



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

Tuesday, March 9, 2021, 6:00 PM – 7:00 PM
 Santa Clara Family Health Plan - Teleconference
 6201 San Ignacio Ave., San Jose, CA 95119

MINUTES - Approved

Members Present

Debra Porchia-Usher, Chair
 Barifara (Bebe) Barife
 Rebecca Everett
 Blanca Ezquerro
 Rachel Hart
 Vishnu Karnataki
 Ishendra Sinha
 Tran Vu

Members Absent

Maria Cristela Trejo Ramirez

Staff Present

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

1. Roll Call

Debra Porchia-Usher, Chair, called the meeting to order at 6:13 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 December 8, 2020 Consumer Advisory Committee meeting were reviewed.

It was moved, seconded, and the minutes of the December 8, 2020 Consumer Advisory Committee meeting were **unanimously approved.**

Motion: Mr. Vu

Seconded: Ms. Hart

Ayes: Ms. Barife, Ms. Everett, Ms. Hart, Ms. Porchia-Usher, Mr. Vu

Absent: Ms. Ezquerro, Mr. Karnataki, Ms. Ramirez

4. Health Plan Update

Christine Tomcala, Chief Executive Officer, presented the enrollment update. The Plan's enrollment continues to grow. As of March 1, 2021, total enrollment is 276,842 members, a 14.5% increase since March 2020, with 266,962 Medi-Cal members and 9,880 Cal MediConnect members.

Ms. Tomcala noted strategic planning is underway, which will provide organizational direction for the next three years. The plan will focus on three goals: (1) SCFHP will be a recognized local leader and collaborator in improving the health of vulnerable communities; (2) SCFHP will deliver exceptional quality outcomes and health equity for all Plan members; and (3) SCFHP will consistently demonstrate administrative and service excellence. Ms. Tomcala hopes to share a further update on the strategic plan at the June 8, 2021 Committee meeting.

As part of the strategic planning process, the Plan will refresh its mission statement and values, and will develop a vision statement for SCFHP. Ms. Porchia-Usher asked if there is an opportunity for the Committee to participate in the strategic planning process. Ms. Tomcala advised that by the time the Committee meets again, the strategic plan will likely have been approved by the Governing Board. Ms. Tomcala shared that, as part of the strategic planning process, input was solicited from a number of stakeholders in the community.

Ms. Tomcala provided an update on the Medi-Cal Rx transition, which has been delayed until further notice. The State intends to move forward with the Medi-Cal Rx transition; however, there is no current implementation date.

Ms. Tomcala concluded with a recap of the March audits, which include the recently completed HEDIS audit, as well as the upcoming DHCS and DMHC audits from March 8 through March 19, 2021. Ms. Tomcala assured the committee that these are routine oversight audits.

5. COVID-19 Update and Vaccine Outreach

Chelsea Byom, Director, Marketing & Communications, presented the Committee with an update on the Plan's key messages on COVID-19. SCFHP offers transportation services to and from vaccine appointments at no cost to members. The Plan encourages all members to stay safe, wear a mask, continue to practice social distancing, and stay home as much as possible until members of your community are also vaccinated. SCFHP will continue to update their guidance to our members as additional information is received from public health officials.

Ms. Byom introduced Dr. Lily Boris, Medical Director, to answer members' questions and address their concerns. Mr. Vu was pleasantly surprised with how well organized the vaccination process was, although some members of his community experienced hiccups with the process. Mr. Vu did not suffer from any unusual side effects. Mr. Sinha also had a well-organized vaccination experience, and he did not suffer from any unusual side effects. Dr. Boris explained the CDC post-vaccination guidelines to the Committee. Dr. Boris emphasized the importance of the 2nd dose of the vaccine for those who received either the Pfizer or Moderna vaccines. The CDC recommends that individuals who are fully vaccinated should wait 2 weeks after their 2nd dose to gather with small groups of people who are also fully vaccinated. Masks and social-distancing are still recommended to protect unvaccinated individuals. There are no travel guidelines issued yet.

Approximately 18% of California's population is vaccinated, with approximately 10% of individuals who have received their 2nd doses. The vaccine is most effective 2 weeks after the 2nd dose. The feedback as to side effects is consistent, with a sore arm the most commonly reported side effect. Santa Clara County is running short on vaccines, with no new vaccine appointments offered between March 7 and March 14. Shipments are received on a weekly basis, and only 2nd vaccines will be offered during this time. As of March 15, the next tier of individuals will qualify, which includes individuals 16-65 years of age, with proof of concurrent medical conditions. California has administered 10 million more vaccinations than any other state. President Biden announced that by the end of May 2021 there will be enough vaccines available for every eligible individual in the United States. Mr. Vu asked if, once you are fully vaccinated, it is possible to contract and spread the virus.

Dr. Boris replied that some of this information is still unknown. The recommendation is to continue to mask and practice social-distancing, particularly among non-vaccinated individuals. It is also recommended to quarantine for 2 weeks if you feel you have been exposed.

Ms. Byom continued with SCFHP's vaccine outreach efforts. The Plan's outreach efforts are in sync with Santa Clara County's vaccination supply and availability of appointments. Ms. Byom highlighted the Plan's multimodal outreach strategies. Ms. Porchia-Usher asked what the Plan has done to support members who are homebound or experience mobility issues. Ms. Byom replied that she would need to reach out to Case Management for details. SCFHP is part of the County stakeholder collaborative workgroup of community partners, and a number of organizations are in discussion on how to reach individuals who are homebound. Mr. Vu suggested that no cost transportation to and from vaccine appointments should be included in all member communications, and Ms. Byom agreed with this suggestion. Ms. Everett asked if wheelchair transportation vehicles are available. Ms. Turner explained that the Plan offers non-emergency transportation and non-emergency medical transportation. Medical transportation accommodates wheelchairs, bariatric transport, stretchers, et. al. State policy requires an authorization form from the member's physician in order to approve medical transportation.

6. Community Resource Center (CRC)

Mike Gonzalez, Manager, Community Resource Center, presented the Committee with an update on the CRC. Mr. Gonzalez highlighted the work in progress over the next few months to ensure the CRC is operational and will meet the needs of our members and community residents. Mr. Gonzalez defined the Plan's key populations, and he discussed the mission of the CRC. Mr. Gonzalez outlined the goals of the CRC Strategic Planning process. During this strategic planning process, the CRC will have a phased opening following strict COVID guidelines. In-person services will be limited; however, virtual programming services via Zoom and social media will be available. Health and wellness classes will be offered in English and Spanish and classes in other threshold languages will be offered in the future.

Ms. Porchia-Usher asked if there any opportunities for Plan members to become involved in the strategic planning process. Mr. Gonzalez affirmed that input on the strategic planning process is welcome. Ms. Hart asked if the homeless population can access the CRC as a "safe space". Mr. Gonzalez clarified that the CRC will not function as a shelter; however, it will be a good resource to link all populations to the appropriate services. Ms. Hart asked if this means the staff working there will have actual "lived" experience, and Mr. Gonzalez agreed this is a key element to the appropriate staffing of the Center.

7. Preventive Care Campaign

Cristina Hernandez, Marketing Project Manager, introduced the Plan's Preventive Care Campaign and explained the concept of 'Your health, your call'. The Plan will be running a series of digital display ads and social media ads. These ads will link to www.StayHealthySCC.com for preventive care resources.

Ms. Shah facilitated the field test of images and texts that will be used in online advertisements, in particular Facebook. Ms. Shah asked Committee members to review the images and provide feedback as to whether or not they can relate to the people represented in the images, and if the images make them think about their own health. Feedback was also solicited as to whether or not the accompanying text was clear and concise. Mr. Vu noticed that there was no image of families with older people. Ms. Hart felt the text is easy to understand, but was alarmed by the image with the boy receiving a shot. Ms. Porchia-Usher agreed with Mr. Vu that there was no clear sense of family in the images, nor were there any images of multi-generational households. Ms. Hart asked if the campaign will be in other languages. Ms. Hernandez confirmed the ad campaign will be presented in English, Spanish, and Vietnamese.

8. Advertising Campaigns

Ms. Hernandez shared additional advertising campaigns that are in the works. Ms. Hernandez outlined the Brand Awareness Campaign Strategy objectives and desired outcomes. In conjunction with the Plan's COVID-19 vaccine efforts, Marketing is running the 'Roll up your sleeve against COVID-19' campaign. Mr. Vu asked if there is any truth to the rumor

that you should only get the vaccine in your right arm. Dr. Boris explained it is safe to get the vaccine in either arm.

9. SCFHP Member Communications

Theresa Zhang, Manager, Communications, gave an overview of the member communications completed since the December 2020 CAC meeting. Mailings included the winter newsletter, which was mailed out at the end of January, with a reminder to begin 2021 with a wellness check as well as instructional infographics. The newsletter also included articles on anti-depressants, asthma medications, sleep, taking care of your heart, the importance of pre-natal and post-partum visits, and how to enroll in the Black Infant Health program. Flu shot reminder postcards were mailed to members. The Plan sent letters on how to join our rewards program for completion of certain health checks. The Plan continues to call our vulnerable, high risk members to check in on their welfare during COVID and to help with vaccine appointments. Ms. Zhang highlighted the SCFHP website which is updated with meeting materials, member materials such as the Formulary, Provider directory, and newsletters, Coronavirus information, and a dedicated flu webpage to find flu shots near you. Ms. Zhang continued with a list of the events the Plan sent outreach materials to since our December 2020 meeting. The Plan has not attended any events in person since April.

10. Future Agenda Items

Ms. Porchia-Usher asked for feedback as to future agenda items. Ms. Everett suggested a discussion and overview on the Adverse Childhood Experiences (ACES) caregiver training program. Ms. Tomcala thanked Ms. Everett for suggesting this topic, as SCFHP is doing its utmost to get ACES screening for our members. Ms. Tomcala stated this is a worthy topic, and some of the Committee members may, or may not be, familiar with the ACES training program. Ms. Zhang discussed the Provider communications that the Marketing department has mailed out to our Provider groups in regards to ACES training and screenings. The Committee also agreed that a discussion about COVID-19 and mental health would be beneficial, with a focus on the impact of the lock down on relationships with spouses and children.

11. Adjournment

The meeting adjourned at 7:10 p.m. The next Cal MediConnect Consumer Advisory Committee meeting is scheduled for Tuesday, June 8, 2021 at 6:00 p.m.

DocuSigned by:

Debra Porchia-Usher

6/30/2021

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Debra Porchia-Usher, Chairperson
Consumer Advisory Committee