



Regular Meeting of the
Santa Clara County Health Authority
Cal MediConnect Consumer Advisory Board

Thursday, June 3, 2021 11:30 AM – 1:00 PM
 Santa Clara Family Health Plan - Teleconference
 6201 San Ignacio Ave., San Jose, CA 95119

MINUTES - Draft

Members Present

Luis Gova Gonzalez
 Narendra Pathak

Members Absent

Luis Gova Gonzalez
 Charles Hanks
 Tiffany Huyenh-Cho, Ombudsman, Staff Attorney,
 Bay Area Legal Aid
 Laurie Nakahira, DO, Chief Medical Officer, Chair
 Verna Sarte
 Dennis Schneider

Staff Present

Laura Watkins, Vice-President, Marketing and
 Enrollment
 Lily Boris, MD, Medical Director
 Chelsea Byom, Director, Marketing and
 Communications
 Lucille Baxter, Manager, Quality and Health
 Education
 Mike Gonzalez, Manager, Community Resource
 Center
 Cristina Hernandez, Manager, Marketing and Public
 Relations
 Charlene Luong, Manager, Customer Service
 Thien Ly, Manager, MediCare Outreach
 Natalie McKelvey, Manager, Behavioral Health
 Theresa Zhang, Manager, Communications
 Byron Lu, Process Improvement Project Manager
 Lynette Topacio, Marketing Project Manager
 Lan Tran, Quality Improvement RN
 Zara Hernandez, Health Educator
 Divya Shah, Health Educator
 Amy O'Brien, Administrative Assistant

1. Roll Call

Dr. Lily Boris, Medical Director, sitting in for Dr. Laurie Nakahira, called the meeting to order at 11:35 a.m., and roll call was taken. There was no quorum. A moment of silence was observed for the victims of the VTA shooting.

2. Public Comment

There were no public comments.

3. Meeting Minutes

The minutes of the March 4, 2021 Cal MediConnect Consumer Advisory Board (CAB) Committee meeting were reviewed.

4. Health Plan Update

Dr. Lily Boris, Medical Director, presented the Health Plan update. Dr. Boris discussed the fact that the Santa Clara County Public Health department issued a mandate which requires employers to review the vaccination status of their employees. The current COVID positivity rate is less than 1%. More than 50% of Californians have received their 1st vaccination, with Santa Clara County residents in the lead with a 64% resident vaccination rate.

COVID-19 testing still occurs, especially for the unvaccinated and school age children. Those who are travelling are also required to get a COVID test. Dr. Boris reviewed the 3 available vaccines, the number of doses, and their applicable age ranges. Dr. Boris also discussed the potential side effects and their typical duration. Dr. Boris reviewed the phases of COVID, as well as proper prevention measures. As of June 15, 2021, these prevention measures will change, as will the guidelines for those who are fully vaccinated or the unvaccinated. The overall hospitalization rate has dropped. An overview was presented of the available vaccination sites. Members are encouraged to call our Customer Service line for further information or for assistance with appointments.

5. COVID-19 Update

a. Vaccination Outreach and Vaccination Rate

Laura Watkins, Vice-President, Marketing and Enrollment presented on behalf of Ms. Byom. Ms. Watkins discussed the Plan's vaccination outreach efforts and our member vaccination rate. California now offers incentives to encourage residents to become fully vaccinated. Santa Clara County is doing well with resident vaccination rates. The Plan's member vaccination rates, however, are approximately 9-11% behind those of other County residents, especially residents who are 65 years of age and older. Some of this disparity between County residents and Plan members may be attributable to the time it takes the County to report their numbers to SCFHP. The Plan will continue to focus on vaccination outreach efforts.

Ms. Watkins next discussed vaccination rates by ethnicity. Vaccination rates are the lowest amongst members of African ancestry and Hispanic/Latino populations. The Plan's outreach efforts emphasize vaccine education and resources to reassure members of vaccine safety and efficacy. Ms. Watkins also shared the details of the State of California's "Vax for the Win" incentive program. Ms. Watkins shared the link for further details on the incentive program and eligibility requirements. Dr. Boris advised that drawings will be held on June 4, June 11, and June 15, and all those who are 12 years of age or over are eligible to enter and win.

Mr. Pathak asked if a vaccine booster will be required. Dr. Boris responded that a booster shot may be necessary; however, the research is unclear at this time. Dr. Boris anticipates a decision in the upcoming months, with further guidance from the CDC. Mr. Pathak asked if SCFHP offers a vaccination incentive plan. Ms. Byom replied that the Plan did offer grocery store gift cards at the last vaccination clinic, and additional incentives are in the works at SCFHP.

b. Vaccine Efficacy

This item was not addressed this evening.

6. Mission Statement, Vision, and Values

Ms. Watkins presented SCFHP's Mission, Vision, Values, and Strategic Plan. The Strategic Plan outlines SCFHP's commitment to excellence from 2021 through 2023. Health equities and health disparities were the driving force behind the Plan's redefined mission, vision, and values. Ms. Watkins discussed the opportunities identified to better serve the community, and to improve organizational processes. Ms. Watkins explained how the Plan's values statements will ensure we put our members first, with integrity, diversity, and inclusion integral to achievement of this goal. Ms. Watkins outlined the key strategies in place to ensure achievement of the goals. Over the coming months and years, specific initiatives will be reviewed to ensure the Plan is on track to meet their objectives.

Mr. Pathak asked if quality of service is included, and Ms. Watkins explained the strategies in place to ensure quality service. These objectives go hand-in-hand with our annual plan objectives. Mr. Pathak asked about In-Home Support Services (IHSS). Ms. Watkins replied that SCFHP does not directly provide IHSS. IHSS is a separate benefit plan provided by the County. The Plan, however, works closely with the County and can help members connect with the County to apply for IHSS.

7. Potential Quality Issue (PQI)

Ms. Lan Tran, Quality Improvement, RN, presented an overview of the PQI process. Ms. Tran explained the objectives of today's presentation. Care given to members must meet professionally recognized standards of performance. Some examples of professionally recognized standards are making sure members are getting the right care given at the right time; chronic conditions are managed; timely access to providers; and members are getting the appropriate preventative care they need. Anyone can identify and report a PQI, including family members. Ms. Tran outlined the process to report a PQI. She also discussed the investigation process, and SCFHP's procedures for correction. In addition, she outlined the ways in which a PQI becomes a Quality of Care issue and the Severity Levels determined by SCFHP's Medical Director. The Quality Improvement Department tracks, monitors, and trends service and access issues to ensure proper care and services. The Quality Improvement Committee (QIC) will discuss the Levels 3 and 4 PQI cases. The QIC reports to the Governing Board which is the Board of Directors for SCFHP.

Mr. Pathak asked how the Plan resolves PQI issues with the hospitals in our network. Ms. Tran explained the investigation process. If a quality of care issue is discovered, corrective action plans (CAPs) can include training staff members, in-services, and re-certifications for certain services. These CAPs can be either long-term or short-term, depending on the severity of the quality of care issue.

8. Behavioral Health – Taking Care of Health and Well-being during Times of Uncertainty

Natalie McKelvey, Manager, Behavioral Health, gave a presentation on how stress during a pandemic affects overall mental health, and the importance of self-care during difficult times. Ms. McKelvey began with a demonstration of deep breathing techniques which can help members cope with stress. Ms. McKelvey described the various ways in which stress during an infectious disease outbreak affects our ability to cope and can result in a negative impact on our general health. Ms. McKelvey shared tips on how to cope as we continue to redefine what is normal. She provided suggestions on how to maintain your mental outlook and physical health. As we transition back to normal life, Ms. McKelvey encouraged members to slowly reintegrate, set boundaries, establish their own comfort levels, and prioritize self-care. Members are also encouraged to seek help if they feel overwhelmed. Referrals for talk therapy do not require prior authorization. Doctor or behavioral-health related appointments are available either in-person or via telehealth. Ms. McKelvey discussed the Behavioral Health resources available for members of SCFHP, as well as the phone numbers for the Santa Clara County Behavioral Health Call Center and the Santa Clara County Gateway program.

9. Adverse Childhood Experiences (ACES)

Ms. McKelvey presented an overview on Trauma Screening and Family Therapy and the Trauma Informed Initiative of the ACEs Aware screening tool. Ms. McKelvey discussed what constitutes an ACE and the impact on health outcomes later in life. ACEs affect all races, ethnicities, and communities, and are not specific to just 1 race or ethnicity. Ms. McKelvey explained the ACEs screening tools and process, and she outlined the common risk factors. In addition, she summarized the family therapy benefit details. Couples therapy is not included in this benefit. Ms. McKelvey explained the connection between ACEs and family therapy. The initial screening is done by the Provider(s), which enables the Provider(s) to understand the family dynamic. At that time, a Provider can then refer the member to SCFHP and the County to help coordinate services and provide instruction in productive coping skills.

Mr. Pathak asked if family therapy services are free to members. Ms. McKelvey confirmed that, as long as members see a contracted provider, the services are free.

10. Standing Items

a. Community Resource Center (CRC)

Mike Gonzalez, Manager, CRC, presented the Committee with an update on the ongoing activities in preparation for the full opening of the CRC. The CRC, in partnership with the County of Santa Clara and the Emergency Operations Center, has been able to focus on vaccination of residents in hard to reach communities. Mr. Gonzalez discussed The Health Trust program, which will soon sunset; however, they will transfer their application assistance program to SCFHP. As of July 2021, SCFHP is certified by Covered California to provide enrollment assistance. In addition to these activities, the CRC continues developing virtual programming via Zoom and social media, with classes offered in English and Spanish. Since April 2021, the CRC has hosted 5 vaccination clinics, with over 1,000 vaccines administered over the last 2 months. Over half of those vaccinated are SCFHP members. The CRC is located in the zip code that was the hardest hit by COVID. The next vaccination clinics will accommodate evening hours until 7:00 p.m., as well as weekend hours. Gift cards to local merchants are offered as incentives. Mr. Gonzalez is also in the process of hiring community-based health workers to work at the CRC.

Mr. Gonzalez next discussed the elements and goals of the community-led CRC Planning Process. The planning process will be driven by a commitment to community engagement. He also explained the goals of the CRC System Partner Advisory Group and Resident Advisors group. Community stakeholder sessions are scheduled for July and August, and SCFHP member participation is encouraged. Mr. Gonzalez highlighted the role of the CRC Resident Advisors. Mr. Gonzalez solicited ideas from committee members as to the best ways to involve them in this process.

Mr. Pathak asked if the CRC receives any financial support from the State of California or the County of Santa Clara. Ms. Watkins replied that, from a state and federal perspective, monies must be approved via legislation for Medi-Cal benefits. The CRC, however, has received a grant from the Kaiser Foundation, which contributed to the development of the CRC. Mr. Pathak asked if Stanford or the Palo Alto Medical Foundation (PAMF) could provide funding for the CRC. Ms. Watkins advised that they do not provide funding at this time. The relationships Mr. Gonzalez has formed with community partners, while they do not fund the Center with dollars, do fund it with classes and programs.

b. Member Communications

Theresa Zhang, Manager, Communications, gave an overview of the member communications completed since the March 2021 CAC meeting. Mailings included the spring newsletter, which contained an article that reminded members that their primary care physician cares for all of you. Members are encouraged to ask their doctor both physical and mental health questions, as it is their goal to treat you as a whole person. Additional articles include '7 Common Questions about the COVID Vaccine', a reminder to check in with your dentist and your eye doctor, and articles on spring allergies, blood pressure, and cholesterol, and how to sign up for the American Heart Association's Healthy Hearts program. There is also a detailed article on the member portal, and valuable information can be found by going to member.scfhp.com. Ms. Zhang reminded committee members to spread the word to other Medi-Cal members that the CAB welcomes new members who wish to join and make a difference.

The Plan continues to call our vulnerable, high risk members to check in on their welfare during COVID and to help with vaccine appointments. Marketing recently completed a robo-call campaign to our members who are not yet vaccinated. Ms. Zhang highlighted the SCFHP website which is updated with meeting materials, member materials such as the Formulary, Provider directory, newsletters, and COVID-19 vaccine information. Ms. Zhang concluded with a list of the events the Plan sent outreach materials to since our March 2021 meeting. The Plan has not attended any in person events.

c. Health Education and Cultural Linguistics

Ms. Zara Hernandez, Health Educator, gave an overview of the Health Education classes available through SCFHP. Classes range from asthma management classes through Breathe California; diabetes management classes for members whose physicians contract with the Indian Health Center; counseling and

support services through ACT for Mental Health; weight management classes; and smoking cessation classes. Ms. Hernandez explained the sign up process and provided contact information for each of the classes. Some classes require a physician referral, while others do not.

In addition, SCFHP offers general health and wellness materials through the member portal. Members are encouraged to create an account to access these materials. Ms. Hernandez also discussed the expansion of the Plan's Health Education program through partnerships with internal primary care physician medical groups. The Health Education department is also working closely with Mr. Gonzalez to develop in-person classes and workshops at the CRC. Members are encouraged to provide feedback to the Plan on the types of classes they would like to see offered at the CRC.

d. Cal MediConnect Ombudsman Program Updates

This topic was not discussed, as Ms. Huyenh-Cho has resigned from Bay Area Legal Group.

e. Future Agenda Items

Dr. Boris asked the committee for their ideas on future agenda items. Committee members are encouraged to contact Amy with agenda topics of interest for the September 2, 2021 meeting. Dr. Boris also advised that SCFHP staff members are working to increase CAB committee membership.

11. Member Feedback and Experience

Mr. Pathak expressed his gratitude and thanked all the staff members for their excellent presentations.

12. Adjournment

The meeting adjourned at 1 02 p.m. The next Cal MediConnect Consumer Advisory Board meeting is scheduled for Thursday, September 2, 2021 at 11:30 a.m.

DocuSigned by:

Lily Boris

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Lily Boris, MD for Laurie Nakahira, DO, Chairperson
Cal MediConnect Consumer Advisory Board Committee