

MINUTES - Approved

Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, December 10, 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

Danette Zuniga
Rachel Hart
Rebecca Everett
Evangeline P. Sangalang

Committee Members Absent

Blanca Ezquerro
Tran Vu
Maria Cristela Trejo Ramirez

Staff present:

Christine Tomcala, Chief Executive Officer
Laurie Nakahira, Chief Medical Officer
Laura Watkins, Vice President, Marketing & Enrollment
Chelsea Byom, Director, Marketing & Communications
Theresa Zhang, Manager, Communications
Jocelyn Ma, Community Outreach Program Manager
Zara Hernandez, Health Educator
Natalie McKelvey, Manager, Behavioral Health
Stephanie Lin, Communications Project Manager

Others Present:

Narayanan Nagarathina Ganapati – Guest
Barifara Barife – Guest

1. Roll Call/Establish Quorum

- a. Ms. Sangalang, Committee Chair, called the meeting to order at 6:07 PM.

2. Public Comment

- a. There were no public comments.

3. Review and Approval of September 10, 2019 Meeting Minutes

- a. Ms. Zuniga moved and Ms. Hart seconded the motion to approve the minutes from the meeting held on September 10, 2019. The motion passed unanimously with one abstention. Ms. Everett abstained.

4. Health Plan Update

- a. Ms. Tomcala presented the enrollment update: As of December 1, Medi-Cal enrollment is 233,995; Cal MediConnect is 8,428, and Healthy Kids enrollment is 2, for a total enrollment of 242,425 members. Trend continues to be a slight decrease in Medi-Cal enrollment. Ms. Tomcala shared that SCFHP had budgeted for the decrease. The increase in Cal MediConnect can be attributed to SCFHP's outreach activities.
- b. Ms. Tomcala shared organizational updates: Medi-Cal will expand to undocumented adults 19 to 25 years old and raise income eligibility threshold from 122% to 138% for adults 65 and older on January 1, 2020. Healthy Kids program will close as of January 1, 2020. Healthy Kids CCHIP

(County Children’s Health Insurance Program) members have been transitioned into Medi-Cal program. The two non-CCHIP Healthy Kids members still enrolled in Healthy Kids have the option to apply for Valley Kids program, a safety net coverage option offered by the Santa Clara Valley Health & Hospital System, and have been offered application assistance. Ms. Tomcala introduced the California Advancing and Innovating Medi-Cal (CalAIM), an initiative by DHCS to transform the Medi-Cal program. Probable changes include the transition of Cal MediConnect program to a Medicare Dual Eligible Special Needs Plan (D-SNP). Ms. Watkins added that CalAIM is also proposing moving Medi-Cal to annual open enrollment for plan change, to improve continuity of care. More discussion to come as more details are confirmed. Ms. Tomcala announced that the lease for the Community Resource Center was signed this week. Customer Service assistance, health education classes, and conference rooms may be available to the community at the CRC next summer.

- c. Mr. Ganapati joined the meeting at 6:19 p.m.
- d. Ms. Byom presented restored Medi-Cal benefits effective on January 1, 2020: Chiropractic services, podiatry services, acupuncture, audiology services, occupational therapy, speech therapy, and vision services. Ms. Zuniga asked if there will be more providers in the area for chiropractic services. Ms. Byom responded that SCFHP is actively working to contract with more providers for each of the services. Ms. Everett asked whether the chiropractic services are available to children. Ms. Byom responded yes.
- e. Ms. Sangalang welcomed Mr. Ganapati to the meeting and asked if he has any public comments. Mr. Ganapati expressed his gratitude to SCFHP for providing excellent service in his five years as a member.

5. Behavioral Health Case Management Overview

- a. Ms. McKelvey presented an overview of the Behavioral Health Case Management department. Access to Behavior Health starts with the Santa Clara County Department of Behavioral Health. Members call in to the County to complete a screening where they are assessed for “Mild to Moderate” or “Specialty” (moderate to severe) behavioral health conditions. SCFHP is the payer for the Mild to Moderate and the County is the payer for Specialty. SCFHP does not require a prior authorization for treatment in most cases. Transportation is a benefit for eligible appointments with providers. Ms. McKelvey shared that there is an increase in behavioral health needs during the holiday season. Ms. Sangalang asked for data to be shared in the next meeting to support the statement.
- b. Ms. Everett asked if there is any focus on childhood mental health. Ms. McKelvey shared that the threshold for Specialty is lower for people under 21 and added that the County has a robust adolescent program. Ms. Everett asked if the program includes hospitalization. Ms. McKelvey answered yes.
- c. Ms. Sangalang suggested sharing resources for children with behavioral health needs within the County and explaining the process that members go through to get behavioral health care. Ms. Sangalang also suggested getting input from the community on how to improve this process.

6. Text Messaging Campaigns

- a. Ms. Zhang introduced the Text Messaging program to the Committee and walked the Committee through the campaigns planned for Medi-Cal members in order to get feedback. The first text of the program is free, and members can reply STOP at any time to stop receiving texts. SCFHP will not send more than 5 texts per month.
- b. Ms. Everett asked if the campaign will be in other languages. Ms. Zhang responded that it will only be in English for now, but that SCFHP is exploring options to implement other languages.
- c. In response to the Adolescent Well-Care Visit Text Messaging Campaign, Ms. Tomcala asked whether SCFHP knows the phone number is the adolescent’s phone number. Ms. Watkins answered that the number may still be the parent/guardian’s number, for members who have recently turned 18 and not completed their own redetermination.
- d. Ms. Zuniga suggested adding a Breast Cancer Screening campaign for women starting at age 40.
- e. Ms. McKelvey suggested adding Behavior Health information for Prenatal and Postpartum Care Text Messaging Campaigns.

- f. Dr. Nakahira asked about how the program prioritizes campaigns with only 5 text messages a month. Ms. Zhang confirmed that the Late Drug Refill will be priority.
- g. Ms. Hart asked what happens if members do not respond to texts. Ms. Zhang answered that the texts will stop after the second follow up message. Ms. Watkins suggested considering making outbound calls to those members who do not respond.
- h. Mr. Ganapati suggested to have PCPs remind members to get flu shots. Ms. Byom added that reminders were sent to providers in newsletters.
- i. Ms. Sangalang asked about the launch date for the program. Ms. Zhang responded that the tentative plan is to launch in March.
- j. In response to Well Child Visits and Childhood Immunizations Parent/Guardian of Member 1 Month Campaign message, Ms. McKelvey suggested to consider alternatives words so as to not focus only on breastfeeding. Ms. Watkins suggested removing “breast milk” in the sentence.

7. Outreach Plan

- a. Ms. Ma presented the Outreach Plan for 2020. The plan includes holding prospective Medi-Cal member presentations in the community, hosting new member orientations, opening and promoting Community Resource Center, and launching advertising campaign.
- b. Ms. Ma updated the committee on accomplishments in 2019: Quarterly community eNews launched in summer 2019, and Salesforce implemented to track contacts, outreach activities, events and sponsorships.
- c. Ms. Watkins added that SCFHP’s presence has increased significantly attributable to Ms. Ma’s outreach efforts. Ms. Sangalang suggested to include the number of outreach events in future meetings.

8. SCFHP Member Communications

- a. Ms. Byom reviewed recent and upcoming member communications, including fall newsletters, and a mailing to members under 21 about Early and Periodic Screening, Diagnostic, and Treatment Services.
- b. Ms. Byom updated the committee that the new mobile-friendly website has officially launched as of December 10th.
- c. Ms. Byom shared events that SCFHP attended (e.g., Healthy Aging & Wellness Expo) and dates for upcoming outreach events, including Labor Movement Holiday Party on December 21, 2019.

9. Future Agenda Items

- a. Ms. Watkins would like to provide updates on the Community Resource Center. Ms. Sangalang suggested having updates on the Text Messaging program.
- b. Additional suggestions can be sent to Stephanie Lin (slin@scfhp.com).

10. Adjournment

- a. Ms. Sangalang adjourned the meeting at 7:21 pm.

Laura Watkins
Vice President, Marketing & Enrollment