

Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, December 6, 2022, 6:00 PM – 7:00 PM Santa Clara Family Health Plan 6201 San Ignacio Ave., San Jose, CA 95119

Via Teleconference Only

(669) 900-6833 Meeting ID: 898 8607 0735 Passcode: cac122022

https://us06web.zoom.us/j/89886070735

AGENDA

1. Roll Call /Establish Quorum	Ms. Turner	6:00	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.	Ms. Turner	6:05	5 min
 Meeting Minutes Review minutes of the September 6, 2022 Consumer Advisory Committee. Possible Action: Approve the minutes of the September 6, 2022 Consumer Advisory Committee. 	Ms. Turner	6:10	5 min
 Health Plan Update Discussion on SCFHP membership and current topics. 	Ms. Tomcala	6:15	5 min
 2023 Member Incentive Program Review of 2023 Member Incentive Program. 	Ms. Ernst	6:20	10 min
Community Engagement and Outreach Overview Overview of Community Outreach Strategies.	Mr. Gonzalez/Ms. Ma	6:30	10 min
 Blanca Alvarado Community Resource Center Programming and operations update. 	Mr. Gonzalez	6:40	5 min
 YMCA of Silicon Valley Membership Overview of YMCA Benefits for SCFHP Members. 	Ms. Byom	6:45	5 min
 SCFHP Member Communications Review SCFHP Member Communications. 	Ms. Byom	6:50	5 min



10. Future Agenda Items Ms. Turner 6:55 5 min

Suggestions for topics for the March 2023 meeting.

11. Adjournment Ms. Turner 7:00

Next meeting: Tuesday, March 7, 2023 at 6:00 p.m.

Notice to the Public—Meeting Procedures

- Persons wishing to address the Consumer Advisory Committee 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 6, 2022



Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, September 6, 2022, 6:00 PM – 7:00 PM Santa Clara Family Health Plan – Teleconference 6201 San Ignacio Ave, San Jose, CA 95119

Minutes - Draft

Members Present

Sherri Sager, Chair Rebecca Everett Blanca Ezquerro Rachel Hart Ishendra Sinha Hoang Truong Tran Vu

Members Absent

Barifara (Bebe) Barife Vishnu Karnataki Ajit Raina Maria Cristela Trejo Ramirez

Guests

Jadelynn Pettyplace Timothy Pollard Sandra Schaad

Staff Present

Chris Turner, Chief Operating Officer
Laurie Nakahira, DO, Chief Medical Officer
Chelsea Byom, Vice President, Marketing,
Communications and Outreach

Lori Andersen, Operations Director, Long-Term Services and Supports

Mai Chang, Director, Quality and Process Improvement

Mike Gonzalez, Director, Community Engagement

Carole Ruvalcaba, Director, Marketing and Communications

Lucille Baxter, Manager, Quality and Health Education

Jocelyn Ma, Manager, Community Outreach Jenny Arellano, Marketing Project Manager Zara Hernandez, Health Educator Amy O'Brien, Administrative Assistant

1. Roll Call/Introduction of Members and SCFHP Staff

Sherri Sager, Chair, called the meeting to order at 6:02 p.m. Roll call was taken and a quorum was established. Consumer Advisory Committee members and SCFHP staff introduced themselves to Ms. Sager.

2. Public Comment

There were no public comments.

3. Meeting Minutes

The minutes of the September 6, 2022 Consumer Advisory Committee meeting were reviewed.

It was moved, seconded, and the minutes of the September 6, 2022 Consumer Advisory Committee meeting were **unanimously approved.**

Motion: Mr. Sinha
Second: Ms. Ezguerro

Ayes: Ms. Everett, Ms. Ezquerro, Ms. Hart, Ms. Sager, Mr. Sinha, Mr. Truong, Mr. Vu

Absent: Ms. Barife, Mr. Karnataki, Mr. Raina, Ms. Ramirez



4. Health Plan Update

Chris Turner, Chief Operating Officer, gave the Health Plan Update on behalf of Ms. Tomcala. The Plan's total membership includes 315,281 members as of August 1, 2022, and this is a 10.4% increase since August 2021. The Plan's Medi-Cal (MC) membership includes 304,867 members, and this is a 10.8% increase since August 2021.

Ms. Turner continued with a summary of various Plan updates that are of interest to the committee. The COVID-19 public health emergency is likely to extend through mid-January 2023. As a result, Board and committee meetings may remain virtual. Ms. Turner discussed the MC redeterminations "pause" which remains in effect until at least January 2023. Adults ages 26-49 will remain on "pause" until after January 2024. Ms. Turner gave a brief overview of the MC redeterminations process.

Ms. Turner discussed the expansion of MC eligibility offered to adults ages 50 or over regardless of their immigration status. Ms. Turner also shared that the results of the State's Medi-Cal re-procurement bid were announced, and the Department of Health Care Services (DHCS) will renew its contract with Anthem Blue Cross Partnership Health Plan, as the commercial Medi-Cal health insurance provider in Santa Clara County. The contract takes effect in 2024.

Ms. Turner continued with a summary of the Fiscal Year 2022-2023 Plan Objectives. She concluded her update with an overview of the Plan's activities and events that will be held in celebration of SCFHP's 25th anniversary.

At this time, guest, Sandra Schaad, joined the meeting with questions and concerns regarding the medical transportation benefit, and the customer service and grievance and appeals processes. Ms. Turner responded that new guidelines have very recently been issued by the state that set new standards for transportation to medical appointments. Once SCFHP has reviewed these guidelines and established a process for their implementation, members of this committee will be notified.

5. Population Needs Assessment (PNA) Report Medi-Cal

Zara Hernandez, Health Educator, presented the results of the Population Needs Assessment. Ms. Hernandez explained the purpose of the PNA. She gave a summary of the data sources that are used for the assessment. She also gave an overview of the Plan's 2021 membership profile, with a breakdown by ethnicity and languages spoken. Ms. Hernandez summarized the key findings of the PNA. She explained that, as part of the report, a program gap analysis is performed in the areas of health education, cultural and linguistics, and quality improvement in order to identify opportunities for improvement. Ms. Hernandez highlighted specific quality improvement interventions.

Ms. Hernandez concluded her presentation with the 2021 and 2022 action plans, and the interventions that were implemented throughout 2022 and for 2023. Due to limited time, Ms. Sager asked committee members to type any feedback into the chat box. There was neither feedback nor comments from members.

6. Medi-Cal Community Supports (CS)

Lori Andersen, Operations Director, Long-Term Services and Supports, presented an overview of the Medi Cal CS program. Ms. Andersen explained that the CS program is part of the new California Advancing and Innovating Medi-Cal (CalAIM) initiative. The goal of these CS programs is to provide a variety of social supports services to individuals to help them avoid institutionalization, or to assist them with their transitions out of institutions and back into their communities.

Ms. Andersen highlighted the various CS services available to eligible members as of January 1, 2022, and the upcoming services that will be available on January 1, 2023. Ms. Andersen summarized the various CS services, such as housing services, medically supportive home-delivered meal options, and Sobering Centers, which are just a few of the many programs available under CS. Ms. Andersen concluded her update



with an explanation on eligibility requirements and enrollment instructions. Members can refer to the complete Consumer Advisory Committee agenda packet for the slides that outline these services in detail.

7. Blanca Alvarado Community Resource Center

Mike Gonzalez, Director, Community Engagement, presented highlights of the recent activities at the Center. Mr. Gonzalez introduced 2 new Customer Service Representatives who work at the Center, Elizabeth Gonzales-Alvarez and Teresa Nguyen. He also highlighted the date, time, and address of SCFHP's 25th anniversary event, the staff members that will be available, and some of the activities that are planned for this event. Mr. Gonzalez encouraged the committee members to mark their calendars and plan to attend. For information on the specific programs, services, events, and resources offered at the Center, committee members can refer to the complete Consumer Advisory Committee agenda packet.

8. SCFHP Member Communications

Chelsea Byom, Vice President, Marketing, Communications, and Outreach highlighted the member communications completed since the June 2022 meeting. The summer newsletter has been mailed out to all Plan members. The Plan is in the process of mailing out the Wellness Rewards Outreach letters. There is also a new Behavioral Health Services webpage that provides members with information on how to access behavioral health services. Her presentation highlighted the SCFHP website which is updated with materials such as the Formulary, the Provider directory, and our quarterly newsletters. Ms. Byom concluded with a list of the events the Plan participated in since our June 2022 meeting.

9. Future Agenda Items

Ms. Sager announced that the next meeting is on Tuesday, December 6, 2022 at 6:00 p.m. SCFHP staff will add a discussion on the transportation benefit and the G&A process to the December agenda. At this time, it is expected this meeting will be conducted via Zoom. If this changes, members will be notified.

10. Adjournment

The meeting adjourned at 7:02 p.m.
Sherri Sager, Chair Consumer Advisory Committee



Health Plan Update

December 2022



SCFHP Updates

Enrollment

- Total enrollment as of November 1, 2022
 - 320,686 members
 - 10.9% increase since November 2021
- Medi-Cal 310,191 (11.2% increase since November 2021)
- Cal MediConnect 10,495 (0.8% increase since November 2021)



SCFHP Updates

Plan Updates

- Transportation benefit deep dive
- Federal COVID-19 public health emergency will <u>likely</u> be extended until mid-April
 - Board and committee meetings may remain virtual
 - Medi-Cal redeterminations "pause" remains in effect
- Audit update
 - Department of Managed Health Care audit completed in October
 - Initial results from March Department of Health Care Services audit received in November
- Thank you and happy holidays!
 - Watch your mail for a card from SCFHP with credit to our company store



Questions?



2023 Medi-Cal Wellness Rewards Program

Zara Ernst – Health Educator



Medi-Cal Wellness Rewards Program

2023 Wellness Rewards Proposal

Measure	Screening	Incentive	Proposed Incentive Amount
Cervical Cancer Screening	Complete pap smear in 2023. Disparity focus on Asian Indian, White, Filipino only.	Gift card	\$25
Chlamydia Screening	Complete chlamydia test in 2023. Disparity focus on Direct Network/assigned to North East Medical Services (NEMS)	Gift card	\$50
Childhood Immunizations – Flu vaccine, 0-2 years	Complete 1 dose of flu shot by their birthday in 2023	Gift card	\$20



Medi-Cal Wellness Rewards Program

2023 Wellness Rewards Proposal - continued

Measure	Screening Incentiv		Proposed Incentive Amount
Well Child Visit, 0-15 months	Complete 6 well-care visits before turning 15 months old in 2023	Gift card	\$30
Well Child Visit, 16-30 months	Complete 2 well-care visits in 2023	Gift card	\$30
Lead Screening in Children	Complete 1 lead blood test by 2 nd birthday in 2023	Gift card	\$30
Adolescent Well Care Visit, 6-16 years	Complete 1 well care visit in 2023	Gift card	\$30
Adolescent Well Care Visit,18-21 years	Complete 1 well care visit in 2023	Gift card	\$50



Community Engagement & Outreach Update

Consumer Advisory Committee: December 2022



Outreach Plan FY 22 (Jul-Jun)

Santa Clara Family Health Plan's outreach plan in FY 22 focused primarily on creating and maintaining partnerships with Community Based Organizations (CBOs), government agencies, elected officials, and providers while increasing engagement with members and potential members at the SCFHP Blanca Alvarado CRC.

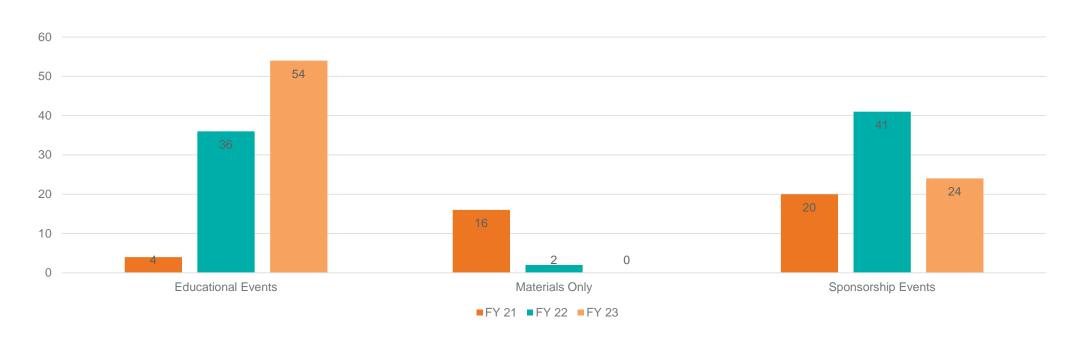
FY 22 Accomplishments

- Partnered with Working Partnerships USA and several community partners to create materials educating the public regarding the Medi-Cal expansion to older adults over the age of 50
- Participated and/or led 13 collaborations or workgroups
- Conducted New Member Orientations virtually and in-person with 308 attendees
- Welcomed 7,949 visitors to the SCFHP Blanca Alvarado Community Resource Center for programs and services (held 281 programs and events)



Outreach Events

FY 21, FY 22, and FY 23 YTD Accomplishments





Outreach vs. Engagement

Outreach	Engagement
Short-Term	Long-Term (ongoing conversations)
Quick, one-way interaction	Relationship building
Promotes relevant resources to address immediate needs	Improved quality of resources and services needed to address health and well-being
Limited reach	Increased reach (word of mouth)
Transactional	Partnership and increased trust/rapport



Conducting **outreach** at a health fair educating a family on health plan offerings, including member orientations.



Engaging with Resident Group members to collaborate and plan for CRC programs and services.



Engagement & Outreach Plan FY 23

SCFHP aims to implement an effective community engagement strategy to increase health plan visibility, accessibility and engagement with members and future members

The CE Team is working to create conditions for an **Empowered Community**

Places for Community Engagement:

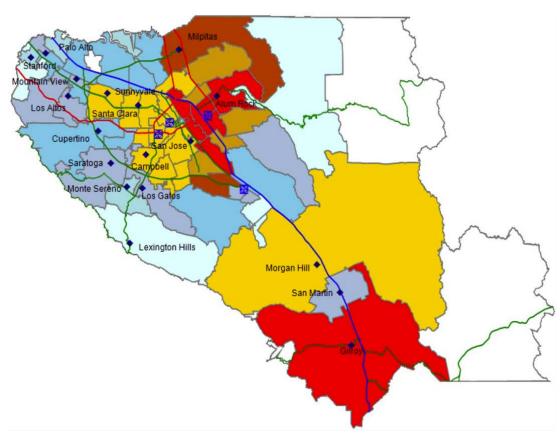
- SCFHP Blanca Alvarado Community Resource Center - East San José
- Reaching members where they <u>live</u>, work, and play by targeting specific zip codes with high member populations

FY 23 Community Engagement Priorities:

- Member Orientations Learn how to use SCFHP services and benefits
- Redetermination Unwinding of the Public Health Emergency (PHE)
- Addressing health and social needs to increase community health equity
 - Resources & services for health, food, housing, and income
- Community Relevance Engage members and residents about their health and social needs
 - Complete a Community-Guided Assessment process in South Santa Clara County
 - CRC Resident Leadership Group East San José
- Foster and maintain strong relationships with 80 community and system partners



Engagement & Outreach Plan FY 23 - Targeting zip codes with high member populations



			V-		
140,000	members	live in	the top	ten zir	codes

	Member Zip Codes	Top 3 Languages Spoken
1.	95112 (Downtown San Jose)	Spanish, Vietnamese, Mandarin
2.	95111 (South San Jose)	Vietnamese, Spanish, Tagalog
3.	95122 (East San Jose)	Spanish, Vietnamese, Tagalog
4.	95116 (East San Jose)*	Spanish, Vietnamese, Mandarin
5.	95127 (East San Jose)*	Spanish, Vietnamese, Tagalog
6.	95020 (Gilroy)	Spanish, Vietnamese, Cantonese
7.	95035 (Milpitas)	Vietnamese, Spanish, Mandarin
8.	95123 (South San Jose)	Spanish, Vietnamese, other non-English
9.	95121 (East San Jose)	Vietnamese, Spanish, Tagalog
1 0.	95148 (East San Jose)	Vietnamese, Spanish, other non-English



Please share your feedback

- 1. What do you think about the SCFHP Community Engagement Plan for FY 23?
- 2. Are there additional health or social concerns that we should help address this upcoming year?
- 3. Can you share any additional feedback on engaging with members of your community or neighborhood?







Consumer Advisory Committee: SCFHP Blanca Alvarado Community Resource Center

December 2022



SCFHP 25th Anniversary Event

Held on Saturday, October 22, 2022 from 10am-3pm



Cultural Performances



Welcome Ceremony & Scholarship Program



Health Pavilion & Resource Fair





Free Health Screenings



Free Zumbathon

SCFHP 25th Anniversary Event



Impact Numbers

- Number of Visitors: 1000+
- Number of Health Screenings Provided: 353
 - COVID-19 & Flu Vaccinations
 - Dental Screenings
 - Blood Pressure Screenings
 - Healthy Skin Screenings
 - STI & HIV Testing
- Number of organizations participating in the Resource Fair: 34 organizations
- SCFHP Departments engaging health plan members & community residents: 7
 - Behavioral Health
 - Case Management
 - Community Engagement
 - Customer Service
 - Grievance & Appeals
 - Health Education & Quality Improvement
 - Medicare Outreach



Left to Right: Chris Turner, Chelsea Byom, Michele Lew, Daniel Cao, Dr. Harsha Ramchandani, Dr. Ria Paul, Christine Tomcala, Sarita Kohli, Mike González, Rhonda McClinton-Brown



Community Resource Center

Monthly Calendar

Calendar available

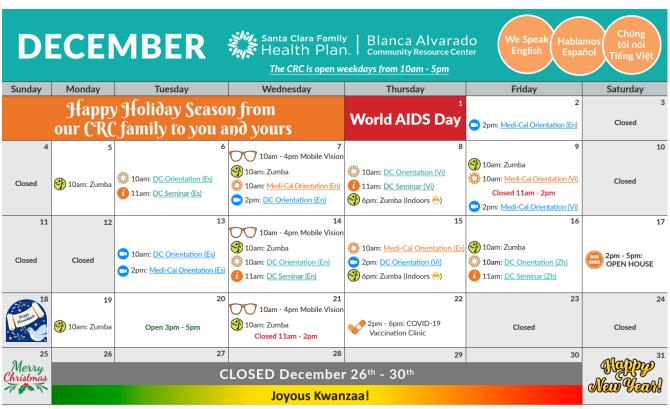
- CRC Website: <u>www.crc.scfhp.com</u>
- Social Media: @CRC_SCFHP

Features

 Programs, Services, Resources, and Events

CRC Hours

- Monday-Friday
- 10am-5pm
- Saturday's once per month



408 N. Capitol Ave. San José (Capitol & McKee) | 408.874.1750 | crc.scfhp.com | crc@scfhp.com



SCFHP Blanca Alvarado Community Resource Center

Services

- Cal Fresh Application Assistance Helps low-income families buy healthy food
- Vision Screenings Weekly health screenings available (offered by Bay Area Community Health)
- Healthcare Application Assistance Help with Covered CA & Medi-Cal applications/renewals
- Resource Navigation Linkages to community resources and services related to food, housing and healthcare services
- COVID-19 Vaccination Assistance & Information One-Stop-Shop for resources, vaccinations, testing, and more
- SCFHP Customer Service In-person help for SCFHP members

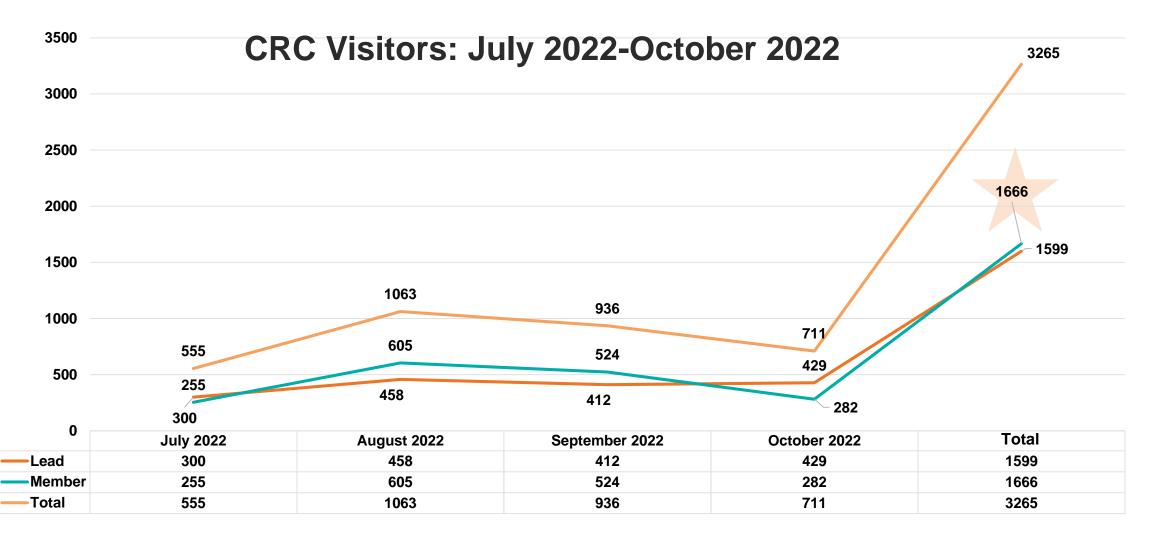
Programs

- Healthy Cooking Program Coming Soon!
- Fitness Program Zumba

Events

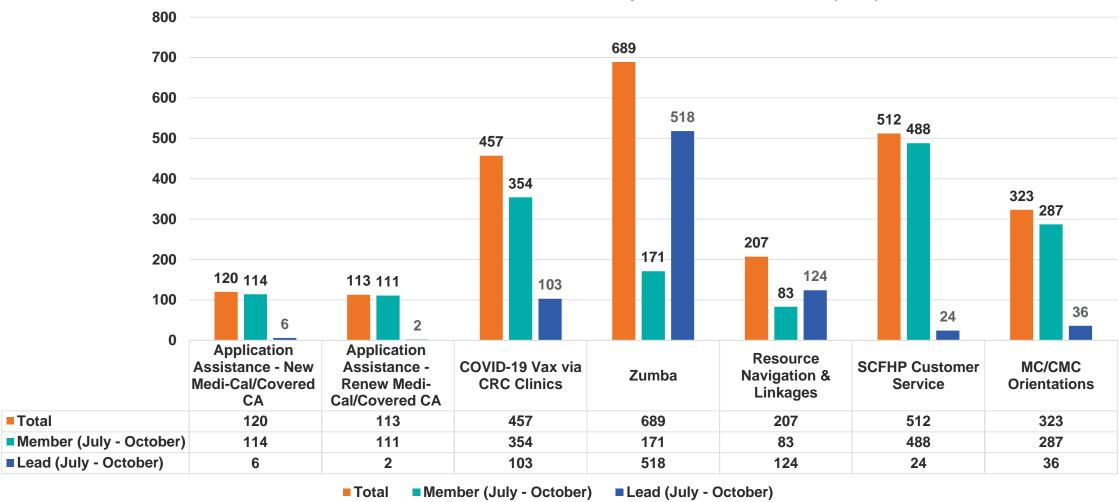
- Health & Wellness Workshops Various health education workshops
- Member Orientation –Workshop to inform SCFHP members about their benefits and services
- Community & Cultural Celebrations Monthly Events & Open House
- Cal MediConnect Seminars Info session with Medicare Outreach Team about Cal MediConnect
- COVID-19 Vaccinations & Testing clinics In partnership with the County of Santa Clara & Bay Area Community Health (BACH)







2,421 Core Services & Services Provided: July 2022 – October 2022 (YTD)



YTD – Year to Date

Member – SCFHP health plan member

Lead – Future and/or nonmember of SCFHP



SCFHP Lunar New Year Celebration Save the Date: February 4, 2023

Celebrating with members and residents of East San José

- SCFHP is committed to celebrating and honoring events important to our health plan members and communities living in East San José
- All are welcome to attend Blanca Alvarado Community Resource Center (408 N. Capitol Ave. San Jose, Ca 95133)
- Come to enjoy the following:
 - Resource Fair with dozens of community resources and services
 - Free Health Screenings, including blood pressure, dental and vision screenings, healthy skin assessments, and more
 - Traditional performances, including a Lion Dance
 - Children activities
 - Red envelopes and more!



Photo taken February 12, 2022 Lunar New Year Celebration at the CRC



Questions for consideration:

- Have you visited the Community Resource Center (CRC)? If so:
 - Do you have ideas for strengthening engagement with SCFHP members at the CRC?
 - How can we create a more welcoming experience for all visitors?
 - What additional services, resources, or programs should we consider supporting the health and well-being of members?
- If you haven't visited the CRC, we are excited to meet in the center soon!



Thank You!

Mgonzalez@scfhp.com



YMCA of Silicon Valley Membership



YMCA membership for all SCFHP members

Offering all SCFHP members no-cost fitness benefit and wellness programs at YMCA of Silicon Valley (all locations except camps)



YMCA OF

SILICON VALLEY

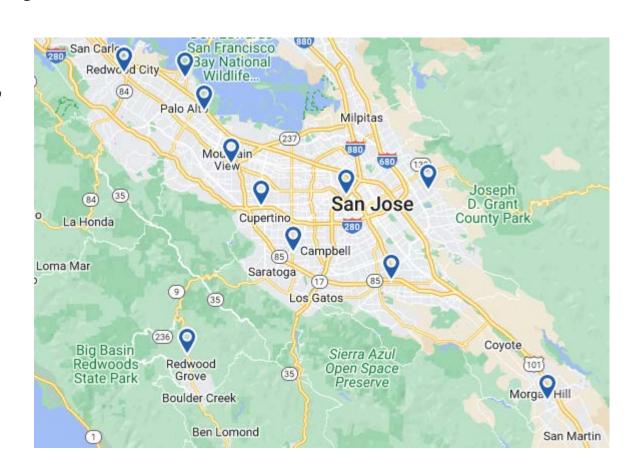
- Benefits include:
 - Access to a wellness coach
 - 600+ group exercise classes such as yoga, Pilates, Zumba, cycling, TRX and aqua fitness led by certified instructors
 - Exercise equipment, basketball gym, indoor and outdoor fitness studios, indoor and outdoor swimming pools and wellness programs*
- To enroll, members can visit any YMCA of Silicon Valley location and show their SCFHP member ID card. Or, sign up online at https://www.ymcasv.org/santa-clara-family-health-plan.

^{*}Non-standard services that call for an added fee are not part of the SCFHP YMCA membership and will not be reimbursed by YMCA or SCFHP. The YMCA of Silicon Valley is not part of SCFHP. Participation in this program is optional and does not affect a member's Medi-Cal or Medicare coverage.



YMCA of Silicon Valley Locations

- Central* 1717 The Alameda, San Jose, 95126
- South Valley* 5632 Santa Teresa Blvd, San Jose, 95123
- Southwest* 13500 Quito Road, Saratoga, 95070
- East Valley* 1975 South White Road, San Jose, 95148
- Northwest* 20803 Alves Drive, Cupertino, 95014
- El Camino* 2400 Grant Road, Mountain View, 94040
- Palo Alto 3412 Ross Road, Palo Alto, 94303
- East Palo Alto 550 Bell Street, East Palo Alto, 94303
- Mt. Madonna 171 W. Edmundson Ave, Morgan Hill, 95037





Swim Lessons

YMCA of Silicon Valley

- 6 locations throughout Santa Clara County
- Offered year-round

Discussion Question

- What factors are most important to you in deciding to attend swim lessons?
 - Cost
 - Convenient schedule
 - Convenient location

City of San Jose

- 6 locations in San Jose
- Offered June-August

- Qualified instructors
- Welcoming environment/facilities
- Other



Member Communications

Consumer Advisory Committee, December 6, 2022





MAILINGS	Fall newsletterAge-In letter promoting DualConnect enrollment
CALLS	Member orientation
WEBSITE	 www.scfhp.com Board & Committee Meetings Agendas, agenda packets, meeting minutes Provider Directory Newsletters Flu shot webpage is updated with 2022-2023 information(https://www.scfhp.com/for-members/health-education/get-your-flu-shot-now-find-out-how/) Flu message on the homepage carousel.



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Santa Clara Family Health Plan





@scfhp.crc

SCFHP Blanca Alvarado Community Resource Center



Questions or Suggestions?



Future Agenda Items

Next Meeting: Tuesday, March 7, 2023 at 6:00 p.m.



Adjournment