Within 3 months of completing the exam/screening, SCFHP will send you information on how to choose your gift card.

Wellness Rewards Program

Communications

- Letters mailed to eligible members
- Website
- Social media
- Newsletter
- Brochure
- Member portal



SCFHP Member Communications

Mailings

- Spring member newsletters
- Health Homes Program flyer

Website

- Board & Committee Meetings
 - Agendas, agenda packets, meeting minutes
- Member Materials
 - Provider Directories
 - Formulary
- New Website Update



WINNING HEALTH
Medi-Cal/Healthy Kids HMO

SPRING 2019

Health Care Options

NEW SERVICE TIMES
Hours of operation for Medi-Cal Health Care Options (HCO) have changed. The HCO Call Center is now open Monday through Friday, 8 a.m. to 6 p.m. To choose or change your Medi-Cal plan, call **1-800-430-4263** (TTY: **1-800-430-7077**). To choose or change your Cal MediConnect plan, call **1-844-580-7272** (TTY: **1-800-430-7077**). The call is free. For more information, visit www.healthcareoptions.dhcs.ca.gov/contact-us. The website also includes phone numbers you can call to reach HCO in your language.

Mental health
Key to your well-being

Mental health is how your thoughts and feelings affect your life. How's your mental health? Some signs can point to a problem that could get better with medical help. Examples of these signs are:

- Finding little joy in life or feeling worthless or guilty
- Crying without knowing why
- Low energy or anger flare-ups
- Mood swings—feeling very high, then very low
- Intense worries or fears
- Seeing or hearing things that aren't there

If you have symptoms like these, tell your doctor. He or she will help you get care that can help you feel better. That might include talking with a mental health expert and taking medicine. You can call Santa Clara County Behavioral Health Services for more help:

- For the 24/7 Suicide and Crisis Hotline, call **1-800-273-8255**.
- For mental health services, 24/7, call **1-800-734-0900**.
- For substance use services, call **1-800-488-9919**, Monday through Friday, 8 a.m. to 5 p.m. For emergency help, please call **911**.

Call Us

Customer Service
8:30 a.m. to 5 p.m., Monday through Friday (except holidays)
1-800-260-2055
TTY/VO
1-800-735-2929 or 711

NOT READING OR HEARING? CALL 711 FOR ASSISTANCE.



Medi-Cal Health Homes Program

Health Homes Program (HHP) offers new, **free services** to help you get the care you need!

Your HHP care team will help you:

- Find doctors and get an appointment
- Better understand your prescription drugs
- Get follow-up services after you leave the hospital
- Set up transportation to your doctor visits
- Find and apply for food benefits and housing
- Connect you to other community programs and services

>> Your care team includes a care coordinator, case manager, and a housing coordinator. Your team will work with you and your health providers, such as your doctors, specialists, pharmacists, and others. They will make sure everyone is informed about your health and the services you need.

Important things to remember about HHP:

- ✓ You keep your current Medi-Cal benefits. HHP offers an extra layer of support.
- ✓ Your current doctors and providers stay the same. HHP adds to your care team.
- ✓ Joining HHP is optional. Leave the program at any time and keep your Medi-Cal benefits.

SCFHP Member Communications

Outreach Events

- **Events SCFHP Attended:**

- JLSJ Community Health and Resource Fair
- CACCC “Starting the Conversation”
- Downtown Gilroy South County Health Fair
- March for Babies
- Health & Housing Fair
- District 3 Resource Fair
- IHC 4th Annual Fun Run and Resource Fair
- Milpitas Health & Wellness Fair



March for Babies



Veggie Fest

- **Future Events:**

- Washington United Youth Center Resource Fair – *June 28, 2019*
- San Jose Veggie Fest – *Aug 10, 2019*
- SV Pride – *Aug 25, 2019*

2019 CAC Meetings

All meetings are held at SCFHP

Schedule

- Second Tuesday of the month from 6:00 PM – 7:00 PM
- Dates:
 - September 10, 2019
 - December 10, 2019

Topics suggestions for September 2019 meeting?



**Santa Clara Family
Health Plan™**

Questions?

Medi-Cal Health Homes Program

Health Homes Program (HHP) offers new, **free services** to help you get the care you need!

Your HHP care team will help you:



Find doctors and get an appointment



Better understand your prescription drugs



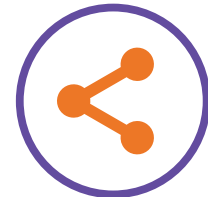
Get follow-up services after you leave the hospital



Set up transportation to your doctor visits



Find and apply for food benefits and housing



Connect you to other community programs and services

>> **Your care team includes a care coordinator, case manager, and a housing coordinator.**

Your team will work with you and your health providers, such as your doctors, specialists, pharmacists, and others. They will make sure everyone is informed about your health and the services you need.

Important things to remember about HHP:

- ✓ You keep your current Medi-Cal benefits. HHP offers an extra layer of support.
- ✓ Your current doctors and providers stay the same. HHP adds to your care team.
- ✓ Joining HHP is optional. Leave the program at any time and keep your Medi-Cal benefits.

Is HHP right for you?

If you answer YES to all or almost all of the questions below, HHP may be right for you!

- Do you have Medi-Cal?
- Do you have multiple chronic conditions and/or have a mental health condition for which you need regular doctor's care?
- Do you have difficulty keeping and making it to your medical appointments?
- Have you visited an emergency room or hospital two or more times in the last year?
- Do you need a safe place to live?

Sign up for HHP today!

Call SCFHP Customer Service to talk about your options at **1-800-260-2055** (TTY **1-800-735-2929** or **711**) Monday through Friday 8:30 a.m. to 5:00 p.m. The call is free. You can also tell your doctor or clinic staff that you want to get HHP services.

Santa Clara Family Health Plan (SCFHP) is dedicated to improving the health and well-being of its members.



Santa Clara Family Health Plan™

English: ATTENTION: If you speak English, language assistance services, free of charge, are available to you. Call 1-800-260-2055. (TTY: 1-800-735-2929 or 711).

Spanish: ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-260-2055 (TTY: 1-800-735-2929 o 711).

Chinese: 注意：如果您说中文，将为您提供免费的语言服务。请致电 1-800-260-2055。(TTY: 1-800-735-2929 或 711)

Vietnamese: CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-800-260-2055 (TTY: 1-800-735-2929 hoặc 711)

Tagalog: PAUNAWA: Kung nagsasalita ka ng Tagalog, maaari kang gumamit ng mga serbisyo ng tulong sa wika nang walang bayad. Tumawag sa 1-800-260-2055 (TTY: 1-800-735-2929 o 711).



SCFHP Wellness Rewards*

Santa Clara Family Health Plan (SCFHP) rewards its Medi-Cal members for completing select routine health exams!

Why are Check-Ups Important?

Regular health exams and tests can help find problems before they start. They also can help find problems early, improving your health outcomes. By getting the right health services, screenings, and treatments, you are taking steps that help your chances for living a longer, healthier life.

How does SCFHP reward my health care?

Your health is important to us. Below is a list of rewards we offer for completing routine health exams.

SCFHP will send information to eligible members to remind them to schedule their routine health exam(s). If you haven't received a reminder in the mail, review the list below to learn if you're eligible:

Exam/Test	SCFHP Medi-Cal Member Eligibility*	\$\$ / Rewards
Children's Health		
6 well-child visits, by 15 months of age	Ages 0-15 months must complete 6 well-child screenings by 12/31/19	\$30
Yearly well-child exam, Ages 3-6	Ages 3-6 must complete a well-child visit by 12/31/19	\$30
Adolescent well-care, Ages 12-21	Ages 12-21 must complete well-child visit by 12/31/19	\$30
Chronic Disease Management		
Diabetes: HbA1c Blood Test	Ages 18-75 with diabetes must complete the diabetes screenings by 12/31/19	\$25
Asthma - Take asthma medication as prescribed	Ages 5-64 with asthma must use asthma medication as directed from 1/1/19-12/31/19	\$15 every 3 months

Women's Health		
Mammogram	Ages 50-74 must complete mammogram by 12/31/19	\$20
Breast & Cervical Cancer Screening	Ages 21-74 must complete both screenings by 12/31/19	\$50
SCFHP Prenatal Program	Pregnant and enrolled in SCFHP Prenatal Program	Varies by Trimester

* Kaiser members do not qualify. If you're a KP member, visit kp.org for rewards opportunities.

How do I get my gift card* reward?

To get your **gift card** for a qualifying health exam, all you have to do is:

- 1: **Schedule** an appointment with your doctor.
- 2: **Complete** the exam/screening you're eligible for by the date listed.
3. **Choose** your gift card.**

Your doctor's office will tell us when you complete the exam/test. If you are eligible, within 3 months of completing the exam/screening, we will send you information on how to choose your gift card.

** Gift card not to be used for purchase of tobacco, alcohol, or firearms.

Choose from these brands and many more ...



It is that easy!

If you have questions, please call SCFHP Customer Service at **1-800-260-2055**, 8:30 a.m. to 5:00 p.m., Monday through Friday. For TTY/TDD users, please call **1-800-735-2929** or **711**. The call is free.