

Regular Meeting of the

### Santa Clara County Health Authority Cal MediConnect Consumer Advisory Board (CAB)

Thursday, December 2, 2021 11:30 AM – 1:00 PM Santa Clara Family Health Plan 6201 San Ignacio Ave, San Jose, CA 95119

#### Via Zoom

(669) 900-6833

Meeting ID: 852 4990 4246 Passcode: cab122021

https://us06web.zoom.us/j/85249904246

### **AGENDA**

1. Roll Call	Dr. Nakahira	11:30	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.	Dr. Nakahira	11:35	5 min
3. Meeting Minutes Review minutes of the September 2, 2021 Cal MediConnect Consumer Advisory Board (CAB) meeting. Possible Action: Approve the minutes of the September 2, 2021 CAB meeting.	Dr. Nakahira	11:40	5 min
<ol> <li>Health Plan Update         Discuss status of current topics.     </li> </ol>	Dr. Nakahira	11:45	5 min
5. COVID-19 Update			
<ul><li>a. Vaccination Outreach and Vaccination Rate.</li><li>b. Vaccine Availability and Boosters.</li></ul>	Ms. Tran Dr. Nakahira	11:50 12:00	10 min 10 min
<ol> <li>Update on Cal MediConnect Benefits Changes for 2022         Overview of the benefits changes for 2022.     </li> </ol>	Mr. Ly	12:10	5 min
7. Standing Items			
<ul> <li>a. Community Resource Center</li> <li>Provide update on planning and implementation.</li> </ul>	Mr. Gonzalez	12:15	10 min
<b>b.</b> Member Communications  Review of SCFHP member communications.	Ms. Byom	12:25	10 min
c. Health Education Overview Overview of flu campaign.	Ms. Tran	12:35	10 min
<ul> <li>d. Cal MediConnect Ombudsman Program Update</li> <li>e. Future Agenda Items Discuss topics for future meetings.</li> </ul>	Mr. Le Dr. Nakahira	12:45 12:55	10 min 5 min



8. Adjournment Dr. Nakahira 1:00

Next meeting: Thursday, March 3, 2022 at 11:30 a.m.

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

- Persons wishing to address the Cal MediConnect Consumer Advisory Board 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.



Public Comment



## Meeting Minutes

September 2, 2021



Regular Meeting of the

### Santa Clara County Health Authority Cal MediConnect Consumer Advisory Board

Thursday, September 2, 2021 11:30 AM – 1:00 PM Santa Clara Family Health Plan - Teleconference 6201 San Ignacio Ave., San Jose, CA 95119

#### **MINUTES - Draft**

#### **Members Present**

Laurie Nakahira, DO, Chief Medical Officer, Chair Andy Le, Ombudsperson, Supervising Staff Attorney, Bay Area Legal Aid Narendra Pathak

#### **Members Absent**

Luis Gova Gonzalez Charles Hanks Verna Sarte Dennis Schneider

#### **Staff Present**

Laura Watkins, Vice-President, Marketing and Enrollment

Chelsea Byom, Director, Marketing, Communications, and Outreach

Tanya Nguyen, Director, Customer Service Lucille Baxter, Manager, Quality and Health Education

Mike Gonzalez, Manager, Community Resource Center

Cristina Hernandez, Manager, Marketing and Public Relations

Thien Ly, Manager, MediCare Outreach Jocelyn Ma, Community Outreach Program Manager Amber Tran, Process Improvement Project Manager Lynette Topacio, Marketing Project Manager Zara Hernandez, Health Educator Amy O'Brien, Administrative Assistant

#### <u>Guest</u>

Rita Cruz Gallegos, Provider Outreach Specialist, Outreach & Engagement, Aurrera Health Group

#### 1. Roll Call

Dr. Laurie Nakahira, DO, Chief Medical Officer, and Chair called the meeting to order at 11:33 a.m., and roll call was taken. There was no quorum. Mr. Pathak took this time to show his appreciation for our service men and women who were on the front lines during the attacks at the Kabul airport.

#### 2. Public Comment

There were no public comments.

#### 3. Meeting Minutes

The minutes of the June 3, 2021 Cal MediConnect Consumer Advisory Board (CAB) Committee meeting were reviewed.



#### 4. Health Plan Update

Dr. Nakahira presented the Health Plan update. The Plan continues to work with the Department of Health Care Services (DHCS) to establish a vaccination plan for our unvaccinated members. This plan includes vaccine education for the vaccine hesitant. As of September 20, 2021, the vaccine booster is available for those who are immune-comprised. The recommended timeframe for the booster shot is 8 months after the last shot. Dr. Nakahira concluded the Health Plan Update by stating that SCFHP is preparing for the rollout of its Dual Eligible Special Needs Plan (D-SNP), which will launch in 2023.

#### 5. COVID-19 Update

#### a. Vaccination Rate

Dr. Nakahira presented the COVID-19 vaccination rates by age, with a comparison between the vaccination rates in Santa Clara County and SCFHP members. She continued with a breakdown of vaccination rates by ethnicity. Mr. Pathak asked if the state of California pays for these vaccinations. Dr. Nakahira confirmed that vaccines are free to members and the general public. Ms. Baxter advised that the cost of vaccinations is not paid for by the state. It is paid for directly by the Centers for Medicare and Medicaid Services (CMS).

#### b. Vaccination Outreach

Amber Tran, Process Improvement Project Manager, summarized the Plan's ongoing COVID-19 member outreach and education efforts. The Plan has hosted 5 vaccination clinics that are open to the public at the Blanca Alvarado Community Resource Center, and the clinics have administered over 1,100 vaccinations. Ms. Tran highlighted the Plan's next steps as the outreach campaign continues. The outreach campaign includes submission of the SCFHP COVID response plan to the DHCS.

#### 6. 2021 Medicare Annual Enrollment Period (AEP)

Mr. Thien Ly, Manager, Medicare Outreach, discussed the 2021 annual enrollment period and enrollment deadline. Medicare beneficiaries can make changes to their current coverage. The last application can be submitted as late as December 7, 2021 at midnight, in order to be effective on January 1, 2022. Mr. Ly stressed the fact that, for current SCFHP Cal MediConnect (CMC) members, the coverage automatically continues for 2022. There is no need for current CMC members to complete and submit enrollment applications. Mr. Pathak asked about the number of members with Kaiser Permanente. Ms. Watkins responded that there are no CMC members with Kaiser.

#### 7. 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. Ms. Ma highlighted the program accomplishments to date. Ms. Ma also discussed next steps, which include scheduling member orientations for our CAB members, and executing the Member Orientation promotion plan. The goal of the promotion plan is to increase member awareness and attendance.

Mr. Pathak asked about the member orientation process for new members. Ms. Ma directed him to our website at: <a href="https://www.scfhp.com/welcome">www.scfhp.com/welcome</a> for details on dates and self-registration. Ms. Ma also confirmed that details about the Member Orientation program are published in the quarterly newsletter and in our community newsletter.

#### 8. Behavioral Health with Telehealth

Dr. Nakahira discussed the importance of behavioral health services during the pandemic. She provided an overview of the services available through our new behavioral health telehealth provider, Array. No prior authorization is required for these services. Her presentation included contact information such as the toll-free phone number and hours of operation, the link to the Array website to make an appointment, and the toll-free number to the SCFHP Case Management team.



#### 9. Standing Items

#### a. 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 takes place on 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 envisions a grassroots approach and a community-led engagement process.

Mr. Pathak asked for the square footage of the center. Mr. Gonzalez replied that the center itself is approximately 12,000 square feet. Some of that space will be used for SCFHP staff members who work at the center. In addition, part of the building will be sub-leased to a community-based organization (CBO). There is approximately 6,000 to 7,000 square feet that is open for public use in the form of community conference spaces, private rooms, a teaching kitchen, and public gatherings in the courtyard. Mr. Pathak asked if there are any future plans to keep the center open on a 24 hour basis. Mr. Gonzalez replied that the hours of operation will evolve and change based on the status of the pandemic and the needs of the community.

#### b. Member Communications

Chelsea Byom, Director, Marketing, Communications, and Outreach discussed the upcoming Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey, which will be mailed in the spring of 2022. The goal is to receive as many members' responses as possible, in order to ensure our members receive high quality health care. Ms. Byom described the 1<sup>st</sup> CAHPS postcard, which is designed to explain the purpose of the upcoming survey. She welcomed feedback on the design, wording, and messaging of the postcard. Mr. Pathak thought the postcard looked very good, and he asked if members will receive incentives for completing the survey. Ms. Byom replied that, at this time, there is no incentive program.

Next, Ms. Byom described the content of the 2<sup>nd</sup> postcard. The 2<sup>nd</sup> postcard is intended to encourage members' responses to the survey. Ms. Byom asked for feedback on the message of this postcard. Ms. Gallegos responded that it is a great idea to mail 2 postcards, and she feels that both postcards are easy to understand.

Ms. Byom continued with an overview of the member communications completed since the June 2021 meeting. Mailings included the summer newsletter, which was mailed at the end of July, 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.

#### c. Health Education Overview

Ms. Zara Hernandez, Health Educator, presented the Health Ed Spotlight on controlling high blood pressure. The class is offered through SCFHP at no cost to members with high blood pressure, or for those who care for someone with high blood pressure. The class is offered on a monthly basis. The class is virtual, with in-person dates to be determined as the pandemic continues. Ms. Hernandez gave an overview of the discussion topics during the class. The Health Education department hopes to offer even more classes of various topics in the future. Ms. Hernandez described some of the other health education classes offered at no cost to our members, and she provided the link for information on how to sign up for classes.

Mr. Pathak asked about ongoing classes for controlling blood pressure, diabetes, and stress management. Ms. Hernandez responded that Health Education continues to offer these classes, which include tips for managing chronic conditions, and information about these classes and how to sign up can be found on our website.



Mr. Pathak asked about classes to help members who have had a stroke. Ms. Hernandez replied that we currently do not offer classes on neurological conditions. Members can find articles related to brain health in the health library section of our website. These articles are no cost to our members.

#### d. Cal MediConnect (CMC) Ombudsman Program Updates

Dr. Nakahira introduced Andy Le, Ombudsperson and Supervising Staff Attorney for Bay Area Legal Aid, to the committee. Mr. Le is taking over for Tiffany Huyenh-Cho as a member of this committee. He is an interim Managing Attorney at Bay Area Legal Aid, and he gave an overview of his background and experience. He explained that the purpose of his role as an Ombudsperson is to provide enrollment and eligibility assistance to individuals who need to enroll in a CMC plan or Medicare/Medi-Cal (Medi-Medi) plans.

Mr. Le also discussed the fact that, due to COVID, there has been a trend towards disenrollment from CMC plans. In many cases, disenrollment was either due to individual ineligibility, or as a result of termination of the Medicare savings program that helped pay Medicare premiums. Oftentimes, there is an inconsistent exchange of information between the Social Security Administration (SSA) and the DHCS which mistakenly results in Medicare termination. In addition, individuals on long-term disability are sometimes enrolled into the wrong CMC health plans. Some health plans do not explain to enrollees that certain chronic conditions, such as End-Stage Renal Disease, prevent an individual from enrollment into a CMC plan. Mr. Le suggested that SCFHP include this information on their website to help potential CMC enrollees understand eligibility requirements.

Mr. Le provided the contact information for both of the Bay Area Legal Aid advice lines. For information on general legal issues, members can call: (800) 551-5554. For consumer healthcare-related issues, members can call: (855) 693-7285.

#### e. Future Agenda Items

Dr. Nakahira asked the committee for their ideas on future topics. Mr. Pathak took this opportunity to announce that he was re-appointed to the Human Rights Commission by the Santa Clara County Board of Supervisors. He was sworn into office on June 23, 2021, and his term is effective through June 30, 2025. Mr. Pathak also expressed his gratitude for all the staff at SCFHP, especially throughout the pandemic.

#### 10. Adjournment

The meeting adjourned at 12:36 p.m. The next Cal MediConnect Consumer Advisory Board meeting is scheduled for Thursday, December 2, 2021 at 11:30 a.m.

Laurie Nakahira, DO, Chairperson
Cal MediConnect Consumer Advisory Board Committee



Health Plan Update



### COVID-19 Update

Vaccination Outreach and Vaccination Rate

Vaccine Availability and Boosters



### Member COVID-19 Vaccination Rates

### Cal MediConnect Members

Fully vaccinated: 82%

• Partially vaccinated: 2%

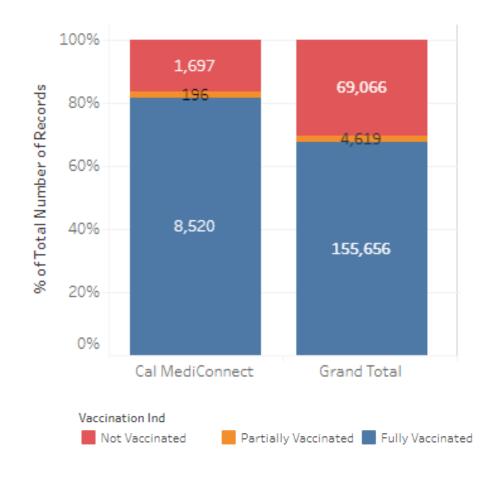
Not vaccinated: 16%

### **Total SCFHP Members**

Fully vaccinated: 68%

• Partially vaccinated: 2%

Not vaccinated: 30%





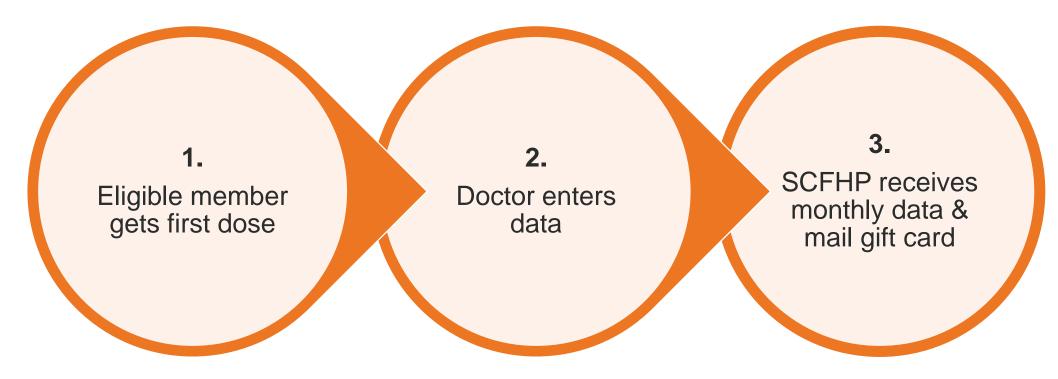
### Member Outreach

### Vaccine Rewards Program

- Eligible Santa Clara Family Health Plan (SCFHP) members can earn a \$50 gift card for getting the first dose of a COVID-19 vaccine.
- \*Eligibility criteria:
  - SCFHP member at the time of vaccination
  - Age 12 years and up
  - Receive first dose from a California provider between September 1, 2021 March 6, 2022



# Reward Program Timeline



- It may take member up to 10 weeks to receive their reward
- Gift cards will not be reissued if lost or stolen
- Second and third doses, boosters, and members age 5-11 do not qualify



### Member Outreach

### **Activities**

- Call unvaccinated members
- Website
- Advertising
- Social media
- On-hold phone messages
- Newsletter
- Flyer
- Direct mail





### Member Outreach

### **Activities**

- Vaccine events at Blanca Alvarado Community Resource Center (CRC)
- CRC COVID one-stop-shop
- 'Ask the Doctor' service at events
- Community partnerships







### Questions?

Amber Tran: atran2@scfhp.com



Update on Cal MediConnect Benefits Changes for 2022.





# Cal MediConnect Benefit Changes

	2021 (this year)	2022 (next year)
Hearing services	Hearing aid benefits are subject to a \$1,510 maximum allowance per member for both ears combined per fiscal year (July 1 – June 30), and includes molds, modifications supplies, and accessories.  Note: Prior authorization may be required for nursing facility residents.	Hearing aid benefits are subject to a \$1,510 maximum allowance per member for both ears combined per fiscal year (July 1 – June 30), and includes molds, modifications supplies, and accessories.  Replacement of hearing aids that are lost, stolen, or severely damaged beyond the member's control is not included in the \$1,510 maximum coverage amount.  Note: Prior authorization may be required.
Multipurpose Senior Services Program (MSSP)	MSSP is covered benefit up to \$5,356.25 per year.	MSSP is no longer a covered benefit.





# Cal MediConnect Part D Copay Changes

- Catastrophic Coverage
   Stage increase from
   \$6,550 to \$7,050
- Copays increase for Tier 2

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



Consumer Advisory Board 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 8<sup>th</sup>

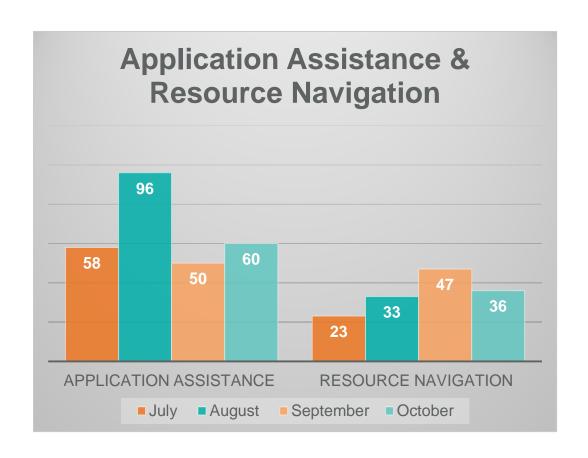




# CRC Impact Report - Services

### 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)











# 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



Blanca Alvarado **Community Resource Center** 



**Community Orgs System Partners** Health Systems Members & Residents Health Data



Data Analysis Findings Recommendations



Programming **Culture & Operations** Outreach Communication Marketing

**Define the Big** Research Questions

**Inquiry Matrix** 

**Identify Key Data Sources** 

**Collect Data** 

Possible Methods:

Synthesize **Findings** 

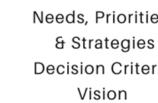
Develop Framework

Needs, Priorities, & Strategies Decision Criteria

**Implement Framework** for a Thriving & Equitable CRC



Data Pulls Interviews Mapping Stakeholder Gatherings Surveys







# 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?

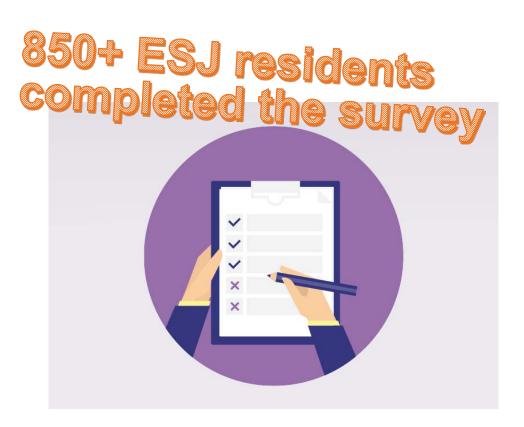
(3) What **programs and supports** will be **most relevant** and useful for our community?



# **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



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!



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



### Thank You!

Mgonzalez@scfhp.com



### Member Communications

Cal MediConnect Consumer Advisory Board, December 2, 2021



# 2022 Annual Member Mailing



#### Availability of Electronic Materials



The following 2022 Santa Clara Family Health Plan Cal Mediconnect Plan (Medicare-Medicaid Plan) (SCFHP Cal Mediconnect Plan) materials will be available at <a href="https://www.scfnp.com">www.scfnp.com</a> beginning October 15, 2021.

#### Member Handbook

The Member Handbook tells you about your coverage, exclusions, and restrictions under the SCFHP Cal MediConnect Plan from January 1, 2022 to December 31, 2022. You can find out how to:

- get health care services
- get behavioral health (mental health and substance use disorder) services
- use your prescription drug coverage and find out what procedures affect drug coverage
- o get long-term services and supports
- o make a compliant and submit an appeal
- o get emergency care
- o get care after normal business hours
- o learn about how SCFHP Cal MediConnect Plan

#### · List of Durable Medical Equipment

The List of Durable Medical Equipment (DME) tell that we will pay for. We will not cover other brands other provider tells us that you need the brand. Fo brands and makers on this list.

#### · List of Covered Drugs

The List of Covered Drugs, which we call the "Dru are covered under Medicare Part D and some pre and products covered under your Medi-Cal benefi and generic drugs and what you may pay. You car exception for a drug if it is not on our Drug List.

#### · Provider and Pharmacy Directory

The Provider and Pharmacy Directory lists the pro network. You can use the Provider and Pharmacy addresses, phone numbers, specialties and board additional information about a provider such as will what medical schools they attended, contact Cust

While you are a member of our plan, you must us services. There are some exceptions, such as whe emergency services, or for dialysis.







Sit back. Relax. Stay Covered!

When you're part of the Santa Clara Family Health Plan (SCFHP) family, you don't need to stress over health care coverage.

In fact, you don't need to do anything to continue enjoying your health care with us. That's right, NOTHING!



# Member Communications

MAILINGS	<ul><li>Fall newsletter</li><li>Annual member mailing</li><li>COVID-19 rewards program</li></ul>
WEBSITE	<ul> <li>www.scfhp.com</li> <li>Board &amp; Committee Meetings         <ul> <li>Agendas, agenda packets, meeting minutes</li> </ul> </li> <li>2022 Annual Notice of Change</li> <li>2021 &amp; 2022 Member Handbook, Formulary, and Provider &amp; Pharmacy Directory</li> <li>Newsletters</li> </ul>





## Follow us 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 2, 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 <sup>rd</sup> 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



Flu Campaign 2021 Overview



## Overview

### **Internal Staff**

- Flu Reminder Incentive Raffle
- Purpose: Encourage member-facing staff to remind members to get flu shot



### Description:

The Annual Flu Shot Reminder Incentive Raffle encourages all SCFHP staff to remind unvaccinated members to get their flu shot and direct them to the nearest flu shot location, if requested by member. Participating staff will be entered into biweekly raffle drawings to win \$20 gift card prizes from November 1, 2021 – January 31, 2022.

### Eligibility Rules:

- Remind unvaccinated members during phone interaction to get flu shot. A QNXT Flu Alert will automatically
  pop-up to notify if member is unvaccinated. If an alert does not pop-up, the member is already vaccinated and
  does not need a reminder.
- Direct unvaccinated member to nearest flu shot location, using Flu Shot Locator Tool, if asked by member.
- Close the QNXT Flu Alert to Indicate that verbal reminder was given to member.

### Raffle Details:

- The raffle will be drawn on a biweekly basis.
- Staff member will automatically receive one raffle ticket for each closed QNXT Flu Alert, per member.
- There is NO limit to the number of raffle entries that can be earned for each drawing.
- The raffle pool will be refreshed biweekly after each drawing. If a raffle ticket does not win for the respective drawing, that ticket cannot be used again for future drawings.

#### Prizes:

- \$20 Target gift card raffle for every 10 staff participated, up to 4 winners. (Example: If there are 10 participants in the drawing, there will be one winner. If there are 20 participants, there will be two winners.)
- \$20 Target gift card for the staff member with the highest number of outreach for the respective biweekly drawing.

#### Questions?

Contact Amber Tran at atran2@scfhp.com





## Overview

### Members

- Social media
- SCFHP website
- Newsletter
- Hold phone message
- Mailing
- Health fair







Questions?



Cal MediConnect Ombudsman Program Update



# Future Agenda Items

Next Meeting: March 3, 2022



Adjournment