



Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, June 8, 2021, 6:00 PM – 7:00 PM

Santa Clara Family Health Plan - Teleconference

6201 San Ignacio Ave., San Jose, CA 95119

MINUTES

Members Present

Debra Porchia-Usher, Chair
Rebecca Everett
Blanca Ezquerro
Rachel Hart
Vishnu Karnataki
Maria Cristela Trejo Ramirez
Ishendra Sinha
Tran Vu

Members Absent

Barifara (Bebe) Barife

Guest

Khoa-Nathan Ngo

Staff Present

Christine Tomcala, Chief Executive Officer
Chris Turner, Chief Operating Officer
Laura Watkins, Vice-President, Marketing and Enrollment
Chelsea Byom, Director, Marketing and Communications
Lucille Baxter, Manager, Quality and Health Education
Mike Gonzalez, Manager, Community Resource Center
Natalie McKelvey, Manager, Behavioral Health
Theresa Zhang, Manager, Communications
Cristina Hernandez, Marketing Project Manager
Amy O'Brien, Administrative Assistant

1. Roll Call

Debra Porchia-Usher, Chair, called the meeting to order at 6:02 pm. Roll call was taken and a quorum was established.

2. Public Comment

There were no public comments.

3. Meeting Minutes

The minutes of the March 9, 2021 Consumer Advisory Committee meeting were reviewed.

It was moved, seconded, and the minutes of the March 9, 2021 Consumer Advisory Committee meeting were unanimously approved.

Motion: Mr. Vu

Second: Mr. Sinha

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

Absent: Ms. Barife, Ms. Hart

4. Health Plan Update

Christine Tomcala, Chief Executive Officer, presented the enrollment update. The Plan's enrollment continues to grow. As of June 1, 2021, total enrollment is 282,670 members, an 11.3% increase since June 2020, with 272,590 Medi-Cal members and 10,080 Cal MediConnect members.

Ms. Tomcala noted that the public health emergency is beginning to draw to a close. The Department of Health Care Services (DHCS) is planning to resume Medi-Cal eligibility redeterminations, with a target date of January 1, 2021 to restart the redetermination process. The Governor issued his revised May budget, which includes \$1 billion for the CalAIM program. The areas of particular focus for SCFHP are ECM (Enhanced Care Management), for our more complex Medi-Cal members, and ILOS (In-Lieu-of-Services), which provides non-standard services for our Medi-Cal members. Further details will be provided at our September 14, 2021 meeting.

SCFHP celebrates an enrollment milestone of 10,080 Cal MediConnect members. In addition, as the pandemic winds down, SCFHP has begun to finalize plans to reopen the main office, as well as the Blanca Alvarado Community Resource Center (CRC). Currently, the CRC is used for vaccination clinics, and will begin to provide enrollment assistance by July. Ms. Tomcala mentioned that the main office will likely reopen after Labor Day 2021. She concurred that future meetings of the CAC may take place at the CRC.

5. Mission, Vision, Values, and Strategic Plan

Laura Watkins, Vice-President, Marketing and Enrollment, presented SCFHP's Mission, Vision, Values, and Strategic Plan. The Strategic Plan confirms SCFHP's commitment to excellence from 2021 through 2023. Health equities and health disparities were the driving force behind the Plan's mission, vision, and values. Ms. Watkins outlined the key strategies in place to ensure achievement of the goals of the Strategic Plan. The Strategic Plan is found on the SCFHP website, and Ms. Watkins encouraged all committee members to read the plan and bring their questions to the September 2021 meeting. Ms. Porchia-Usher asked for details about community engagement. Ms. Watkins agreed this is a good topic for our September agenda, as the Plan has implemented work groups with various CBO's (community-based organizations) and member and non-member community members. Ms. Watkins discussed the ways in which the CRC will nurture and encourage connections between our members and the community.

Mr. Sinha expressed his concerns with finding doctors who will accept Medicare. Mr. Sinha is concerned that there appear to be very few doctors accepting Medicare patients in his area, and San Jose is too far away to travel for urgent care. He has spoken to our Customer Service department many times with these concerns. Ms. Turner suggested our Customer Service Director reach out to Mr. Sinha to resolve this issue. Mr. Sinha also expressed his concerns with the transportation service. Ms. Turner advised she will work with our Customer Service Director and the Provider Network team to resolve his concerns.

Ms. Watkins added that committee members will soon receive an email from Christine with an anonymous diversity survey. Members are encouraged to complete the survey and provide their feedback on how the Plan's provider network works for and represents the communities they serve. Results will be shared during the September 2021 meeting. Ms. Porchia-Usher remarked that it would be interesting to see the diversity of both the members and the committees. Ms. Tomcala agreed that the results of the survey will be an opportunity to identify and resolve any unintentional gaps in diversity. Ms. Watkins thanked all the committee members for their thoughtful feedback.

6. Community Resource Center

Mike Gonzalez, Manager, CRC, presented the Committee with an update on the activities occurring in preparation for the full opening of the CRC. Mr. Gonzalez gave an overview of the ideas for virtual and in-person programming at the CRC. The CRC will host the 5th vaccination clinic next week. Over 1,000 vaccines have been administered over the last 2 months. The CRC is located in the zip code that was the hardest hit by COVID. The next vaccination clinics will accommodate evening hours until 7:00 p.m., as well as on the weekends. Gift cards to local merchants are also offered as incentives. Mr. Gonzalez discussed the CRC's

application assistance program. The Health Trust program will sunset; however, they will transfer their application assistance program to SCFHP. In addition, as of July 2021, the Plan will be certified by Covered California as a qualified enrollment site. Mr. Gonzalez is in the process of hiring qualified community-based healthcare workers for the CRC.

Mr. Gonzalez discussed the elements of the community-led CRC Planning Process. He also explained the goals of the CRC System Partner Advisory Group and Resident Advisors group. Community stakeholder sessions are scheduled for July and August, and SCFHP member participation is encouraged. Mr. Gonzalez solicited ideas from committee members as to the best ways to involve them in this process.

Mr. Sinha was pleased to know the Plan is working on bringing communities together. Ms. Ezquerro suggested that CBO's should also be part of this process and Mr. Gonzalez agreed. Mr. Gonzalez stated that, in addition to residents, small businesses were also hit hard by COVID. Ms. Ramirez asked about volunteer opportunities. Mr. Gonzalez suggested she consider joining the Resident Advisors group. Mr. Sinha asked if the Resident Advisors Group is open only to East San Jose residents. Mr. Gonzalez responded that the CRC is open to everyone; however, residents of East San Jose are given priority. Ms. Tomcala added that the Plan is looking for opportunities to better connect with residents on the Peninsula, as well as other areas that are less densely populated with Medi-Cal members.

7. Behavioral Health – Taking Care of Health and Wellbeing during Times of Uncertainty

Natalie McKelvey, Manager, Behavioral Health, gave a presentation on how stress during a pandemic affects overall mental health, and the importance of self-care during difficult times. Ms. McKelvey began with describing some of the more positive aspects of the pandemic, such as the fact that more and more people are finally talking about behavioral health, and people are more prone to expressing themselves and supporting each other. These positives are in alignment with the mission of SCFHP.

Ms. McKelvey shared some tips on how to cope as we continue to redefine what is normal. Ms. McKelvey discussed suggestions on how to keep up your mental outlook and your physical health. Self-care has become such an important topic that The National Association of Social Workers now includes employee self-care in their code of ethics. Ms. McKelvey encouraged members who are struggling to seek talk therapy, among other effective therapy methods. There is a significant increase in Emergency Room visits for children with mental health conditions, and the need for behavioral health therapy has risen. Ms. McKelvey discussed the Behavioral Health resources available for members of SCFHP, as well as the phone numbers for the Santa Clara County Behavioral Health Call Center and the Santa Clara County Gateway program.

Mr. Sinha added that people are now living in a state of fear. Mr. Sinha suggested SCFHP establish more of a media presence, such as on television or via podcasts. He encouraged members not to live in the past, nor worry about the future. Ms. McKelvey agreed there are numerous issues going on that have impacted the mental health of our communities. The Governor has substantially increased behavioral health care funding, which enables the Behavioral Health team to look at creative ways of providing mental health care. Ms. McKelvey is happy to help members connect with talk therapy services.

8. SCFHP Member Communications

Theresa Zhang, Manager, Communications, gave an overview of the member communications completed since the March 2021 CAC meeting. Mailings included the spring newsletter, which contained an article that reminded members that their primary care physician cares for all of you, so you are encouraged to ask your doctor both physical and mental health questions, as it is their goal to treat you as a whole person. The 24/7 nurse advice line is available for members who are unsure if they are having a medical emergency. The nurse advice line is free for members. Additional articles include '7 Common Questions about the COVID Vaccine', a reminder to check in with your dentist and your eye doctor, and articles on spring allergies, blood pressure, and cholesterol, and how to sign up for the American Heart Association's Healthy Hearts program. There is also a detailed article on well-child check-ups, at what age they are needed, and what to expect at each appointment. Ms. Zhang reminded committee members to spread the word to other Medi-Cal members that the CAC always welcomes new members who wish to join and make a difference.

Other mailings included the COVID vaccine flyers to member 65+ years of age, and the upcoming letters to members who are not yet vaccinated. The Plan continues to call our vulnerable, high risk members to check in on their welfare during COVID and to help with vaccine appointments. Marketing recently completed a robo-call campaign to 103,000 members 16 years of age and older who are not yet vaccinated. Another robo-call campaign is planned for our members in the 12-15 year age range. Ms. Zhang highlighted the SCFHP website which is updated with meeting materials, member materials such as the Formulary, Provider directory, and newsletters, COVID-19 vaccine information, and a new "Medi-Cal Made Easy" landing page. Ms. Zhang concluded with a list of the events the Plan sent outreach materials to since our March 2021 meeting. The Plan has not attended any in person events.

Ms. Porchia-Usher asked if there are any plans to capture data on how many members get vaccinated within 1-30 days after receiving a robo-call. Ms. Zhang agrees that is a good suggestion, and Marketing is in discussion on how best to incorporate this idea into the robo-call campaigns.

Ms. Ezquerro asked if transportation to and from vaccine appointments is offered. Ms. Zhang confirmed transportation is offered at the time of appointment coordination.

9. Future Agenda Items

Ms. Porchia-Usher asked for feedback as to future agenda items. There were no suggestions at this time.

10. Adjournment

The meeting adjourned at 7:13 p.m. The next Cal MediConnect Consumer Advisory Committee meeting is scheduled for Tuesday, September 14, 2021 at 6:00 p.m.

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 1/25/2022
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Debra Porchia-Usher, Chairperson
Consumer Advisory Committee