



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

Members Present

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

Members Absent

Barifara (Bebe) Barife
 Vishnu Karnataki

Guest

Ajit Raina

Staff Present

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

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.

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