



MINUTES - Approved

Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, June 9, 2020, 6:00-7:00 PM

Santa Clara Family Health Plan, Redwood Conference Room

6201 San Ignacio Ave, San José, CA 95119

Via Teleconference

(669) 900-6833

Meeting ID: 927 6012 4890

Password: cacmtg0609

Committee Members Present

Evangeline P. Sangalang
Barifara (Bebe) Barife
Rebecca Everett
Blanca Ezquerro
Rachel Hart
Maria Trejo-Ramirez
Tran Vu

Staff present:

Christine Tomcala, Chief Executive Officer
Chris Turner, Chief Operating Officer
Laura Watkins, Vice President, Marketing & Enrollment
Theresa Zhang, Manager, Communications
Cristina Hernandez, Marketing Project Manager
Zara Hernandez, Health Educator
Divya Shah, Health Educator
Sherry Faphimai, Marketing Coordinator

Others Present:

Vishnu Karnataki – Guest

1. Roll Call/Establish Quorum

- a. Ms. Sangalang, Committee Chair, called the meeting to order at 6:04 PM.

2. Public Comment

- a. There were no public comments.

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

- a. Ms. Everett moved and Mr. Vu seconded the motion to approve the minutes from the meeting held on December 10, 2019. The motion passed unanimously.

4. Health Plan Update

- a. Ms. Tomcala presented the enrollment update: As of June 1, Medi-Cal enrollment is 244,888 and Cal MediConnect is 8,987, for a total enrollment of 253,875 members. The recent overall increase is due to COVID-19 and DHCS' "pause" of Medi-Cal redeterminations during the declared emergency so that beneficiaries are not losing eligibility. Ms. Tomcala mentioned that there has

been a 12% increase in Cal MediConnect enrollment from a year ago because of the efforts of our Medicare Outreach team.

- b. Ms. Tomcala shared that we currently have about 97% of our staff working remotely from home. There are about 10 people working at the office doing functions that cannot be performed remotely.
- c. Ms. Tomcala reviewed the proposed California state budget, which now projects a combined deficit for fiscal years 2020 and 2021 of \$54 billion. The state is anticipating unemployment to peak at 18% this year, with the Medi-Cal caseload increasing by an estimated 2 million people to a peak of 14.5 million in July 2020. With the budget impact of COVID-19, CalAIM is being delayed. The transition of Cal MediConnect plans to dual eligible special needs plans (DSNPs) is still planned for 1/1/2023. As the budget process moves forward, SCFHP will continue to work with our associations and address the proposed changes in our internal budgeting and planning process.
- d. Ms. Watkins added that the state put Medi-Cal redeterminations on pause in mid-March, so no negative redeterminations will be processed until after August. All eligibility will stay the same except for situations such as moving out of the area.

5. COVID-19 Update

- a. Ms. Zhang shared that the plan has implemented telehealth via the nurse advice line for members to be referred to a virtual consult within a physician. An option to send the summary of their virtual visit to their PCP is also provided.
- b. A flyer was sent to all members letting them know about local support resources and how to contact SCFHP for assistance. Ms. Zhang stated that robocalls were made to members who may be more vulnerable to COVID-19, sharing similar information. Calls were made to members who were pregnant or postpartum, members age 65+, and members with multiple chronic conditions to provide live assistance.
- c. A Community Resource Guide was developed that documents and shares local resources during COVID-19. It is available on the website and used by staff to assist members.
- d. The requirement to contact Customer Service 3-5 business days in advance to schedule transportation to medical appointments has been suspended. Ms. Zhang mentioned that SCFHP worked with transportation vendors to establish special accommodations and cleaning guidelines to safely transport members.
- e. A COVID-19 page has been developed on the SCFHP website to consolidate information for members. The Communications team is sharing and posting the same information on Facebook.
- f. Mr. Vu asked if Twitter is being used to also relay information. Ms. Zhang responded that an account has been created but it is not currently active.

6. Community Resource Center

- a. Ms. Watkins stated that construction resumed in May after it was put on hold because of COVID-19. Demolition is complete and plans have been approved. Finishes and furnishings are being finalized.
- b. The CRC manager job description has been posted. Programming is under development with internal departments and with Community Based Organizations.
- c. The projected occupancy date is September, with plans for a grand opening pending due to COVID-19 and social distancing.
- d. Ms. Sangalang asked if there were any tweaks made for the new normal since designs were created pre-COVID. Ms. Watkins said that cubicles and office space were reconfigured to ensure sufficient space for social distancing. In the near term, SCFHP is planning to use bigger rooms for smaller size classes and does not anticipate implementing larger classes right away.

7. Medi-Cal Enrollee Assessment

- a. Ms. Zara Hernandez explained that this assessment looks at the cultural and linguistic needs of members every 3 years and is required by the Department of Managed Health Care. It is intended to help inform the health plan about language needs of our Medi-Cal population.

- b. Ms. Hernandez shared the methodology, summarized the results for each question, and shared opportunities for improvement.
- c. Ms. Tomcala asked if the questions asked in the survey were the same ones asked 3 years ago to be able to compare and see any trends. Ms. Hernandez stated this is something she can look at and present at a future CAC meeting.

8. Health Education Update

- a. Ms. Hernandez updated the CAC on SCFHP Health Education activities in 2019 which included creating an internal library of approved health education resources for internal staff that can be printed out and mailed to members, developing an intranet page that houses health education materials for internal staff, and the Wellness Rewards Program offering gift cards as incentives for completing health screenings/visits.
- b. Ms. Hernandez reviewed 2020 Health Education plans, including a text messaging campaign to educate and encourage healthy behaviors, and incentive offers through the Wellness Rewards Program.
- c. Ms. Sangalang asked if the incentives of gift cards made a significant difference in members completing their health screenings/visits. Ms. Hernandez answered that she feels it had a significant impact, with Adolescent Well-Care being most popular in members completing their visit.

9. New Member Welcome Packet

- a. Ms. Cristina Hernandez shared that currently a welcome packet is sent within 7 days of a member's effective date, and reviewed the contents of the packet.
- b. Ms. Hernandez presented proposed changes to improve member satisfaction, including changing the timing of the Primary Care Provider (PCP) auto assignment for new members who did not choose a PCP and sending these members a personalized subset of the full provider directory as part of their welcome packet. Welcome packets are also being edited to include additional information to help members get the most out of their SCFHP benefits, including instructions on selecting or changing PCP (including Kaiser or PAMF), accessing care in a PCP's network, completing an HRA if applicable, completing a HIF/MET, enrolling in the mySCFHP member portal, and scheduling an initial health assessment.
- c. Ms. Ezquerro asked if full directories will not be sent to new members at all or just members who haven't selected a PCP. Ms. Hernandez answered that members do not receive the full directory now (it is approximately 2,000 pages), but receive a notice about how to access the directory online or request a copy. The plan is to send those members who have not chosen a PCP a much smaller, personalized directory to help select a PCP that is convenient for them.

10. Brand Awareness Campaign

- a. Ms. Hernandez presented SCFHP's plan for development of a brand awareness advertising campaign. The goal is to build SCFHP brand and increase awareness of its Medi-Cal and Cal MediConnect lines of business in the county.
- b. Ms. Hernandez asked for CAC member participation in an initial survey that will be sent out later in June. CAC members expressed interest in participating.
- c. Ms. Sangalang asked why this survey couldn't be included with the Medi-Cal Enrollee Assessment. Ms. Watkins stated that the Medi-Cal Enrollee Assessment questions are required by regulation, so this needs to be done separately.

11. SCFHP Member Communications

- a. In addition to information about communications related to COVID-19, discussed previously, Ms. Zhang informed CAC members that the Spring Member Newsletter came out at the end of April and contained articles related to COVID-19, as well as other health plan information.



- b. On the website, board and committee meeting materials, formulary and provider directories, and information related to COVID-19 are kept updated. Ms. Zhang stated that SCFHP is now using the Aunt Bertha resource platform; she will do a live web demo at the next CAC meeting.
- c. Only a few educational events were attended in March, due to COVID-19 and shelter in place, and no upcoming events have been scheduled.
- d. Ms. Faphimai reviewed the list of current CAC members and CAC member changes. Current active members are Rebecca Everett, Blanca Ezquerro, Rachel Hart, Evangeline Pickell Sangalang (Chair), and Tran Vu. Maria Cristela Trejo Ramirez will be moved to active members and Danette Zuniga is no longer a member due to her move out of the area. Since member information forms need to be renewed every two years, Ms. Faphimai will email forms to current CAC members who are in need of renewal.
- e. Ms. Sangalang announced this will be her last meeting, as her term on the Governing Board is over at the end of June. Ms. Tomcala thanked Ms. Sangalang and expressed appreciation for her service. Ms. Tomcala announced that they are working on identifying a new CAC chair. Thanks all around were given to Ms. Sangalang.

12. Future Agenda Items

- a. There were no agenda item suggestions.
- b. Any suggestions can be sent to Sherry Faphimai (sfaphimai@scfhp.com).

13. Adjournment

- a. Ms. Sangalang adjourned the meeting at 7:14 pm.

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Debra Porchia-Usher
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Debra Porchia-Usher
Chair, Consumer Advisory Committee