

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

6201 San Ignacio Ave., San Jose, CA 95119

Via Teleconference

(669) 900-6833

Meeting ID: 961 8356 0709

Passcode: CAC032021

<https://zoom.us/j/96183560709>

AGENDA

1. Roll Call / Establish Quorum	Ms. Porchia Usher	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. Porchia-Usher	6:05	5 min
3. Meeting Minutes Review minutes of the December 8, 2020 Consumer Advisory Committee. Possible Action: Approve the minutes of the December 8, 2020 Consumer Advisory Committee.	Ms. Porchia-Usher	6:10	5 min
4. Health Plan Update Discussion on SCFHP membership and current topics.	Ms. Tomcala	6:15	5 min
5. COVID-19 Update and Vaccine Outreach Discussion on COVID-19 and Vaccine Outreach Campaign	Ms. Byom	6:20	10 min
6. Community Resource Center Provide update on planning and implementation.	Mr. Gonzalez	6:30	10 min
7. Preventive Care Campaign Conduct field test on materials.	Ms. Shah	6:40	5 min
8. Advertising Campaigns Update on advertising.	Ms. Hernandez	6:45	5 min
9. SCFHP Member Communications Review SCFHP member communications.	Ms. Zhang	6:50	5 min
10. Future Agenda Items Discuss topic ideas for June 2021 meeting.	Ms. Porchia-Usher	6:55	5 min

11. Adjournment

7:00

Next meeting: Tuesday, June 8, 2021 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.



**Santa Clara Family
Health Plan™**

Public Comment



**Santa Clara Family
Health Plan™**

December 8, 2020 Meeting Minutes

Regular Meeting of the

Santa Clara County Health Authority

Consumer Advisory Committee

Tuesday, December 8, 2020, 6:00 PM – 7:00 PM

Santa Clara Family Health Plan

6201 San Ignacio Ave, San Jose, CA 95119

Minutes - Draft

Members Present

Debra Porchia-Usher, Chair
Rebecca Everett
Blanca Ezquerro
Rachel Hart
Tran Vu

Members Absent

Barifara (Bebe) Barife
Vishnu Karnataki
Maria Cristela Trejo Ramirez

Staff Present

Christine Tomcala, Chief Executive Officer
Chris Turner, Chief Operating Officer
Laura Watkins, Vice President, Marketing & Enrollment
Chelsea Byom, Director, Marketing & Communications
Mike Gonzalez, Manager, Community Resource Center
Thien Ly, Manager, Medicare Outreach
Theresa Zhang, Manager, Communications
Jocelyn Ma, Community Outreach Program Manager
Cristina Hernandez, Marketing Project Manager
Divya Shah, Health Educator
Lan Tran, Quality Improvement RN
Amy O'Brien, Administrative Assistant

1. Roll Call

Debra Porchia-Usher, Chair, called the meeting to order at 6:09 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 September 8, 2020 Consumer Advisory Committee (CAC) were reviewed. It was noted that the minutes did not include the list of members who were absent. It was determined that these minutes will be approved on the condition that they will be amended to reflect the members absent during the September 8, 2020 meeting.

It was moved, seconded, and the minutes of the September 8, 2020 CAC meeting were conditionally approved.

Motion: Mr. Vu

Seconded: Ms. Everett

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

Abstain: Ms. Ezquerro

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

4. Health Plan Update

Christine Tomcala, Chief Executive Officer, presented the enrollment update. As of December 1, 2020, the Plan's total enrollment is 271,107 members, an 11.8% increase since December 2019. The total Medi-Cal enrollment is 261,287 members, an 11.66% increase since December 2019. The Plan's total Cal MediConnect enrollment is 9,820 members, a 16.52% increase since December 2019. Ms. Tomcala highlighted the fact that the Plan's Medi-Cal growth is attributable to the pause on Medi-Cal disenrollment due to COVID, rather than new members enrolling in the Plan.

The majority of staff members continue to work from home. Approximately 3% of staff members who cannot perform their job duties from home continue to come into the office.

Ms. Tomcala gave an overview of the current progress of the COVID vaccine distribution plan. The first tier of vaccinations will likely include high-risk healthcare workers. Mr. Vu asked if individuals need to register for the vaccine. Ms. Tomcala responded that the details of the distribution plan are still in development. Administration of the vaccine depends on a facility's ability to keep the vaccine at the proper temperature. Ms. Tomcala stated that seniors, and individuals who are at risk due to co-morbidities will likely be included in subsequent tiers.

Ms. Hart expressed concerns with the contents of the vaccine and all the medicines we put in our bodies. Ms. Tomcala understood Ms. Hart's concerns. Ms. Tomcala discussed herd immunity and the fact that approximately 70% of the population needs vaccination in order to achieve herd immunity. The Plan will encourage all members to accept the science behind the vaccine, as the benefits of the vaccine outweigh the risks related to COVID.

Ms. Porchia-Usher acknowledged Ms. Hart's concerns about communities of color and their hesitation to take vaccines based on current or prior experiences with medical providers. Ms. Tomcala agreed on the importance of communication and education from our providers to communities of color as reassurance that the vaccine will be safe and effective. Ms. Watkins explained that the Plan is following the lead of the public health department on community messaging, and the Plan will propagate and echo this messaging. Public Health is following the lead from organizations such as the CDC and NIH. Ms. Tomcala stated that the Plan is always open to our members' feedback and suggestions in regards to messaging to our communities. Ms. Watkins asked Ms. Hart what the Plan can do to encourage her to get vaccinated. Ms. Hart replied there is not a lot anyone can do to convince her to either get the flu shot or the COVID vaccine. Her friends and family members feel the same way. Ms. Turner asked if Ms. Hart's concerns pertain to only the COVID vaccine or vaccinations in general. Ms. Hart explained that most likely the COVID vaccine will contain mercury, and she does not feel comfortable putting mercury in her body. Ms. Everett asked which manufacturer will distribute the vaccine to the U.S. Ms. Tomcala replied that any vaccines approved by the FDA will be distributed in the United States. Ms. Everett asked if the efficacy rates will be the same regardless of the manufacturer, and Ms. Tomcala confirmed the efficacy rates should be similar.

Ms. Tomcala continued with an update on the Medi-Cal Rx transition. This transition is delayed until April 1, 2021. Ms. Byom advised that the state did send out 90 day and 60 day notices to our Medi-Cal beneficiaries. Ms. Byom is not sure if the state has also sent notices advising of the delay in the transition. Otherwise, the next communication will be from the Plan 30 days in advance of the April transition.

Ms. Ezquerro left the meeting at 6:30 p.m.

5. Department of Employment & Benefits Services (DEBS)

Debra Porchia-Usher, Chair, presented an update on DEBS for the Committee. DEBS has seen significant growth in applicants since COVID and the shelter-in-place order. Prior to COVID, the average number of Cal Fresh applications was 3,500 per month. Since April 2020, applications have more than doubled to 8,500 per month. Of the approximately 40,000 Cal Fresh applications that have been received, 61% of the applications are from first time applicants.

General assistance applications have decreased, so outreach has been conducted to homeless shelters and encampments. Overall, applications for all types of assistance have increased by 18%. The DEBS business

strategy has changed due to shelter-in-place and also because of individuals who are concerned with their own safety. Prior to shelter-in-place, 40% of applications were received online. Since COVID restrictions, 70% of applications are received online, including applications received via phone, text, computer, and email. Applications received by phone have increased from 1% to 8%. Applications received in person and via the drop box have decreased from 50% prior to shelter-in-place to only 8% since COVID. Prior to COVID, the total population served in Santa Clara County was approximately 362,000. As of November 2020, they now serve approximately 394,000 people, which is a 9% growth within 8 months.

Ms. Porchia-Usher gave an overview of the programs and services offered by DEBS. This includes the Bridge to Recovery initiative, which looks at the current labor market and the new economy that will result from COVID. There is a partnership between the department and community-based organizations to discuss how to bring their resources together to serve more of the population.

General assistance is another program that has seen changes since COVID. Prior to COVID, general assistance clients would receive a partial payment. As of COVID, clients receive their full payment of \$343.00. They are offered shelter beds, and they are also encouraged to participate in CalWORKS. CalFresh has been initiated for the Veterans' Service Organization, which was integrated into the Social Services agency, with a focus on maximizing benefits to veterans. Ms. Porchia-Usher concluded with a statement that Angela Shing, the Director of DEBS, has offered to give a detailed presentation on the Bridge to Recovery initiative, as well as the general assistance program, and the safety net, for the March 2021 CAC meeting.

6. Community Resource Center

Chelsea Byom, Director, Marketing and Communications, gave an update on the progress of the CRC. Construction is complete and SCFHP has now taken occupancy of the building, although the resource center continues to be closed to the public and to staff members, due to COVID-19. Ms. Byom introduced Mr. Mike Gonzalez as the Manager of the CRC. The Plan is in the active stage of planning the programming for the CRC. Ms. Byom highlighted the Plan's outreach efforts to determine the classes and activities that will be offered at the CRC. Ms. Byom summarized the next steps to determine the timeline for key milestones and a phased grand opening. Community Health Partnership is a subtenant of the CRC.

Ms. Hart asked about the number of employees who will work at the CRC. Ms. Byom replied that there will be four employees dedicated to work at the CRC, with a number of other staff members working there on a rotational basis as needed. Ms. Porchia-Usher asked if other community-based organizations will be able to partner with the Plan and share space. Ms. Byom replied that conference rooms may be made available for meetings or activities, but our tenant space is filled. Ms. Watkins advised there is an opportunity for hoteling space to be used on an as needed basis. Ms. Tomcala advised that the Plan welcomes other partnerships to utilize the CRC. Ms. Watkins noted that this extends to discussing with Social Services their potential use of the CRC to bring services closer to residents. Ms. Hart asked if the staff members dedicated to the CRC will be available to work with the homeless population. Ms. Byom replied the CRC will be an inclusive space that is open to anyone who requires the services of the Plan or our community-based organization partners. The core services that will be offered are customer service, case management, and enrollment assistance, especially for the Medicare line of business. Ms. Watkins stated the CRC will also be used for new member orientations and a variety of health education classes.

7. Outreach Strategy Plan

Jocelyn Ma, Community Outreach Program Manager, presented the Committee with an update of the Outreach Strategy Plan. Ms. Ma advised the Committee that the Outreach Strategy Plan was created in 2019. Ms. Ma shared the plan's 2020 accomplishments, as well as the goals for 2021. Ms. Hart asked how Plan materials are distributed, especially since the onset of COVID. Ms. Ma replied that staff members either identify potential opportunities for material distribution through the internet, or through community partners. For example, a senior center recently had a drive-through health fair. The Plan coordinated with this senior center to provide resource bags filled with the Plan's brochures, which the center distributed to participants.

Ms. Ma confirmed for Ms. Hart that the Community Outreach team is always looking to participate in events in order to engage with the community.

8. Overview of Cal MediConnect

Thien Ly, Manager, Medicare Outreach, presented the Committee with an overview of the Cal MediConnect plan. Mr. Ly compared the differences among original fee-for-service Medicare, Medicare Advantage, and SCFHP Cal MediConnect. He explained the eligibility requirements to enroll in Cal MediConnect. Mr. Ly highlighted the wide variety of benefits that are included in the Cal MediConnect plan. He explained the prescription copays of the plan. Our network pharmacies and provider network are robust. Cal MediConnect does not follow the Medicare open enrollment period, so members can enroll at any time, and it will be effective on the 1st of the following month. Mr. Vu asked about the notation regarding the annual Total (True) Out-of-Pocket (TrOOP) drug cost exceeding \$6,550.00. Mr. Ly explained this typically applies only to members who are on a lot of medications.

9. Member Communications

Theresa Zhang, Manager, Communications, gave an overview of the member communications completed since the last CAC meeting in September, including the fall newsletter. The Plan continues to call our vulnerable, high risk members to check in on their welfare during COVID. Ms. Zhang highlighted that the SCFHP website is updated with meeting materials, member materials, newsletters, coronavirus information, and 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 September meeting. The Plan has not attended any events in person since April. The Plan has hosted 10 pop-up flu clinics in partnership with Anthem, the last of which was today.

10. Future Agenda Items

Ms. Porchia-Usher and Ms. Watkins agreed that an update on the COVID vaccine should be a topic for the March 2021 meeting. Ms. Porchia-Usher also suggested we reach out to Analilia Garcia from Public Health to request she join the March meeting to discuss their contact tracing program. She also suggested a representative from DEBS join the meeting for a discussion on the Bridge to Recovery initiative.

Mr. Vu suggests we include the topic of behavioral health and COVID. Ms. Byom noted that the Marketing department is working on a number of communications to provide support to our members during COVID, and would like input from the committee. Ms. Hart suggested we include a topic about available behavioral health resources members can access during COVID.

11. Adjournment

The next meeting of the Consumer Advisory Committee will be on March 9, 2021. The meeting was adjourned at 7:15 p.m.

Debra Porchia-Usher, Chair

Date



**Santa Clara Family
Health Plan™**

Health Plan Update

March 9, 2021

SCFHP Updates

Enrollment

- Total enrollment as of March 1, 2021
 - 276,842 members
 - 14.5% increase since March 2020
- Medi-Cal – 266,962 (14.5% increase since December 2019)
- Cal MediConnect – 9,880 (14.9% increase since December 2019)

Plan Updates

- Strategic planning underway for next three years
- Medi-Cal Rx transition delayed until further notice
- Audits: HEDIS audit completed early March; DHCS & DMHC Audit March 8-19, 2021



**Santa Clara Family
Health Plan™**

COVID Vaccine Member Outreach

March 9, 2021

COVID Vaccine Member Outreach

Key Messages

- All COVID-19 vaccines are provided at no cost.
- The vaccines are safe and effective.
- You may need two doses.
- SCFHP covers transportation to vaccine appointments at no cost. Call Customer Service to request a ride.
- You may feel side effects. Like other routine vaccines, you may get a sore arm, fever, headaches, or fatigue after getting vaccinated. These are signs the vaccine is working.
- Stay safe. After you get your vaccine, wear your mask, stay at least six feet apart, and stay home as much as possible while everyone continues to get vaccinated.

COVID Vaccine Member Outreach

Strategies

- Live call
 - 6,300 high risk members 65+ to assist with appointment scheduling; began 2/25
- Direct mail
 - 40,000 flyers to members 65+ starting soon
 - Letter to members 16-64 with underlying medical conditions in development
- Robocall
 - Scripts for outreach to general member population in development
- Advertising
 - Digital display, Facebook, and direct mail ads in development
- Other
 - Member newsletter, website, Facebook, on-hold message

If you are 65 or older, you are now eligible for the COVID-19 vaccine in Santa Clara County

Book your appointment today!



***Vaccines are free,
easy, and safe***

Book your appointment
through the County of Santa
Clara Health System:

Online: vax.sccgov.org


By phone: (408) 970-2000



No cost for you! Safety
measures are in place to
protect you from COVID-19
at the appointment.

Santa Clara County
**PUBLIC
HEALTH**



 **Santa Clara Family
Health Plan.**



**Santa Clara Family
Health Plan™**

March Update:
Blanca Alvarado Community Resource Center

Mike González



Blanca Alvarado Community Resource Center



Lobby



Private Member / Counseling
Rooms



Teaching Kitchen



Kids Activity Center



Conference Rooms

Community Resource Center

What will people experience at the CRC?

- What brings people to the center?
- How did they learn about the CRC?
- What can they expect when they arrive?
- What services will be offered?
- If the service is unavailable, how will the CRC link to outside services?
- How will the CRC partner with external service providers?



Key Populations

- Health Plan Members
- Residents
 - Marginalized Groups
 - Immigrants
 - LGBTQ+
 - Low-income families
 - Non-English speaking
 - Survivors of domestic violence
 - Seniors
 - Other underrepresented people/communities
 - Intersectionality – various identities and interactions



CRC Strategic Planning

Stakeholder Engagement Session: To understand the health and social needs of communities:

- SCFHP Members
- Residents
- Community-Based Organizations/Safety-Net
- Faith-Based
- Healthcare Systems & FQHCs
- County & Cities agencies
- Special Look – Community/Family Resource Centers
- Schools/School Districts
- Community Leaders & Elected Officials



CRC: Strategic Planning

Planning Approach:

- COVID-19 precautions
- Community-led
- Trauma informed & centered
- Commitment to equity & social justice
- Address social determinants of health
- Sense of urgency to operate



CRC: Strategic Planning

Goal of the planning:

- Guide CRC programming decisions
 - Type of programs, services & resources.
- Guide CRC engagement
 - A culturally appropriate plan to engage people to visit and participate.
- Support the “built” environment
 - Designing a “welcoming & safe space” – physical, operational and programmatic.

Phased Opening

Following strict COVID precautions

- **In-Person Services (Limited)**
 - Supporting the COVID-19 Vaccine Rollout
 - Community Health Partnership – providing outreach and appointment assistance.
 - Social Services – food assistance, healthcare application assistance, and more.
- **Virtual Programming** – Via Zoom & Social Media
 - Health & Wellness Classes - Offered in English and Spanish.
 - Physical Activity
 - Nutrition Education
 - Healthy Cooking Classes



**Santa Clara Family
Health Plan™**

Thank you!

Email: Mgonzalez@scfhp.com



**Santa Clara Family
Health Plan™**

Preventive Care Campaign

Divya Shah— Health Educator

Your health, your call.

For the care you need to stay healthy,
call your doctor today.

Now more than ever, staying healthy is so important for you and your family. Your personal doctor is there to help. Through wellness check-ups, health screenings, vaccines, support for healthy habits, and so much more, your doctor provides the preventive care services you need to stop health problems before they start. Call your doctor to schedule your next check-up today.

Explore the benefits of preventive care at [StayHealthySCC.com](https://www.stayhealthySCC.com).



Questions

As you review the images and text on the following slides, please think about the following questions:

- Can you identify with the people represented in the images?
- Do the images make you think about your health?
- Do you understand the text?

Children's Health Ads



Digital Display – GIF 1

Children's Health Ads (cont.)

Preventive care matters.



For safe care that
keeps kids healthy...



Call your
pediatrician today.

[Learn more](#)



Digital Display – GIF 2

Children's Health Ads (cont.)

HEADER: Keep your kids healthy and up to date on doctor visits and vaccines.
Make appointments today for safe preventative care visits.



Preventative care keeps kids healthy.
Contact their doctor



Safe, in-person or telehealth
Make the call today



Check-ups, exams, screenings & vaccines
Keep kids healthy



Schedule a routine care visit today
Safe preventative care



Avoid health issues with preventative care
Explore the benefits

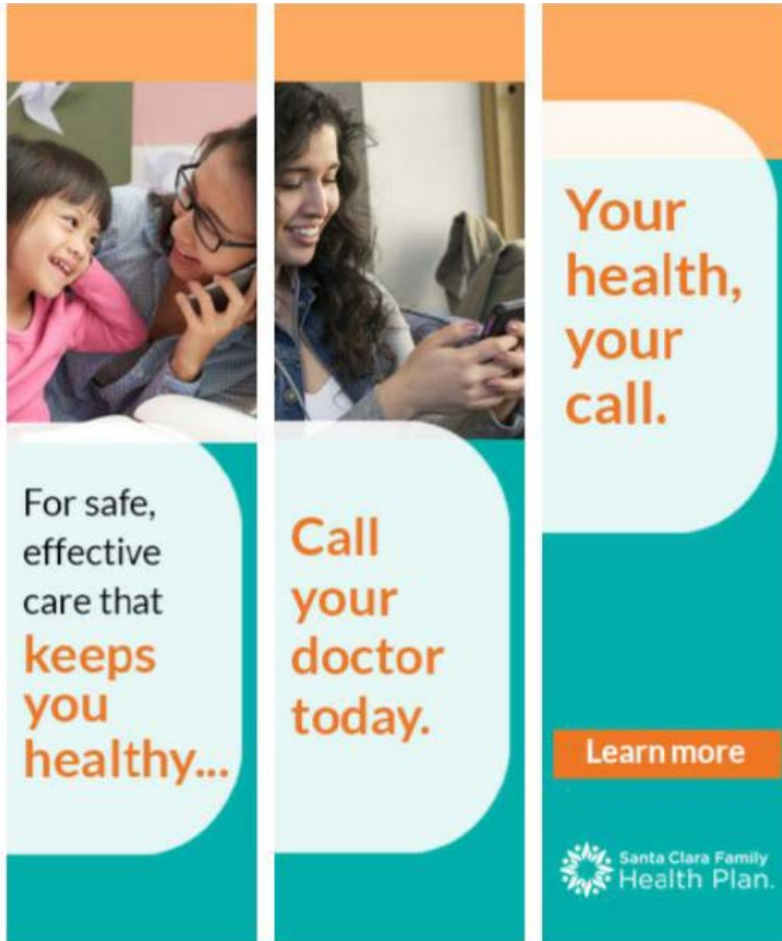
Social Media Ads – Facebook

Questions

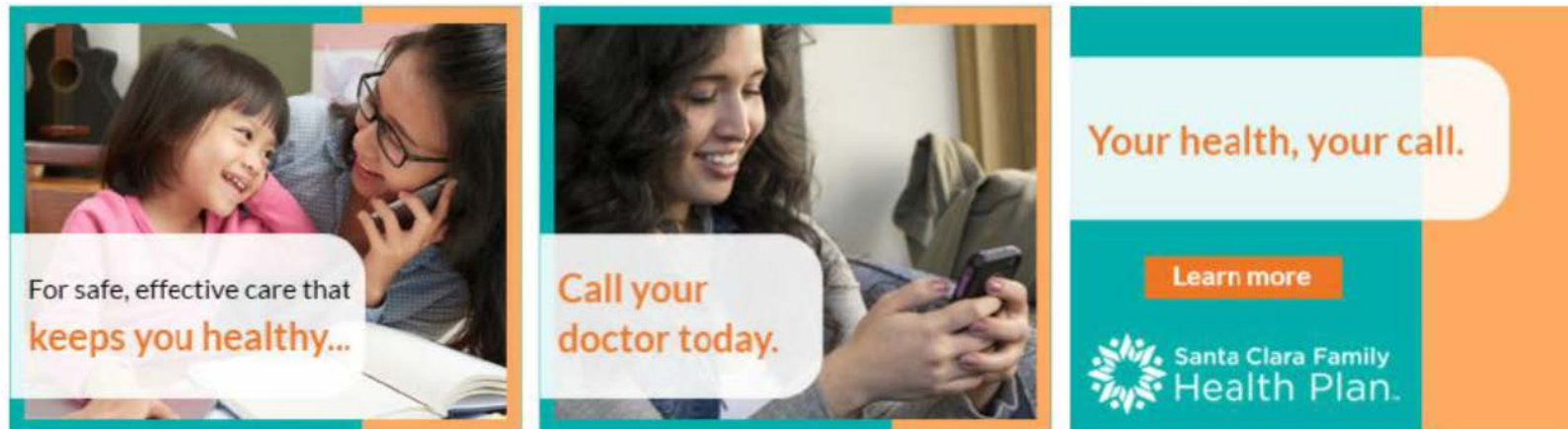
As you review the images and text on the following slides, please think about the following questions:

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- Do you understand the text?

General Audience Ads



Digital Display – GIF 1



Digital Display – GIF 2

General Audience Ads (cont.)

HEADER: Stop health problems before they start: Call your doctor to schedule your next visit for safe, preventive primary care today



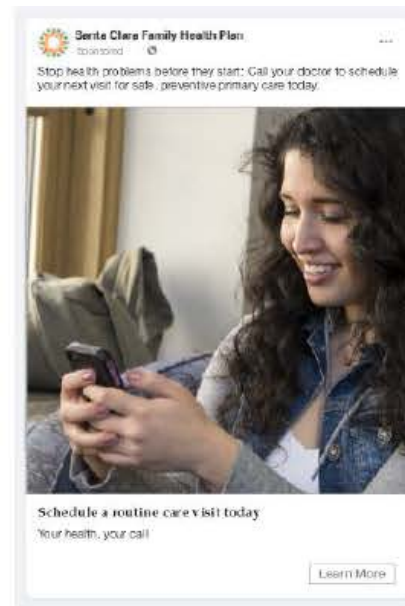
Preventative care keeps you healthy.
Call your doctor today



Safe, in-person or telehealth
Make the call today



Check-ups, exams, screenings & vaccines
Personalized care



Schedule a routine care visit today
Your Health, your call



Avoid health issues with preventive care
Explore the benefits

Social Media Ads – Facebook

Questions

As you review the images and text on the following slides, please think about the following questions:

- Can you identify with the people represented in the images?
- Do the images make you think about your health?
- Do you understand the text?

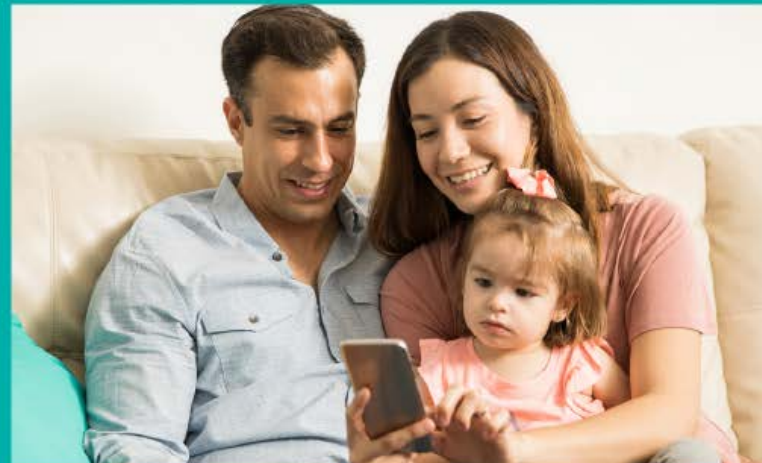
Campaign Website

www.StayHealthySCC.com



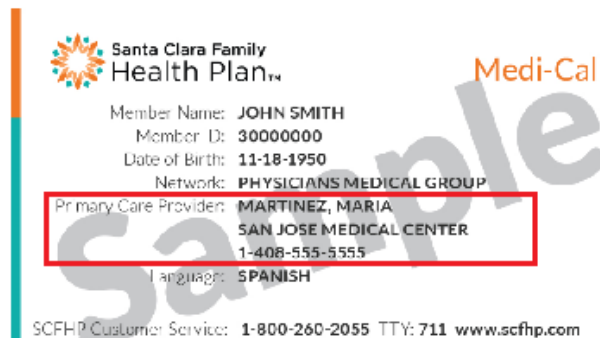
**Preventive care keeps you
and your family healthy.**

Now more than ever, staying healthy is so important for you and your family. Your primary care physician or health provider is there to help. Through wellness check-ups, health screenings, vaccines, support for healthy habits, and more, your doctor provides preventive care services in a safe setting for your health and wellness.



Your health. Your call.

For the care you need to stay healthy, call your personal doctor or health provider today.



When should I call my doctor?

- For your first wellness check-up as a new member (and check-ups for your covered spouse and children, if applicable)
- For annual wellness visits and physical exams, including pediatrics such as back to school physical exams, well child exams, and well baby exams
- For an urgent medical problem or if you feel sick, even after hours
- For routine health screenings that monitor your health and help catch health problems early
- For vaccines (also known as vaccinations or immunizations). Take the **quizzes below to see if you or your children are due for any vaccines:**

[Childhood Vaccine Assessment \(Quiz\)](#)

[Adult Vaccine Assessment \(Quiz\)](#)

- All your preventive health care needs!

Not a member of Santa Clara Family Health Plan?

Visit our [Become a Member](#) page to learn about our no-cost or low-cost health care options.

Helpful resources for staying healthy

Our [Health Library](#) makes it easy to find healthy tools and tips, recipes, and answers to all your questions about preventive care and staying healthy.

Santa Clara Family Health Plan makes it easy for our members to get the routine care they need to prevent illnesses. Our plans offer:

- 700+ local primary care doctors to choose from
- Transportation options at no cost if you need help getting to your doctor visits
- Interpreting services at no cost to you
- Telehealth options to keep your visit safe and convenient
- After hour support with our Nurse Advice Line, available 24/7

Need help finding a doctor or other health provider near you?

Visit our [Find a Doctor tool](#) for Santa Clara Family Health Plan members.

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6201 San Ignacio Ave., San Jose, CA 95119
1-408-376-2000



[Site map](#) [Terms and conditions](#) [Privacy policy](#)

[Medi-Cal nondiscrimination notice – language assistance](#)

[Cal MediConnect nondiscrimination notice – language assistance](#) [Report healthcare fraud, waste, and abuse](#)

Questions

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**Santa Clara Family
Health Plan™**

Advertising Campaigns

Cristina Hernandez – Marketing Project Manager

Brand Awareness Campaign Objective and Strategy

Our Objective

- Build awareness around Santa Clara Family Health Plan among prospects throughout the life of the campaign while driving these audiences to the landing page and ultimately, enrollment mechanism.

Our Solution

- Use an audience-first approach to reach users more likely to be in market for health care across an omnichannel campaign: Digital Display, Audio, Social and SEO.
- Strong digital approach to optimize messaging and generate the click-through rates we want.

Life is easier with our Medi-Cal plan.



It's easy to stay healthy when you choose **Santa Clara Family Health Plan**. Our Medi-Cal plan puts your health needs first in every way, so you can rest easy knowing we've got you covered. As your neighbors, we are here to create a healthier community and lead the way to better health for you and your family.



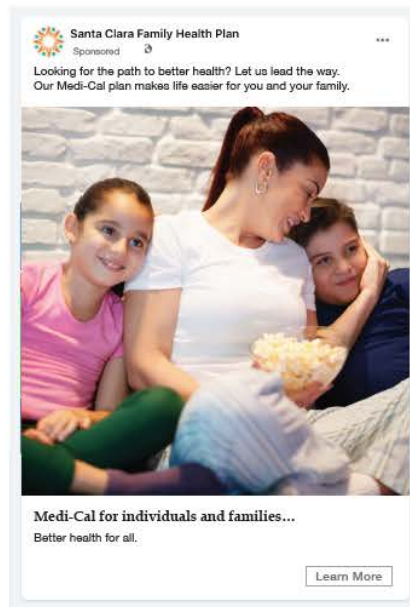
[Medi-CalSCC.com](https://www.Medi-CalSCC.com)

Facebook: Carousel

HEADER: Looking for a path to better health? Let us lead the way. Our Medi-Cal plan makes life easier for you and your family.



For Medi-Cal made
easy... We've got you
covered.



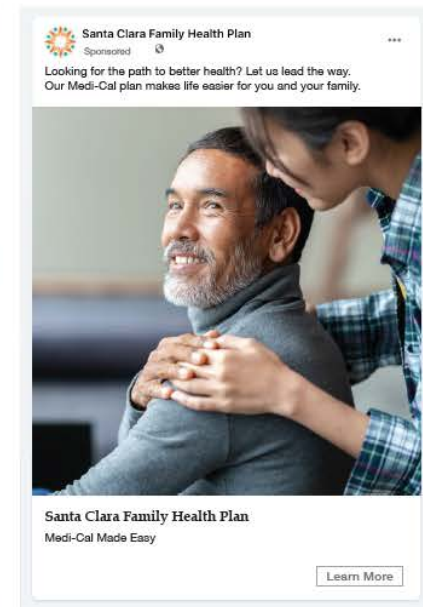
Medi-Cal for
individuals and
families... Better health
for all.



Take the first step to
better health... We'll
lead the way.



With our Medi-Cal
Plan... You can rest
easy.

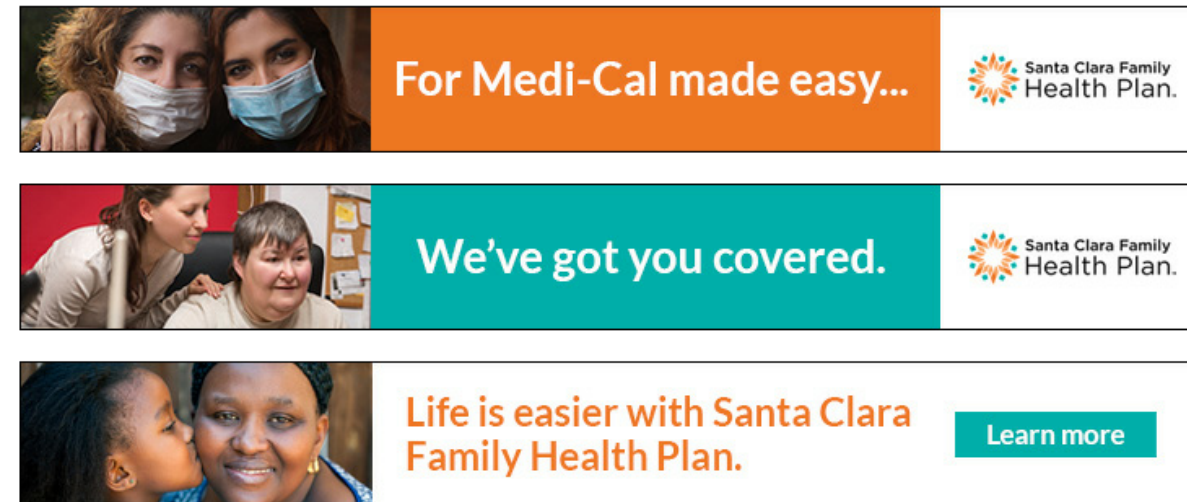


Santa Clara Family
Health Plan... Medi-
Cal made easy.

Video and Digital Display



300x250 rotating GIF



728x90 rotating GIF

<https://youtu.be/7DPCcTW493o>

All ADs will lead to www.Medi-CalSCC.com



Santa Clara Family Health Plan.

About us Enroll Contact us

Make life easier with our Medi-Cal plan

At Santa Clara Family Health Plan, we provide access to healthcare services for people who live in Santa Clara County. That includes affordable health insurance coverage through Medi-Cal.

Why choose Santa Clara Family Health Plan for Medi-Cal?

It's easy to stay healthy when you choose Santa Clara Family Health Plan. We provide medical, behavioral health, and vision benefits, as well as long-term care and other supportive services. Our Medi-Cal plan puts your health needs first in every way, so you can rest easy knowing we've got you covered. As your neighbors, we are here to lead the way to better health for you and your family.

[Click here to see our Medi-Cal benefits and services](#)

Did you know you can change your Medi-Cal Plan at any time?

Call Health Care Options toll-free at **1-800-430-4263** to make that change.

Three Easy Steps to Enroll in Santa Clara Family Health Plan's Medi-Cal Plan

If you qualify for Medi-Cal benefits, you can enroll at any time. Follow these steps to apply for Medi-Cal and enroll in Santa Clara Family Health Plan:

1 Apply for Medi-Cal benefits

There are several ways to apply for Medi-Cal:

- Through [Covered California](#)
- Through [MyBenefits CalWIN](#)
- Through an eligibility and enrollment specialist at [Santa Clara County Social Services](#)

Visit our [Medi-Cal FAQ](#) for information about Medi-Cal and eligibility requirements.

2 Watch for more information by mail

Once your application is processed, you will receive a letter stating whether or not you qualify for Medi-Cal. If you do qualify, you will receive a Medi-Cal benefits identification card (BIC) and an Enrollment Choice Form to help you choose your health plan.

3 Choose Santa Clara Family Health Plan

When you are enrolling, be sure to choose Santa Clara Family Health Plan as your health plan on your Medi-Cal Choice Form. Once we confirm your enrollment, we will mail you a welcome packet.

What is Medi-Cal?

Medi-Cal is California's Medicaid program for people with limited income and resources. It provides health insurance options to low-income adults, families, seniors, and people with disabilities.

Click here to see if you or your family may be eligible for Medi-Cal

- Do you have a child under 21?
- Are you pregnant?
- Are you or your children receiving Cal Fresh or CalWORKs benefits?
- Are you disabled?
- Are you recently unemployed?

If you answered yes to any of the questions above and your family meets income and other guidelines, you or your child may be eligible for Medi-Cal.

Need assistance?

If you have questions or need additional assistance, contact us today! Our local Customer Service Representatives are here to help answer your questions and give you the information you need.

1-800-260-2055

TTY: 711

English: ATENCIÓN If you speak English, language assistance services, free of charge, are available to you. Call 1-800-260-2055, TTY: 1-800-260-2055 or 711.

Spanish: ATENCIÓN Si habla español, tiene acceso a servicios de asistencia lingüística, sin costo alguno. Llame al 1-800-260-2055, llame al 711 o envíe un mensaje de texto al 311.

Chinese: 中文 如果您讲中文，我们将为您提供免费的中文语言协助服务。请拨打 1-800-260-2055，拨打 711 或发送短信至 311。

Vietnamese: CHÚ Ý Nếu bạn nói tiếng Việt, việc hỗ trợ ngôn ngữ miễn phí sẽ được cung cấp cho bạn. Hãy gọi 1-800-260-2055, gọi 711 hoặc gửi tin nhắn văn bản đến 311.


Tamil: கவனம் If you speak Tamil, language assistance services are available to you. Call 1-800-260-2055, TTY: 1-800-260-2055 or 711.

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6005 San Ignacio Ave., San Jose, CA 95119
1-800-376-2000

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Roll up your sleeve against COVID-19.



Rolling up our sleeves to get things done — that's what we do in Santa Clara County, and it's how we keep our families and communities strong. The COVID-19 vaccination is a safe, effective way to protect yourself and your family, friends, and neighbors. It's also free! So go ahead — roll up your sleeve with confidence. When it's your turn, get the shot and encourage others to do the same. It's a small step that goes a long way for staying healthy and safe where you live, work and play.



To learn more about the safety of the vaccine and connect to resources that let you know when it's your turn, visit scfhp.com/covid-vaccine.



Roll up your sleeve against COVID-19.

Three reasons to get the COVID-19 vaccine: It's safe, effective and free. When it's your turn, roll up your sleeve with confidence. Take pride in taking a safe step to protect yourself and the ones you love.



**Santa Clara Family
Health Plan™**

Member Communications

Consumer Advisory Committee, March 9, 2021

Member Communications

MAILINGS	<ul style="list-style-type: none"> • Winter Newsletter • Flu shot reminder postcard • Letter to members who are due for health checks and exams, with rewards available upon completion <ul style="list-style-type: none"> • Visit www.scfhp.com/rewards for more information
CALLS	<ul style="list-style-type: none"> • Live calls to vulnerable, high-risk members to check in during COVID-19 and help with vaccine appointments



Santa Clara Family Health Plan.

WINNING HEALTH
Medi-Cal Plan

WINTER 2021

Start the new year with a wellness checkup

Seeing your doctor regularly is essential to your health, even when you're not sick. The primary care provider (PCP) listed on your member ID card is the doctor or clinic that will provide you routine care.

Team up at your checkup
Together, you and your PCP can tackle any changes that might improve your health. Since the average doctor's visit is 15 minutes, it is important to make the most out of your visit. For example, you may want to talk about:

- **Any vaccines you need.** Shots aren't just for kids. Adults need them too. They're safe—and they can help prevent serious illnesses, like the flu, pneumonia, and shingles.
- **Health screenings.** These tests can help spot diseases, like cancer, early—when they're easiest to treat.
- **Chronic health problems.** A checkup is a good time to review how you're managing your long-term health conditions such as diabetes or high blood pressure.
- **Your weight.** Your doctor can check your body mass index (BMI). BMI uses your weight and height to estimate how much body fat you have. A high BMI could mean you're overweight. A low BMI could mean you're underweight. If you need to make a change, your doctor can give you tips on healthy foods and exercise habits.

—Continued on page 2



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SCFHP complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATTENTION: If you speak English, language assistance services, free of charge, are available to you. Call 1-800-260-2055 (TTY: 711).

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-260-2055 (TTY: 711).

注意: 如果您说中文, 将为您提供免费的语言服务。请致电 1-800-260-2055 (TTY: 711)。

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-800-260-2055 (TTY: 711).

GET YOUR FLU SHOT NOW.

FIND OUT HOW!

Member Communications

WEBSITE

- Board & Committee Meetings
 - Agendas, agenda packets, meeting minutes
- Formulary and Provider Directory
- Newsletters
- Coronavirus Update
 - <https://www.scfhp.com/news-center/releases/coronavirus-important-information-to-know/>
- Get your flu shot now. Find out how!
 - <https://www.scfhp.com/for-members/health-education/get-your-flu-shot-now-find-out-how/>
- Medi-Cal Rx FAQ
 - <https://www.scfhp.com/for-members/prescriptions/>

Get your flu shot now. Find out how!

The flu (influenza) is a serious disease and can be dangerous, especially for young children and older adults. Flu shots are covered benefit at no cost to you. Flu shots are the best way to prevent the flu and its dangers. The Centers for Disease Control and Prevention recommends that everyone 6 months and older get the flu shot every year.

Peak flu season in the U.S. is from November to March. An updated flu shot becomes available each fall. Be sure to get your shot early to help prevent the flu for the whole season. Even a late flu shot is better than no flu shot.

If you got your flu shot – good for you! If you haven't had your shot yet, call your doctor to schedule one or go to your pharmacy.

You can get your flu shot at your doctor's office, even if you are visiting for another reason. You can also get a flu shot at any of these pharmacies in Santa Clara County:

Contact us

Customer service
Medi-Cal: 1-800-260-2055
Cal MediConnect: 1-877-723-4795
TTY: 711

Resources

Use this tool to find where to get a flu shot near you.
Pop-up community flu shot clinic sites
Valley Medical Center Flu Clinic Schedule
Which is it: COVID-19, allergies, cold or flu?

[Home](#) / [News center](#) / [Releases](#) / [Coronavirus - Important information to know](#)

News

[Back to news main](#)

Coronavirus - Important information to know

Member news | Friday, January 22, 2021

Find the latest COVID-19 information and resources in [English](#), [Spanish](#), [Vietnamese](#), [Chinese](#), and [Tagalog](#) from the County of Santa Clara.

COVID-19 vaccines

Many aspects of the COVID-19 pandemic are unprecedented. One is the ongoing effort to quickly develop and distribute a safe and effective vaccine. Here are answers to a few questions you may have about these vaccines:

1. When can I get a COVID-19 vaccine?

Because the supply of COVID-19 vaccine in the United States is expected to be limited at first, vaccines will be released to the public in phases. Santa Clara County does not determine vaccine eligibility. Following the State's priority phases and tiers, each provider decides what categories of patients they have the capacity to vaccinate at any given time. Learn more about current vaccination in Santa Clara County at www.sccfreevax.org.

Contact us

Customer service
Medi-Cal: 1-800-260-2055
Cal MediConnect: 1-877-723-4795
TTY: 711

Resources

CDC coronavirus FAQs
SCC Public Health Department updates
SCC Public Health Department COVID-19 vaccine information
SCFHP health library

Member Communications

Event highlights

Sent outreach materials to these events since December 8, 2020:

Who	What	When	Where
Cal Dual's Santa Clara County Virtual Resource Fair	The resource fair shared information with the Medi-Medi community. SCFHP presented the 2021 Cal MediConnect benefits to caregivers and community partners, and provided a virtual booth with linked resources.	1/28/2021 10-11:30 a.m.	Virtual event
City of San Jose District 2's Senior Winter Walk and Resource Fair	Seniors joined on Zoom for a pep talk before attending their own winter walks. SCFHP provided brochures and pillboxes in the goody bags for the seniors after the free lunch.	2/17/2021 10-11 a.m.	Virtual and at Southside Community Center



**Santa Clara Family
Health Plan™**

2021 CAC Meetings & Future Agenda Items

2021 CAC Meetings

Meetings will be held via Zoom until it is appropriate to resume in-person meetings at SCFHP

Schedule

- **Second Tuesday of the month from 6:00 PM – 7:00 PM**
- **Dates:**
 - March 9, 2021
 - June 8, 2021
 - September 14, 2021
 - December 14, 2021

Topics suggestions for next meeting?



**Santa Clara Family
Health Plan™**

Questions?



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Adjournment