



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

Tuesday, June 7, 2022, 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
Ajit Raina
Ishendra Sinha
Hoang Truong
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
Chelsea Byom, Vice President, Marketing, Communications and Outreach
Mike Gonzalez, Director, Community Engagement
Carole Ruvalcaba, Director, Marketing and Communications
Lucille Baxter, Manager, Quality and Health Education
Cristina Hernandez, Manager, Marketing and Public Relations
Jocelyn Ma, Manager, Community Outreach
Jenny Arellano, Marketing Project Manager
Zara Hernandez, Health Educator
Rita Zambrano, Executive Assistant
Amy O'Brien, Administrative Assistant

1. Roll Call

Debra Porchia-Usher, Chair, called the meeting to order at 6:02 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 March 8, 2022 Consumer Advisory Committee meeting were reviewed.

It was moved, seconded, and the minutes of the March 8, 2022 Consumer Advisory Committee meeting were unanimously approved.

- Motion:** Mr. Vu
- Second:** Mr. Sinha
- Ayes:** Ms. Everett, Ms. Ezquerro, Ms. Hart, Ms. Porchia-Usher, Mr. Raina, Mr. Sinha, Ms. Truong, Mr. Vu
- Absent:** Ms. Barife, Mr. Karnataki, Ms. Ramirez

4. Member Orientation Update

Jocelyn Ma, Manager, Community Outreach, presented an overview of the Member Orientation pilot program. Ms. Ma highlighted the accomplishments of the pilot program since its implementation in 2021. She discussed the number of sessions to date, offered both virtually and in-person. Sessions are conducted in the 5 threshold languages. Eligible members receive a \$25.00 member incentive for their attendance. To date, the Plan has given \$8,200.00 in member incentives. Ms. Ma also discussed the results of the feedback survey sent to all attendees. Ms. Ma concluded with an overview of some of the challenges experienced in the implementation of this program.

Ms. Ma asked the committee members for their feedback on how SCFHP can increase attendance at orientations. Ms. Hart suggested stipends to increase member attendance. She also feels that a more dynamic name in place of 'Member Orientation' might attract more interest and excitement in this program. Ms. Hart commented that some people may not understand what an orientation is and what to expect if they attend. She also suggested sending out a colorful flyer to increase enthusiasm. Ms. Ezquerro suggested we rename the program 'Know your Health Plan'. Ms. Porchia-Usher suggested the use of the word 'raffle' to attract people's attention.

Ms. Ma concluded with an overview of what's next as they continue to develop the program. Customer Service representatives are currently in training to conduct sessions in more languages. The Marketing team is working on a new flyer that draws attention to the \$25.00 incentive. In the next fiscal year, the orientations will be given at various community office spaces, community centers, and libraries.

5. Health Plan Update

Christine Tomcala, Chief Executive Officer, presented the Health Plan update. As of May 1, 2022, the Plan's total enrollment includes 301,262 members, an increase of approximately 7.1% since May 2021. The Plan's total Medi-Cal (MC) membership includes 290,928 members, an increase of approximately 7.3% since May 2021. The Plan's total Cal MediConnect (CMC) membership is 10,334 members, an increase of approximately 3.5% since May 2021.

Ms. Tomcala extended a sincere thank you on behalf of all committee members and staff to Debra Porchia-Usher, who has served as the CAC Chair since 2020.

Ms. Tomcala notified all members that the CAC meetings for the remainder of 2022 and throughout 2023 will be moved to the 1st Tuesday of the month, and all committee members approved of this change.

The COVID-19 public health emergency (PHE) will likely be extended until October 15, 2022. The "pause" on MC redeterminations remains in effect until at least January 2023. All board and committee meetings may remain virtual until that time. There may be an opportunity to conduct hybrid meetings, and Ms. Tomcala asked members for their preference as to the meeting location once the PHE has ended. The committee members agreed that they liked the options to either participate virtually or to attend meetings in person at the Blanca Alvarado Community Resource Center (CRC). Ms. Tomcala explained that she will keep the committee members informed of any changes to the Brown Act requirements that may affect our ability to virtually attend meetings.

Ms. Tomcala continued with a general overview of additional Plan updates. The Governor's May budget was revised, and she summarized the changes made to some of the benefits covered under this budget. Ms. Tomcala concluded with an update on the accomplishments of the COVID-19 One-Stop-Shop at the CRC.

6. Blanca Alvarado Community Resource Center

Mike Gonzalez, Director, Community Engagement, presented an overview of the recent activities at the Center. Mr. Gonzalez introduced Daisy Montoya, CRC Coordinator, and the newest member of the CRC team. Mr. Gonzalez shared the monthly calendar of activities, which can also be found on our website at www.crc.scfhp.com and through our social media account @CRC_SCFHP. He also shared the hours the

Center is open. COVID-19 safety protocols remain in place. Mr. Gonzalez highlighted the services, programs, and events on offer at the Center.

One of the events held at the CRC was the SCFHP Older Adults Resource Fair and Conference on May 14, 2022 which was attended by 150 older adults, 43 of whom were Plan members. Mr. Gonzalez highlighted the additional services, programs, and events on offer at the Center. He also shared the number of visitors and the types of services provided to them from July 2021 through April 2022. Members can receive in-person application assistance for enrollment into Covered California and Medi-Cal. The Center also provides members with resource navigation assistance.

The CRC planning process, in partnership with the Resident Advisory Group, has concluded, and he shared the key results of this process. He also shared the CRC's vision and purpose statements, in alignment with the vision of SCFHP, and he introduced the CRC's 'Welcoming All' statement. Mr. Gonzalez concluded by encouraging all committee members to attend the Community Celebration Event on Saturday, June 25, 2022 from 10:00 a.m. to 2:00 p.m. to officially conclude the CRC planning process and to launch the new community health framework.

7. Health Education and Cultural Linguistics

Zara Hernandez, Health Educator, presented an overview of the various Health Education classes available to our members. The majority of these classes do not require a PCP referral. Transportation can also be arranged by calling Customer Service. Ms. Hernandez's overview included a description of the asthma education program offered by Breathe California, and the Plan's new High Blood Pressure management class. She also discussed the counseling and support services offered to members through the ACT for Mental Health program.

Ms. Hernandez continued her overview, and she described the wide range of classes available for members, with topics such as parent education, nutrition and weight management, exercise and fitness, prenatal education, smoking cessation, and summer programs for our younger members. Almost all classes are offered in English and Spanish, and the smoking cessation class is also offered in Vietnamese. The Health Education department will expand the languages offered once we can return to in-person classes and there is increased demand. She gave instructions on how to sign up for these classes.

Members are also encouraged to access the SCFHP health library. SCFHP is also working with the City of San Jose to develop additional programs, such as mobility classes, wheelchair access programs, classes for seniors, and a mobile app diabetes prevention program through Yes Health. Ms. Hernandez concluded with an overview of our cultural and linguistics translation and interpretation services.

Mr. Sinha asked why the age range for the blood pressure class ends at age 75. Ms. Hernandez agreed that it is a good idea to extend the age range past 75 years old, and the Health Education department will make this change to the program.

8. SCFHP Member Communications

Chelsea Byom, Vice President, Marketing, Communications, and Outreach discussed the member communications completed since the March 2022 meeting. Member communications included the spring newsletter, which contained the Member Handbook Errata. Members who would like a hard copy of the Errata may call Customer Service to request it. Ms. Byom discussed the Plan's PHE communication campaign, especially once the "pause" on MC redeterminations has concluded. Her presentation highlighted the SCFHP website which is updated with materials such as the Formulary, the Provider directory, our newsletters, and the PHE Homepage banner. The PHE Homepage includes a link to County websites. Ms. Byom concluded with a list of the events the Plan participated in since our March 2022 meeting, as well as upcoming events.

9. Future Agenda Items

Ms. Porchia-Usher asked for suggestions on future agenda items. At this time, there were no suggestions.

10. Adjournment

The meeting adjourned at 7:02 p.m. The next Consumer Advisory Committee meeting is scheduled for Tuesday, September 6, 2022 at 6:00 p.m.

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Debra Porchia-Usher, Chair
Consumer Advisory Committee