

Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, December 14, 2021, 6:00 PM – 7:00 PM

Santa Clara Family Health Plan

6201 San Ignacio Ave., San Jose, CA 95119

Via Zoom

(669) 900-6833

Meeting ID: 860 1418 7597

Passcode: **cac122021**

<https://us06web.zoom.us/j/86014187597>

AGENDA

1. Roll Call / Establish Quorum	Ms. Porchia Usher	6:00	5 min
2. Public Comment Members of the public may speak to any item not on the agenda; two minutes per speaker. The committee reserves the right to limit the duration of public comment to 30 minutes.	Ms. Porchia-Usher	6:05	5 min
3. Meeting Minutes Review minutes of the September 14, 2021 Consumer Advisory Committee. Possible Action: Approve the minutes of the September 14, 2021 Consumer Advisory Committee.	Ms. Porchia-Usher	6:10	5 min
4. Health Plan Update Discussion on SCFHP membership and current topics.	Ms. Tomcala	6:15	5 min
5. Department of Eligibility & Benefit Services (DEBS) Provide update on DEBS operations and current topics.	Ms. Porchia-Usher	6:20	10 min
6. COVID Vaccination Incentive Overview of vaccination incentive program.	Ms. Tran	6:30	5 min
7. Community Outreach Program Discussion of SCFHP community outreach program.	Mr. Gonzalez	6:35	5 min
8. Cal MediConnect (CMC) Plan Overview Update on CMC benefits plan.	Mr. Ly	6:40	5 min
9. Blanca Alvarado Community Resource Center Planning and operations implementation update.	Mr. Gonzalez	6:45	5 min

<p>10. SCFHP Member Communications Review SCFHP Member Communications.</p>	Ms. Byom	6:50	5 min
<p>11. Future Agenda Items Discuss topic ideas for March 8, 2022 meeting.</p>	Ms. Porchia-Usher	6:55	5 min
<p>12. Adjournment Next meeting: Tuesday, March 8, 2022 at 6:00 p.m.</p>	Ms. Porchia-Usher	7:00	

Notice to the Public—Meeting Procedures

- Persons wishing to address the Consumer Advisory 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.
- The Committee may take other actions relating to the issues as may be determined following consideration of the matter and discussion of the possible action.
- In compliance with the Americans with Disabilities Act, those requiring accommodations in this meeting should notify Amy O'Brien 48 hours prior to the meeting at (408) 874-1997.
- To obtain a copy of any supporting document that is available, contact Amy O'Brien at (408) 874-1997. 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.



**Santa Clara Family
Health Plan™**

Public Comment



**Santa Clara Family
Health Plan™**

Meeting Minutes

September 14, 2021

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

Tuesday, September 14, 2021, 6:00 PM – 7:00 PM
Santa Clara Family Health Plan - Teleconference
6201 San Ignacio Ave., San Jose, CA 95119

MINUTES - Draft

<p><u>Members Present</u> Debra Porchia-Usher, Chair Rebecca Everett Blanca Ezquerro Rachel Hart Maria Cristela Trejo Ramirez Ishendra Sinha Tran Vu</p> <p><u>Members Absent</u> Barifara (Bebe) Barife Vishnu Karnataki</p> <p><u>Guest</u> Ajit Raina</p>	<p><u>Staff Present</u> Christine Tomcala, Chief Executive Officer Laurie Nakahira, DO, Chief Medical Officer Laura Watkins, Vice President, Marketing and Enrollment Chelsea Byom, Director, Marketing, Communications and Outreach Lucille Baxter, Manager, Quality and Health Education Mike Gonzalez, Manager, Community Resource Center Cristina Hernandez, Manager, Marketing & Public Relations Jenny Arellano, Marketing Project Manager Jocelyn Ma, Community Outreach Program Manager Zara Hernandez, Health Educator Divya Shah, Health Educator Amy O'Brien, Administrative Assistant</p>
---	--

1. Roll Call

Debra Porchia-Usher, Chair, called the meeting to order at 6:05 p.m. Roll call was taken and a quorum was established.

2. Public Comment

There were no public comments.

3. Meeting Minutes

The minutes of the June 8, 2021 Consumer Advisory Committee meeting were reviewed.

It was moved, seconded, and the minutes of the June 8, 2021 Consumer Advisory Committee meeting were unanimously approved.

Motion: Mr. Vu

Seconded: Ms. Ezquerro

Ayes: Ms. Everett, Ms. Ezquerro, Ms. Hart, Ms. Porchia-Usher, Ms. Ramirez, Mr. Sinha,
Mr. Vu

Absent: Ms. Barife, Mr. Karnataki

4. Health Plan Update

Christine Tomcala, Chief Executive Officer, presented the enrollment update. The Plan's total enrollment as of September 1, 2021 is 286,552 members, an approximately 9.1% increase since September 2020. As of September 2021, the Plan's total Medi-Cal membership is 276,227 members, an increase of approximately 9.1%. The Plan's total Cal MediConnect membership is 10,325 members, an increase of approximately 9.5% since September 2020.

Ms. Tomcala noted that plans for staff to return to the office in October 2021 are on hold, due to the COVID-19 Delta variant. The Brown Act flexibilities that were put in place due to COVID are due to expire at the end of September. It is expected that a bill to extend these flexibilities will soon be signed by the Governor. The Zoom meetings will likely continue throughout the duration of the public health emergency. The December 14, 2021 Consumer Advisory Committee meeting will likely occur via Zoom.

The Department of Health Care Services (DHCS) announced a \$350M incentive program to encourage vaccinations among Medi-Cal beneficiaries. Ms. Tomcala presented a breakdown of the vaccination rates amongst the Plan's Medi-Cal and Cal MediConnect populations, and amongst ethnic groups. SCFHP welcomes the committee members' input on ways to increase vaccination rates for the vaccine hesitant. Mr. Sinha recommended that SCFHP create and implement an action plan and establish community leaders who will speak to those who are vaccine hesitant and address their concerns. Ms. Ezquerro asked if vaccination rates are broken down by age. Ms. Tomcala confirmed that the Plan has data by age group and advised that the graphs shown reflect vaccination rates for those who are 12 and over. Older members reflect a higher rate of vaccination. The 18-39 year-old age group shows a larger gap in vaccination rates compared to the county average than those in the 12-18 year-old age group.

Chelsea Byom, Director, Marketing, Communications, and Outreach discussed the details of SCFHP's COVID-19 Vaccination Response Plan. The Plan continues to work in partnership with the Public Health department as part of our response plan. Mr. Sinha agrees that use of the Blanca Alvarado Community Resource Center, and community health workers who represent the communities in which they live and work, is an important and effective means of increasing awareness and vaccination rates.

Ms. Porchia-Usher remarked that the Plan should identify and target members in the 18-39 year-old age group along with school-age children through partnerships with schools. Ms. Porchia-Usher asked if the Plan has identified the demographics of the members who continue to remain unvaccinated to tailor its strategy to their needs and concerns. Ms. Byom replied that the Plan continues to analyze data to develop strategies to reach these populations. The Plan's strategies include reaching out to community leaders and grassroots organizations such as churches and schools, and any other places where people gather, in order to emphasize the safety and importance of vaccination. Ms. Everett was pleased with the vaccination reminders from the Indian Health Center, and also with the ease and convenience of free vaccinations through Walgreens or local pharmacies. Ms. Byom confirmed that the Plan has made our members aware that local pharmacies are a great option. Mr. Raina and Mr. Vu concurred that effective vaccine communication is essential for higher vaccination rates. Ms. Porchia-Usher commended the Plan for their efforts.

5. Community Resource Center (CRC)

Mike Gonzalez, Manager, CRC, presented the Committee with an update on the ongoing virtual programming available at the Center. The virtual Grand Opening of the CRC is this Friday, September 17, 2021 from 12:00 p.m. to 1:00 p.m., and there is a Community Open House on Saturday, October 2, 2021 from 10:00 a.m. to 3:00 p.m. Mr. Gonzalez introduced Lidia Valencia, the CRC's new Community Health Worker (CHW). Mr. Gonzalez detailed the planned hours of operation. COVID-19 safety protocols remain in place throughout the duration of the pandemic, and programming is subject to change.

Mr. Gonzalez discussed the elements and strategies of the community-led CRC Planning Process and the process roadmap. This planning process includes a community survey targeted to residents within 6 specific zip

codes in East San Jose. He also explained the goals of the CRC System Partner Advisory Group and the Resident Advisory group.

Ms. Ezquerro asked for clarification of which East San Jose zip codes will receive the survey. Mr. Gonzalez responded that members of the Resident Advisory Group and System Advisory Group will distribute the surveys in 6 targeted zip codes in East San Jose, taking a grassroots approach to reaching the community in workplaces, churches, and other locations. Ms. Byom advised the survey will also be included in the Plan's member newsletters. Ms. Porchia-Usher asked for confirmation of whether or not more than one CHW will be hired. Mr. Gonzalez confirmed that a second CHW has been hired, and the goal is to expand staffing as needed to represent the communities in which they live.

6. Population Needs Assessment

Divya Shah, Health Educator, gave an overview of the Population Needs Assessment. The Population Needs Assessment is an annual requirement of DHCS, and the goal is to improve health outcomes and meet the unique needs of the Plan's Medi-Cal population. In addition, the Population Needs Assessment identifies areas for improvement and ensures targeted strategies for quality assurance and available resources for health education programs. Ms. Shah summarized the results of the Assessment for the Committee. Ms. Shah explained the gaps identified in the Program Gap Analysis.

Ms. Shah then discussed the Action Plan objectives that will be implemented based on these results. These objectives incorporate both the 2020 and 2021 action plan objectives. Objectives focus on topics, including: controlling high blood pressure, cervical cancer screenings, well-visits, and the Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey. Some of the progress areas were impacted by COVID. Over the last year, the Plan has increased their member outreach efforts. Health Education programs include the American Heart Association's "Check, Change, Control" workshop. SCFHP has also developed workshops for controlling blood pressure. Ms. Shah outlined the strategies Health Education will implement in order to reach their goals.

Ms. Hart asked if COVID continues to impact the number of people going to the doctor, and if Telehealth options are available. Lucille Baxter, Manager, Quality and Health Education, confirmed that the impact of COVID is still being felt and continues to affect doctor visits. The overall number of Provider visits has decreased due to COVID safety and disinfection protocols required in Provider consultation rooms. Telehealth visits are helpful; however, there are still many members who do not have access to good internet service, or who may need help with digital literacy skills.

Mr. Sinha asked about the Health Education department's ideas to help increase cervical cancer screenings and contraception use for the Asian Indian population. Ms. Shah replied that the Health Education department is still in the early stages of developing their action plans. Health Education is open to feedback on the best ways to conduct outreach to the Asian Indian population. Mr. Vu asked if our members are aware of the Telehealth option. Ms. Baxter concurred members have been made aware of the Telehealth option, which is detailed in the Plan's member newsletter. The Plan also provides assistance with scheduling appointments. Laurie Nakahira, DO, Chief Medical Officer, explained the options available through the Plan's 24/7 Nurse Advice Line. Ms. Ramirez shared an experience she had with an urgent care clinic. Dr. Nakahira provided information on what to expect in an urgent care visit.

Ms. Porchia-Usher commented that the results of the Population Needs Assessment show that the Plan needs to look closely at sustainment and maintenance strategies to continue the progress made so far. Ms. Porchia-Usher looks forward to hearing the results of these sustainment strategies. The Assessment was very insightful.

7. CalAIM Program and Benefit Changes for January 1, 2022

Ms. Byom presented an overview of the upcoming CalAIM Program and Benefit Changes for January 1, 2022. Ms. Byom discussed the 3 primary goals of CalAIM. Ms. Byom highlighted the populations and benefits that will be carved in or carved out of Medi-Cal managed care.

Ms. Byom continued with an overview of the benefits of the Enhanced Care Management (ECM) and In-Lieu-of Services (ILOS) programs, which will replace the Whole Person Care and Health Homes Programs. Ms. Byom highlighted other state budget items that will further support the CalAIM goals.

Ms. Hart asked how services are extended to the homeless population. Ms. Byom responded that the plan relies on telephonic outreach, as well as its community partners who directly serve the homeless population. Dr. Nakahira added that the Plan is contracted with clinics that tailor their services to the homeless population, and those in homeless encampments. Ms. Hart also asked if doula services will be offered to all Medi-Cal members. Ms. Byom responded that the Plan is awaiting additional details from the state on the various programs and services. Ms. Porchia-Usher remarked that it will be interesting to see how the state rolls out these improvements, particularly to the homeless population.

8. Member Orientation

Jocelyn Ma, Community Outreach Program Manager, presented the committee with an overview of the Member Orientation pilot program, which began in June 2021. Ms. Ma discussed the goals of the member orientation program.

Mr. Sinha expressed some concerns he has with doctors who do not want to take Medi-Cal members. Mr. Sinha explained this is particularly frustrating if you have both Medicare and Medi-Cal. Many doctors who accept Medicare will not accept Medi-Cal. Ms. Ma explained that the Plan also conducts member orientations for our Cal MediConnect members. Ms. Ma went on to explain that the advantage of being a Cal MediConnect member is that your coverage is streamlined into 1 plan with no separation and seamless coverage. Ms. Ma explained some of the key benefit coverage differences between Medicare and Medi-Cal. The Plan can direct members to providers who will accept SCFHP Medi-Cal. Acceptance of Medicare is always at the discretion of the Provider.

Ms. Porchia-Usher remarked that she is looking forward to taking part in the Member Orientation program. Ms. Porchia-Usher would also like to see a summary of the survey results from orientation participants. Ms. Ma explained that survey results from in-person orientations are available in Survey Monkey, and she can provide an overview of these results either at the December 14, 2021 meeting, or via email.

9. SCFHP Member Communications

Ms. Byom gave an overview of the member communications completed since the June 2021 meeting. Mailings included the summer newsletter, and a flyer which announced the start of our member orientation pilot program.

The robo-calls campaign continued, with calls made to households with members in the 12-17 age group who remain unvaccinated. Live calls were also made to announce the new member orientation program. There are 3 new landing pages on the SCFHP website, including a Welcome page, a COVID vaccination information page, and a preventive care page. SCFHP participated in 2 events in August 2021.

Ms. Hart asked if the Plan can prevent members from opting out of the robo-calls campaign. Ms. Byom replied that it is unclear if the current vendor can support this. A member can opt out at any time. Ms. Watkins advised that all robo-calls identify SCFHP as the caller.

Mr. Sinha remarked that providers need a dedicated nursing staff who ensure members' messages to their providers are actually relayed to the providers. He is also frustrated with the fact that one provider may work out of several different locations, or the staff, including medical assistants, constantly changes. Mr. Sinha feels improvements in these two areas of provider communication would improve patients' experiences.

10. Future Agenda Items

Ms. Porchia-Usher asked for feedback as to future agenda items. She would like to see a sustainment action plan, developed in response to the Population Needs Assessment, presented at the December 14, 2021 meeting. She would also like to see survey results from the member orientation program, as well as a future date to participate in the orientation. Mr. Sinha suggested ideas for effective communication between members and

providers and easier access to care facilities. Ms. Porchia-Usher validated Mr. Sinha's concerns, and it is her hope that the CalAIM program addresses and corrects these exact same issues.

11. Adjournment

The meeting adjourned at 7:20 p.m. The next Medi-Cal Consumer Advisory Committee meeting is scheduled for Tuesday, December 14, 2021 at 6:00 p.m.

Debra Porchia-Usher, Chairperson
Consumer Advisory Committee



Santa Clara Family Health Plan™

Health Plan Update

December 14, 2021

SCFHP Updates

Enrollment

- Total enrollment as of December 1, 2021
 - 291,097 members
 - 7.4% increase since December 2020
- Medi-Cal – 280,666 (7.4% increase since December 2020)
- Cal MediConnect – 10,431 (6.2% increase since December 2020)

Plan Updates

- 2022 Consumer Advisory Committee meeting dates
 - March 8, June 7*, Sept 13, Dec 6*
 - *Adjusted to first week of the month to avoid committee conflicts
- Enhanced Care Management and Community Supports launch 1/1/2022
- Pharmacy will be carved out to Medi-Cal Rx as of 1/1/2022



Santa Clara Family Health Plan™

Department of Eligibility and Benefits Services (DEBS)



**Santa Clara Family
Health Plan™**

COVID-19 Vaccine Incentive Program Overview

December 14, 2021



Attention!

Santa Clara Family Health Plan (SCFHP) members

You may be eligible for a **\$50 gift card*** if you get your first dose of a COVID-19 vaccine from a California provider between September 1, 2021 – March 6, 2022.

All SCFHP members 12 years old and up may be eligible to receive a gift card. For more information about how you can Get Vaccinated and Get Rewarded, visit www.scfhp.com/covidvax



*Limits and restrictions apply.
Eligibility rules are subject to change.



COVID Vaccine Rewards Program

*Eligibility Criteria

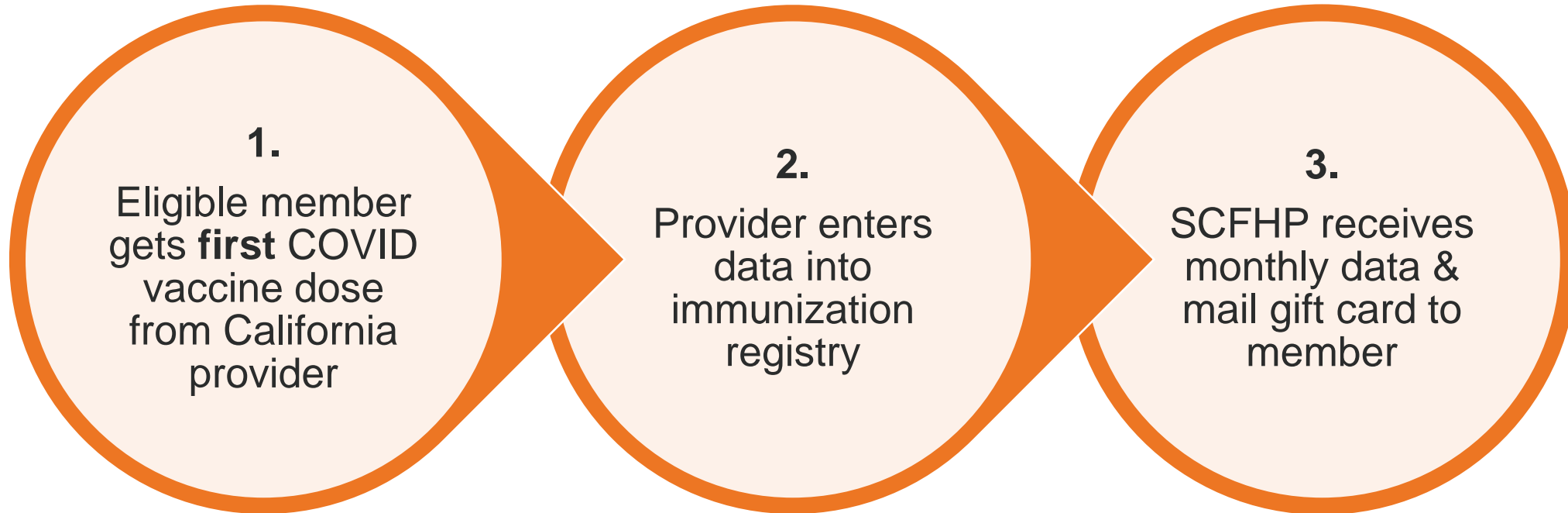
- SCFHP member at the time of vaccination
- Age **12 years and up**
- Receive **first dose** from a California provider
- Incentive timeframe: **September 1, 2021 – March 6, 2022**

Exclusions:

- Second and third doses
- Boosters
- Members age 5-11

* Eligibility criteria is subject to change.

Reward Program Process & Timeline



- It may take member up to 10 weeks to receive their reward
- Gift cards will not be reissued if lost or stolen



**Santa Clara Family
Health Plan™**

Questions?



**Santa Clara Family
Health Plan™**

Outreach Plan Update

Outreach Program

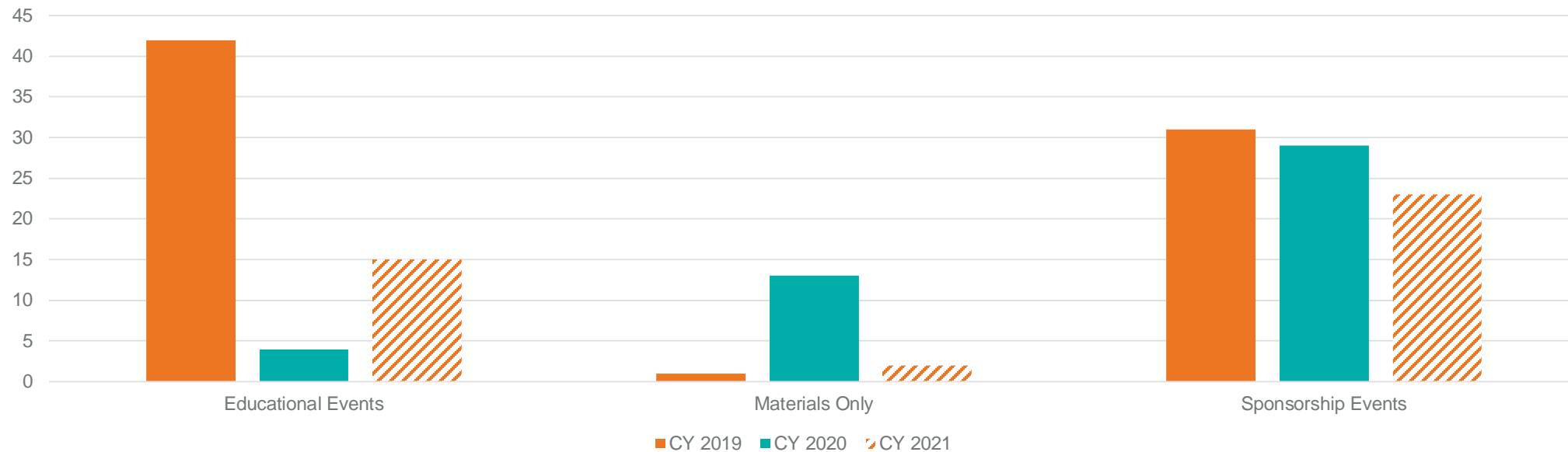
Aims to improve community health and Santa Clara Family Health Plan (SCFHP) perception through partnerships with Community Based Organizations (CBOs), government agencies, elected officials, and providers while increasing engagement with members and potential members.

2021

- Partnered with Anthem and SSA DEBs to create and distribute 150,000 Medi-Cal enrollment flyers in Second Harvest food distribution boxes
- Implemented New Member Orientations virtually and in-person and publicize them with our community partners and general public
- Conducted outreach to inform partners of SCFHP's strategic plan and new mission, vision and values
- Opened and promoted the SCFHP Blanca Alvarado Community Resource Center offerings and space

Outreach Events

CY 2019, CY 2020, and CY 2021 YTD Accomplishments

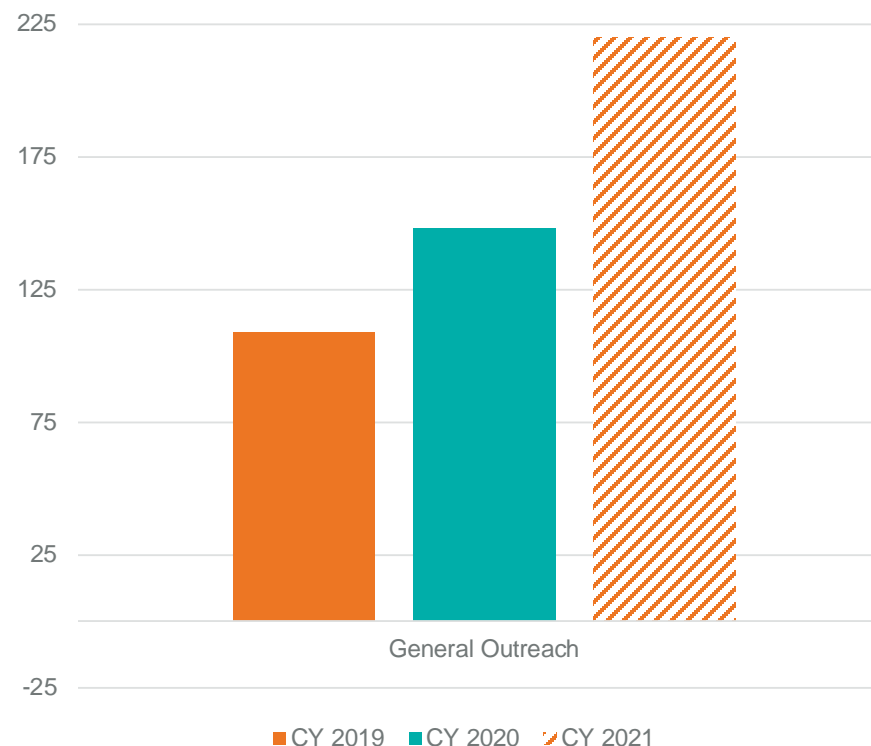


Outreach Activities

CY 2019, CY 2020, and CY 2021 YTD Accomplishments

SCFHP facilitates and/or participates in a number of meetings, including:

- Stakeholder/Collaborative meetings
- Introduction meetings
- Strategy meetings
- Networking at community events



Outreach Planning

2022

1) Lead improvement in the health of communities impacted by disparities

- Pursue bold initiative(s) to address community health disparities in collaboration with community partners
- Collaborate with community & system partners on programs/services/resources at the CRC to advance health/well-being of members & residents

2) Foster membership growth and retention

- Raise Plan visibility in community and with elected officials
- Increase Medi-Cal market share to 80%

Questions and Feedback

- Where do you get **health** information?
- What **in-person** activities are you comfortable participating in **now**?
- What would **motivate** you to attend an event in the community?
- Where or how do you **hear** about **upcoming** community events?
- Any other questions or suggestions?



**Santa Clara Family
Health Plan™**

Cal MediConnect Plan

(Medicare- Medicaid Plan)

Thien Ly

Consumer Advisory Committee Meeting 12/14/2021


Santa Clara Family Health Plan Cal MediConnect Plan (Medicare-Medicaid Plan) is a health plan that contracts with both Medicare and Medi-Cal to provide benefits of both programs to enrollees. Enrollment in Santa Clara Family Health Plan (Medicare-Medicaid Plan) depends on contract renewal.

H7890_16049E Approved

SCFHP Cal MediConnect

- A plan designed to make health care simpler.
 - Combines Medicare and Medi-Cal benefits into a single plan
 - Covers medical care, prescription drugs, vision, hearing aids, long-term services and supports, and behavioral health
 - Easier to get the services you need
 - Helps you live independently





Santa Clara Family Health Plan™ Cal MediConnect Plan


Member Name: **JOHN L. SMITH**
 Member ID: **30000000**
 Health Plan (80840): **7366440000**
 Date of Birth: **11-18-1950**
 PCP Name: **MARTINEZ, MARIA**

MedicareRx
Prescription Drug Coverage

RxBin: **015500**
 RxPCN: **ASPR111**
 RxGRP: **SAC00**

H7890-000

Options for Medicare & Medi-Cal Members

Original (Fee-For-Service) Medicare	Medicare FFS Parts A & B	Medicare Part D Stand-Alone	Medi-Cal
Medicare Advantage (MA) Plan	Medicare Parts A & B Medicare Part D		Medi-Cal
SCFHP Cal MediConnect Plan	Medicare Parts A and B Medicare Part D Medi-Cal Supplemental Benefits 		

Are you eligible for Cal MediConnect?

You may be eligible if you:

- Are currently eligible for full Medi-Cal
- Have both Medicare Parts A & B
- Live in Santa Clara County
- Are 21 or older at the time of enrollment

*Note: No End-Stage Renal Disease at time of enrollment
(some exceptions)*

Vision, Dental & Hearing Benefits



- **Vision**

- One routine eye exam every year (a referral may be required); and
- Up to **\$200** for eyeglasses or up to **\$200** for contact lenses every two years
- Find a VSP provider at www.scfhp.com

- **Dental**

- Available through Medi-Cal Dental Program (Denti-Cal)
- Services include cleanings, fillings, and complete dentures

- **Hearing**

- SCFHP pays up to \$1,510 per fiscal year (July 1-June 30) for hearing aids for both ears provided by an in-network specialist

Fitness Benefit



A fitness benefit is offered to members to encourage an active lifestyle

- The Silver&Fit Healthy Aging and Exercise Program includes, at no cost:
 - The Get Started Program (assessment)
 - Access to on-demand videos via the Silver&Fit website and mobile app
 - Fitness Center Membership (contracted gyms only)
 - Classes offered by contracted gyms that require a fee are not covered by the plan and will not be reimbursed
 - Home Fitness Kits
 - Healthy Aging Coaching
 - Silver&Fit Connected (activity tracker)
 - Rewards, online classes, quarterly newsletter

Transportation Benefit

- Unlimited roundtrips for covered medical services
 - Doctor visits
 - Lab or x-rays
 - Pharmacy
- Must be scheduled in advance
 - 5 business days for non-emergency medical transportation (NEMT)
 - Requires a provider-completed Physician Certification Statement (PCS) form
 - 3 business days for non-medical transportation (NMT)
 - Requires member informal verification of no other transportation
- Call Customer Service at 1-877-723-4795



Prescription Copays

Medication Type	Tiers	Covered	Copay
Generic Drugs (for a 30-day supply)	Tier 1	Yes	\$0
Brand-Name Drugs (for a 30-day supply)	Tier 2	Yes	\$0, \$4.00, \$9.85*
Non-Medicare Rx Drugs	Tier 3	Yes	\$0
Over-the-Counter Drugs (Non-Medicare prescription)	Tier 4	Yes	\$0

*Copays may vary based on the level of Extra Help you receive. Please contact SCFHP for more details.

Note: After yearly Total Out-of-Pocket (TrOOP) drug cost exceeds **\$7,050**, member pays \$0 copay for drug costs.

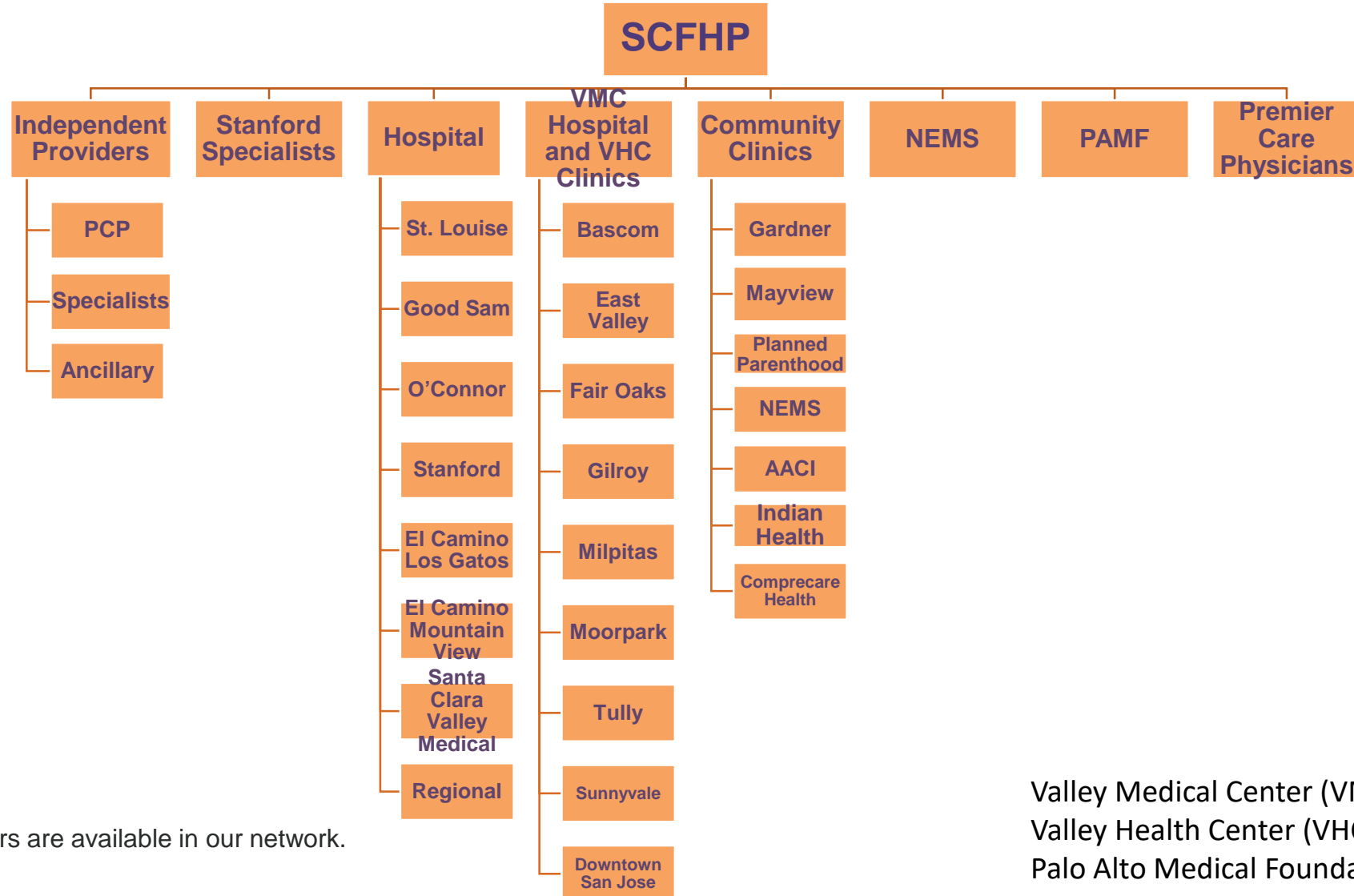
Network Pharmacies

- SCFHP contracts with most chain pharmacies nationwide and most independent pharmacies in Santa Clara County.
- Network pharmacies include:
 - Retail and chain pharmacies
 - Specialty pharmacies
 - Mail-order pharmacies
 - Home infusion pharmacies
 - Long-term care pharmacies

Other pharmacies are available in our network.



Extensive Provider Network



Valley Medical Center (VMC)
 Valley Health Center (VHC)
 Palo Alto Medical Foundation (PAMF)

Other providers are available in our network.

Enrollment and Disenrollment

- You can enroll in SCFHP Cal MediConnect at any time
 - To enroll, call **Santa Clara Family Health Plan** or Health Care Options
 - You can disenroll from Cal MediConnect at any time
 - To disenroll, call Health Care Options or 1-800-Medicare
- Effective date of enrollment or disenrollment is the first day of the following month

Questions?





Santa Clara Family Health Plan™

Consumer Advisory Committee Update:
SCFHP Blanca Alvarado Community Resource Center

December 2021

Welcome!

New Staff Member

Welcome!
Trinh Nguyen
Supervisor, Community
Resource Center

10+ years experience operating
community centers and leading
inclusive programming for
diverse audiences



Community Resource Center Team



SCFHP Blanca Alvarado Community Resource Center

- **CRC Activities Calendar** – Detailing all programs, services and events at the CRC
- **Services**
 - Covered CA & Medi-Cal Application Assistance (Started July 2021)
 - Resource Navigation – linking residents with community resources and services (related to food, housing and healthcare services)
- **Programs**
 - Digital Literacy
 - Fitness classes (starting January)
- **Events**
 - Health & Wellness Workshops
 - Member Orientation – informing SCFHP members about their benefits and services
 - Community & Cultural Celebrations
 - COVID-19 vaccinations – in partnership with County of Santa Clara
 - Monthly Community Open House Events – inviting the community to learn about the new CRC

COVID-19 Safety

For the health and safety of all people:

- **Face coverings continue to be required.**
 - Applies to everyone, including those who are fully vaccinated.
 - The CDC, the State Health Department, and our infectious disease experts recommend that masking is a best practice in community centers.
- **Self-screen for symptoms prior to entering.**
 - This means that every visitor and employee must pass the self-screening process prior to entry including temperature check and questioner.
- **Good hygiene practices**
 - Hand sanitizer will be conveniently available at the entrance and throughout the CRC.

CRC Impact Report

Number of Monthly Visitors

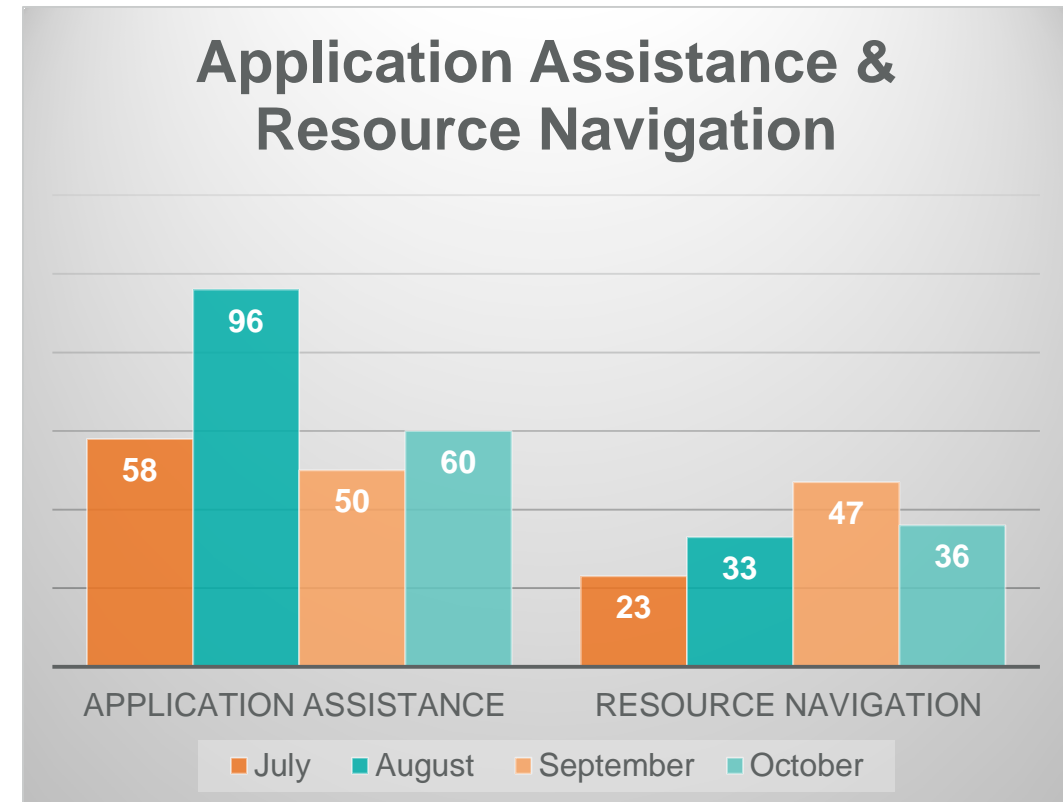
- SCFHP recognized the urgency to offer services to residents during the pandemic
- Starting July 2021 - CRC began to offer services by appointment only
- CRC functioned with limited staff capacity until November 2021
- CRC open (unlocked front doors) to public starting November 8th



CRC Impact Report - Services

Services Delivery

- Increase access to affordable healthcare options
 - Covered California & Medi-Cal Application Assistance
- Increase access to vital health and social resources & services
 - Resource Navigation for food, housing, healthcare and COVID-19 resources



Community Resource Center

Monthly Calendar

- Calendar available
 - CRC Website: www.crc.scfhp.com
 - Social Media: @CRC_SCFHP
- Features
 - Covered CA & Medi-Cal Application Assistance
 - Community Resource Assistance
 - Member Orientations
 - Programs and Workshops
 - Cultural and Community Events
- CRC Hours
 - Monday-Friday
 - 10am-5pm (closed for lunch 12pm-1pm)
 - Saturdays – once per month (varies)


Santa Clara Family Health Plan. |
 Blanca Alvarado
 Community Resource Center

November – 2021

408. N. Capitol Ave. San Jose (Capitol & McKee) | Phone: 408-874-1750 | Email: crc@scfhp.com

Covered CA & Medi-Cal Application Assistance

Call 408-874-1750 for an appointment

Community Resource Assistance

Call 408-874-1750 for an appointment.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Center open by appointment only 9am-5pm	2 Día de Muertos Center open by appointment only 9am-5pm	3 Center open 9am-5pm	4 11am-12pm: SCFHP Cal MediConnect Member Orientation (Spanish) 12pm – 1pm: Mom's Café	5 10am -11am: SCFHP Medi-Cal Member Orientation (Vietnamese)	6 Closed
7 Closed	8 Center open 9am-5pm	9 Center open 9am-5pm	10 Center open 9am-5pm	11 Closed VETERANS DAY	12 Center open 9am-5pm	13 9am – 12:30pm: Digital Literacy Class by ICAN (Vietnamese) 10am – 2pm: Community Open House
14 Closed	15 Center open 9am-5pm	16 11am-12pm: SCFHP Cal MediConnect Member Orientation (Vietnamese)	17 11am-12pm: SCFHP Cal MediConnect Member Orientation (English)	18 10am-11am: SCFHP Medi-Cal Member Orientation (Spanish)	19 Center open 9am-5pm	20 Closed
21 Closed	22 Center open 9am-5pm	23 10am-11am: SCFHP Medi-Cal Member Orientation (English)	24 Center open 9am-5pm	25 Closed	26 Closed	27 Closed
28 Closed	29 Center open 9am-5pm	30 Center open 9am-5pm	30 Center open 9am-5pm	 Staff Language Capacity English, Español, Tiếng Việt		

Updated: 10.29.21

Celebrating Culture @ the CRC

Día de Los Muertos

- Becoming a **welcoming** center for all members & residents
- CRC to celebrate community and cultural events to build trust and connections with our diverse population
- November 1-22 – the CRC celebrated Día De Los Muertos with an altar in the lobby to recognize and honor communities impacted by loss of lives due to COVID-19.



CRC Planning Process – update

What is a CRC Planning Process?

- Identifying health and social needs of members and East San Jose residents
- Community-led & Place Based
- Trauma informed
- Committed to health equity and social justice
- 7-8 Month Timeline



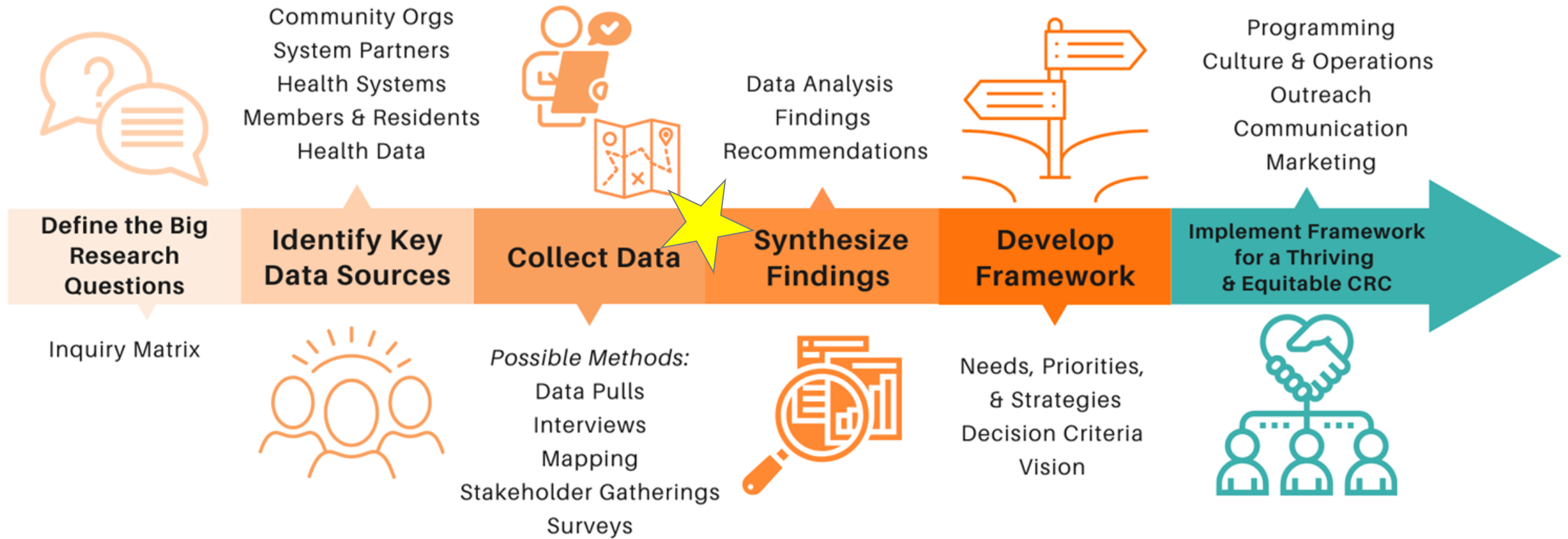
Designing a community resource center that creates the conditions to maximize our potential as a community without leaving anyone behind.

PROCESS ROADMAP



Santa Clara Family Health Plan™

Blanca Alvarado
Community Resource Center



THE BIG QUESTIONS

(1) How can we **ensure the center is trusted** by our community?

(2) How can we **best reach and engage** members and residents?

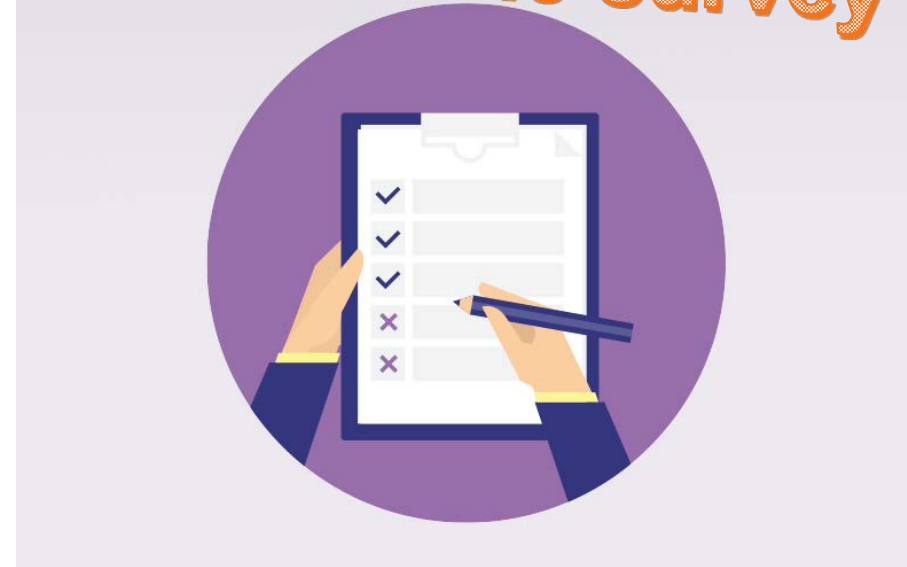
(3) What **programs and supports** will be **most relevant** and useful for our community?

CRC Resident Survey

SCFHP is centering the voice of members and residents to address their health and social needs

- The survey informed SCFHP of actual resident perspectives, needs, experiences, and cultures
- Survey targeted low income and marginalized communities in East San Jose
- Goal - 500 households to complete the survey
- **Achieved – 850 households completed the surveys**
- Special thanks to:
 - CRC Resident Advisory Group
 - CRC System Advisory Group
 - SCFHP Staff
 - Community organizations

850+ ESJ residents completed the survey



**Survey started September 10
and concluded October 18**

CRC Resident Advisory

Representing the cultural diversity & lived experiences of East San Jose



Community Open House

Saturday, December 18

10am-2pm

- Meet the CRC Staff
- CRC Tours
- Learn about programs and services at the CRC
- Visit our Health Fair (12pm-2pm)
- Enjoy some snacks
- Invite your friends and family!



The flyer features a photograph of the event space at the top, decorated with colorful bunting. Below the photo, the text reads: 'Santa Clara Family Health Plan | Blanca Alvarado Community Resource Center'. The main title is 'COMMUNITY OPEN HOUSE' in large, bold letters. The date and time are 'SATURDAY NOVEMBER 13 | 10 A.M - 2 P.M'. The address is '408 N. CAPITOL AVE. SAN JOSE, CA 95133'. A map shows the location at the intersection of Capitol Ave and McKee Rd. A teal banner says 'Get a FREE REUSABLE BAG'. Below this are four orange arrows with icons: 'Take a TOUR', 'Learn about PROGRAMS & SERVICES', 'Meet STAFF', and 'Enjoy some SNACKS and MORE!'. A blue box contains the text: 'Our Santa Clara Family Health Plan (SCFHP) Blanca Alvarado Community Resource Center (CRC) is a place dedicated to the health and well-being of SCFHP members and the residents of East San Jose. Our bicultural and bilingual staff is here to help you and your family stay healthy!'. At the bottom, it says 'Trilingual event (English, Spanish, and Vietnamese)' and 'CRC Main Line: 408-502-2466'.

Santa Clara Family Health Plan | Blanca Alvarado Community Resource Center

COMMUNITY OPEN HOUSE

SATURDAY
NOVEMBER 13 | 10 A.M - 2 P.M

408 N. CAPITOL AVE.
SAN JOSE, CA 95133

Get a **FREE REUSABLE BAG**

Take a **TOUR** | Learn about **PROGRAMS & SERVICES** | Meet **STAFF** | Enjoy some **SNACKS** and **MORE!**

Our Santa Clara Family Health Plan (SCFHP) Blanca Alvarado Community Resource Center (CRC) is a place dedicated to the health and well-being of SCFHP members and the residents of East San Jose. **Our bicultural and bilingual staff is here to help you and your family stay healthy!**

Trilingual event (English, Spanish, and Vietnamese) | CRC Main Line: 408-502-2466

November Community Open House Flyer

Follow & Like Us!

Social Media

- Facebook
 - SCFHP Blanca Alvarado Community Resource Center
 - @scfhp.crc
- Instagram
 - SCFHP Blanca Alvarado CRC
 - @scfhp.crc



Santa Clara Family Health Plan™

Thank You!

Mgonzalez@scfhp.com



**Santa Clara Family
Health Plan™**

Member Communications

Consumer Advisory Committee, December 14, 2021

Member Communications

MAILINGS	<ul style="list-style-type: none"> • Fall newsletter • Member ID card with Medi-Cal Rx and Enhanced Care Management letter • COVID-19 vaccine rewards
CALLS	<ul style="list-style-type: none"> • Member orientation
WEBSITE	<ul style="list-style-type: none"> • www.scfhp.com • Board & Committee Meetings <ul style="list-style-type: none"> ○ Agendas, agenda packets, meeting minutes • Provider Directory • Newsletters



Follow us on social media!

Santa Clara Family Health Plan

- @scfhp



SCFHP Blanca Alvarado Community Resource Center

- @scfhp.crc



Member Communications

Event Highlights

Participated in the following events and more since September 2021:

Who	What	When	Where
Santa Clara County Public Health Dept & Others	Binational Health Week 2021 Kick-Off Event	10/02/2021	San Jose
Rebekah Children Services	3 rd Annual National Coming Out Event Health & Resource Fair	10/08/2021	Gilroy
Santa Clara County District 3	Day on the Bay Resource Fair	10/16/2021	Alviso
Escuela Popular	Health Fair 2021	10/25/2021	San Jose
Barbara Lee Senior Center	Trunk Full of Resources Drive Thru Event	10/30/2021	Milpitas
West Valley Community Services	Fall into Autumn Fair	11/05/2021	Cupertino

SCFHP in the community



Christmas in the Park



Vietnamese American Service Center Ribbon Cutting



**Santa Clara Family
Health Plan™**

Questions or Suggestions?



**Santa Clara Family
Health Plan™**

Future Agenda Items

Next Meeting: March 8, 2022



**Santa Clara Family
Health Plan™**

Adjournment