

Regular Meeting of the

Santa Clara County Health Authority Cal MediConnect Consumer Advisory Board (CAB)

Thursday, September 2, 2021 11:30 AM – 1:00 PM

Santa Clara Family Health Plan

6201 San Ignacio Ave, San Jose, CA 95119

Via Zoom

(669) 900-6833

Meeting ID: 845 0503 1924

Passcode: cab092021

<https://us06web.zoom.us/j/84505031924>

AGENDA

1. Roll Call	Dr. Nakahira	11:30	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.	Dr. Nakahira	11:35	5 min
3. Meeting Minutes Review minutes of the June 3, 2021 Cal MediConnect Consumer Advisory Board (CAB) meeting. Possible Action: Approve the minutes of the June 3, 2021 CAB meeting.	Dr. Nakahira	11:40	5 min
4. Health Plan Update Discuss status of current topics.	Dr. Nakahira	11:45	10 min
5. COVID-19 Update			
a. Vaccination Rate	Dr. Nakahira	11:55	5 min
b. Vaccination Outreach	Ms. Tran	12:00	5 min
6. 2021 Medicare Annual Enrollment Period (AEP) Discuss when and how to make changes to current coverage.	Mr. Ly	12:05	10 min
7. Member Orientation Get to know Santa Clara Family Health Plan.	Ms. Ma	12:15	5 min

8. Behavioral Health with Telehealth Overview of BH Telehealth Services.	Dr. Nakahira	12:20	5 min
9. Standing Items			
a. Community Resource Center Provide update on planning and implementation	Mr. Gonzalez	12:25	10 min
b. Member Communications Member feedback on SCFHP Consumer Assessment of Healthcare Providers and Systems (CAHPS) postcards.	Ms. Byom	12:35	5 min
c. Health Education Overview Spotlight: Controlling High Blood Pressure	Ms. Hernandez	12:40	5 min
d. Cal MediConnect Ombudsman Program Update	Mr. Le	12:45	10 min
e. Future Agenda Items Discuss topics for future meetings	Dr. Nakahira	12:55	5 min
10. Adjournment Next meeting: Thursday, December 2, 2021 at 11:30 a.m.	Dr. Nakahira	1:00	

Notice to the Public—Meeting Procedures

- Persons wishing to address the Cal MediConnect Consumer Advisory Board 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™

Meeting Minutes – June 3, 2021

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.

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



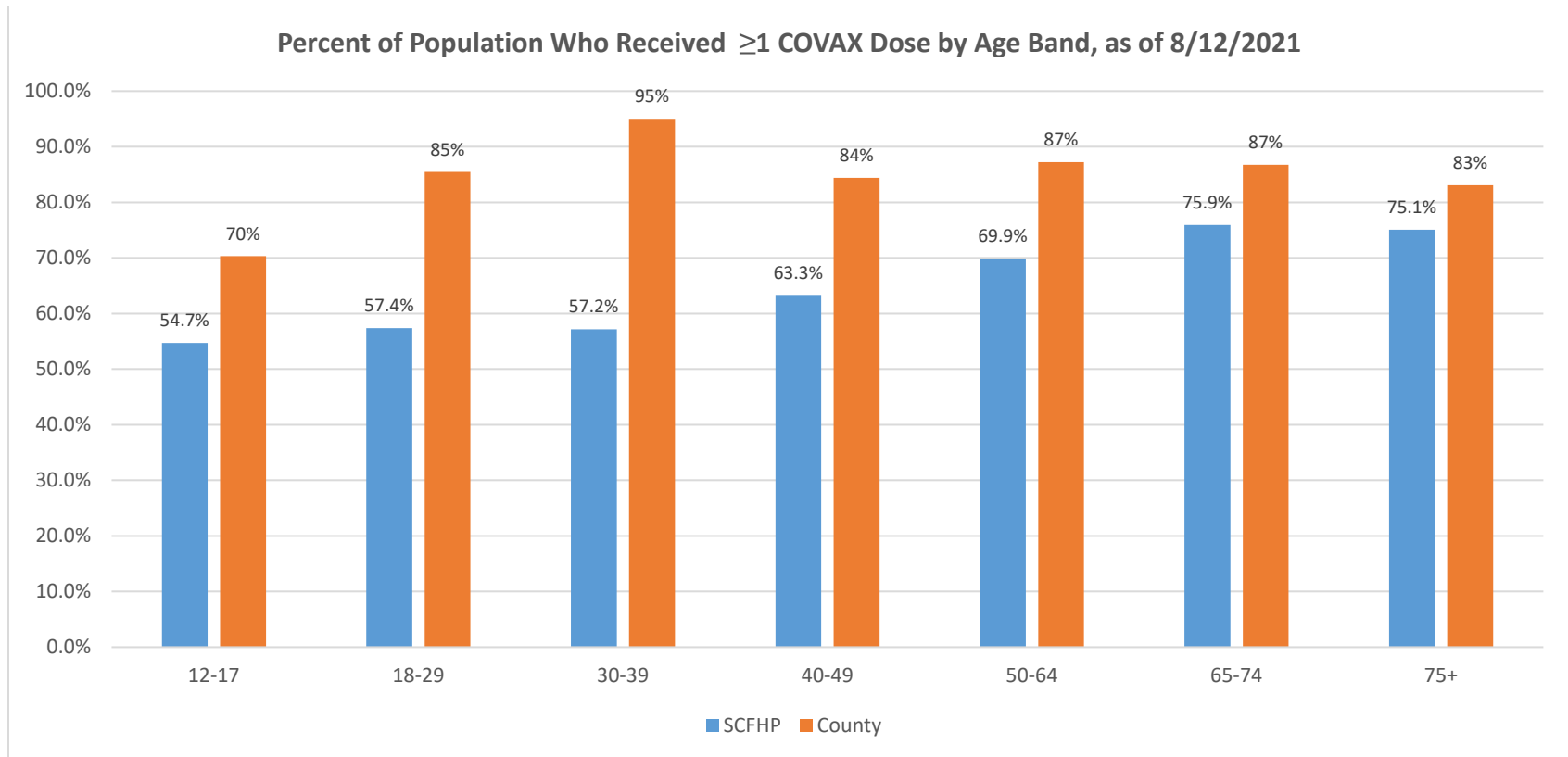
**Santa Clara Family
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Health Plan Update

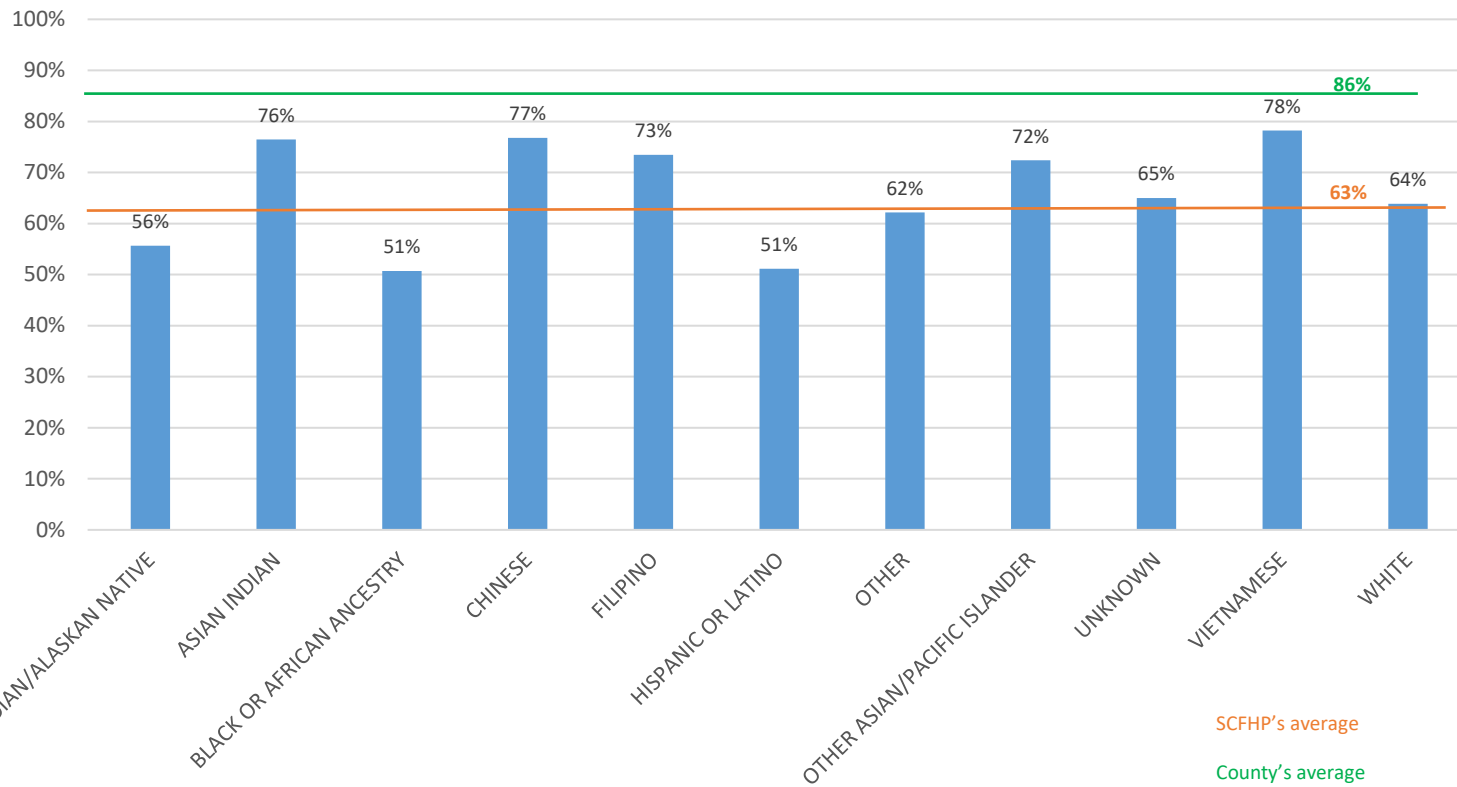


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COVID-19 Vaccination Rate



SCFHP Members Who Received ≥1 COVAX Dose by Ethnicity, as of 8/12/2021





**Santa Clara Family
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COVID-19 Outreach

September 2, 2021

Vaccination Outreach

COVID Vaccine Events

- Partnered with County Public Health Dept. to host COVID vaccine events at our community resource center (CRC)
- Offered incentives (e.g. gift card, food voucher) to all attendees
- Administered over 1,100 vaccines
- SCFHP staff made over 740 live calls to members residing near the CRC and distributed flyers to local businesses to promote events



Vaccination Outreach

COVID Vaccine Ad Campaign

- Promoted vaccine acceptance in English, Spanish, and Vietnamese to targeted zip codes
- Coordinated media buys with County Public Health Dept. to avoid duplication



Vaccination Outreach

Member Education

- Execute multi-pronged approach across several channels:
 - Mailer
 - Social media
 - Robocalls
 - On-hold phone messages
 - Newsletters
 - Live calls to high-risk members



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.



Vaccination Outreach

Partnerships

- **Provider partnership** – Leverage providers via call campaign and blast fax to disseminate information and resources to members
- **Community partnerships** - Participate in County COVID-19 Vaccine Community Stakeholders Working Group
 - Co-lead Healthcare Access subgroup - a countywide collaborative with 80+ community and system partners

Next Steps

- **Member calls** - Continue QI outreach calls, remind member to get vaccinated. If not vaccinated, track refusal reason for analysis and address hesitancy concerns
- **Data analytics** - Continue data analysis to identify and address disparity gaps and maximize opportunities on vaccine data sharing
- **COVID Vaccination Response Plan** – strategies may include but not limited to:
 - Member and provider incentive program
 - Partner with leaders and grassroots networks to be our trusted messengers
 - Support and enable providers to become COVID vaccine administrators
 - Targeted outreach to vulnerable populations (e.g. homebound, communities of color, members with health conditions)



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Questions?



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2021 Medicare Annual Enrollment Period (AEP)

2021 Medicare AEP

- Annual Enrollment Period
 - October 15th to December 7th
 - Medicare beneficiaries make changes to current coverage
 - Last application count
 - Effective date 1/1/2022
- Continue SCFHP CMC
 - Don't need to do anything (no confusing paperwork, no meeting to attend, No enrollment application)
 - Coverage continues for 2022.



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Member Orientation Overview

Member Orientation Pilot

- To improve the member experience and satisfaction, SCFHP began the Member Orientation Pilot Program in June 2021.
- Orientations aim to educate members on how to make the most of their health plan by going over benefits, how to access providers and services, how to navigate SCFHP resources, and more.

Cal MediConnect Member Orientation Sessions

- Sessions are being conducted online (Zoom) and in-person at the SCFHP Blanca Alvarado Community Resource Center
- Sessions are currently held in English, Spanish, and Vietnamese
- New Member Guides are available for download or mail (by request) in English, Spanish, Vietnamese, Chinese, and Tagalog



Member Orientations

Member Orientation accomplishments to date

- Conducted over 780 outbound calls inviting members to orientations
- Mailed orientation flyers to members new to the plan in May, June and July
- Generated 173 visits on member orientation landing page www.scfhp.com/welcome
- Held 8 virtual and 3 in-person orientations
- Collected surveys from participants to determine most useful and/or missing information

Next Steps

- Schedule a member orientation for CAB members
- Execute the Member Orientation promotion plan to increase member awareness and attendance
- Provide orientations to community partners so that they can educate their clients







SANTA CLARA FAMILY HEALTH PLAN Member Orientation

Learn more about your plan and benefits

Are you a new Santa Clara Family Health Plan (SCFHP) Medi-Cal or Cal MediConnect (Medicare-Medicaid Plan) member? [Join us for an online or in-person orientation!](#) Sessions are offered in English, Spanish, and Vietnamese.

Learn about:

-  Your benefits and services and how to use them
-  Your member materials
-  Where and how you can get care
-  Who you should contact if you have questions or need help

Register for a session today at www.scfhp.com/welcome

Or call us toll free at:

Medi-Cal Customer Service:
1-800-250-2055 (TTY: 711),
Monday through Friday, 8:30 a.m. to 5 p.m.

Cal MediConnect Customer Service:
1-877-723-4795 (TTY: 711),
Monday through Friday, 8 a.m. to 8 p.m.



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**Santa Clara Family
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Behavioral Health with Telehealth: Array

2021

Telebehavioral Health for You

Types of Services:

1

Psychiatric Assessments

- * For difficult or lengthy history of mental illness,
- * Need a diagnosis
- * Referred by your primary doctor or therapist

2

Medication Management

- * Psychiatry includes medication as a part of your treatment plan;
- * Check-ins to find the right medication dose.

3

Talk Therapy

- * When experiencing stress, worry, sadness, relationship issues,
- * An inability to focus or other potentially long-term problems

Telebehavioral Health for You

Array At Home

- Newly contracted Medi-Cal telehealth provider for mild to moderate behavioral health treatment (as of 8/1/21)
- Serving ages 5 years and older who are not currently in crisis or suicidal
- No prior authorization request is required for behavioral health services

Telebehavioral Health for You

Services

Sessions are generally available within 3-10 days

- Initial medication management
- Follow-up medication management
- Initial therapy
- Follow-up therapy

Types of Clinicians

- Adult psychiatrists
- Child & adolescent psychiatrists
- Psychiatric nurse practitioners
- Licensed therapists, counselors and social workers

Telebehavioral Health for You

1

Care Navigator

- * 800-442-8938
- * Mon-Thur 9am-10pm ET
- * Friday 9am-8pm ET
- * Saturday 9am-3pm ET

2

Online Appointment

www.arraybc.com/patients

Appointments are available:
Monday-Sunday 7am-11pm, local
time

3

SCFHP Case Management

877-590-8999



Santa Clara Family Health Plan™

Consumer Advisory Board Update:
SCFHP Blanca Alvarado Community Resource Center

September 2021

New Signage!

Front of Building



View from parking lot



What is happening at the CRC:

- **In-Person Services**
 - Free Application Assistance - Covered California
 - Purpose to increase healthcare coverage for adults and children in Santa Clara County.
 - Started offering service - July 2021
- **In-Person & Virtual Programs & Events**— August 2021
 - Health & Wellness Classes
 - Digital Literacy Program – City of San Jose and ICAN (International Children Assistance Network)
 - Health & Wellness Classes
 - Member Orientation
- **Center Resource Center (CRC) Planning Process:**
 - Designing a community resource center to address the health and social needs of our members and community
- ***Virtual Grand Opening** – Friday, September 17th from 12pm-1pm
- ***Community Open House**— Saturday, October 2nd from 10am-3pm

Welcome!

New Staff Member

Welcome!
Lidia Valencia
Community Health Worker

15+ years experience serving
and advancing the health of
underserved communities



Days & Hours of Operation

Starting October 2021

- Open Monday – Friday
- 10am-6pm
 - Supporting both morning and afternoon visitors
- Starting October 2021 – Open Saturday (once a month)



COVID-19 Safety

For the health and safety of all people:

- **Face coverings continue to be required.**
 - Applies to everyone, including those who are fully vaccinated.
 - The CDC, the State Health Department, and our infectious disease experts recommends that masking is a best practice in community centers.
- **Self-screen for symptoms prior to entering.**
 - This means that every visitor and employee must pass the self-screening process prior to entry including temperature check and questioner.
- **Good hygiene practices**
 - Hand sanitizer will be conveniently available at the entrance and throughout the CRC.

Community Resource Center

**PROGRAM
CALENDAR**

COMING SOON

CRC Planning Process

What is a CRC Planning Process?

- Identifying health and social needs of members and East San Jose residents
- Community-led process
- Trauma informed
- Committed to equity and social justice
- 7-8 Month Timeline



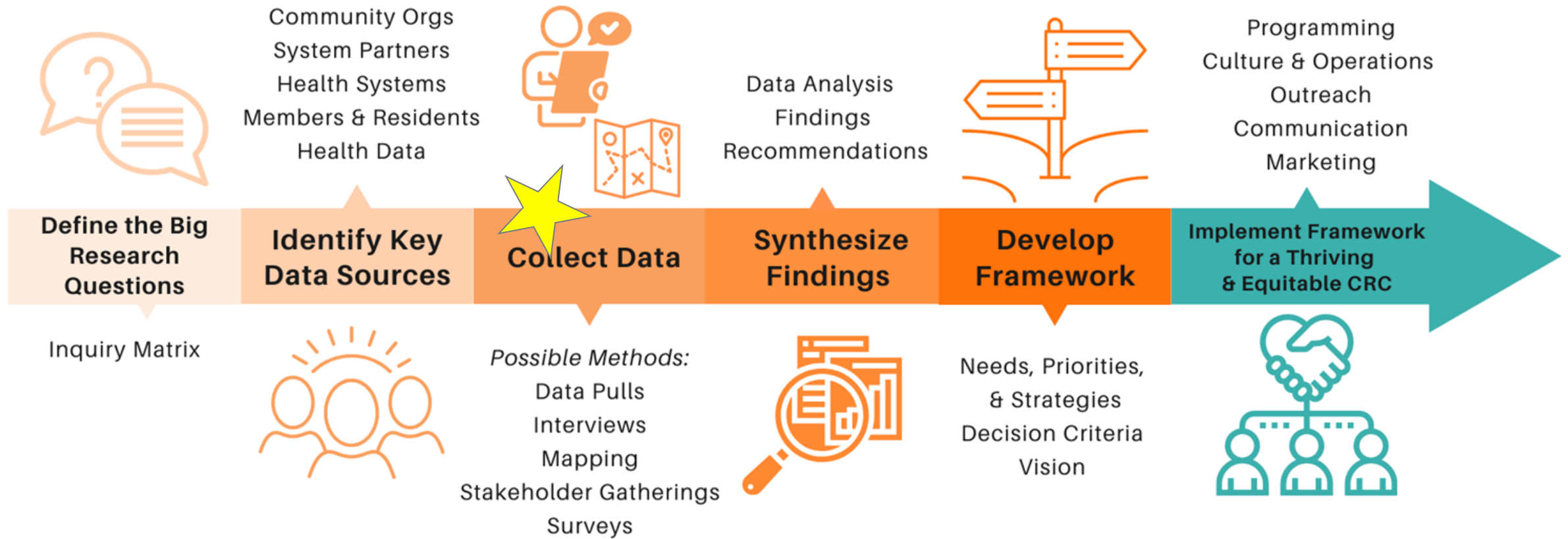
Designing a community resource center that creates the conditions to maximize our potential as a community without leaving anyone behind.

PROCESS ROADMAP



Santa Clara Family
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Blanca Alvarado
Community Resource Center



THE BIG QUESTIONS

(1) How can we **ensure the center is trusted** by our community?

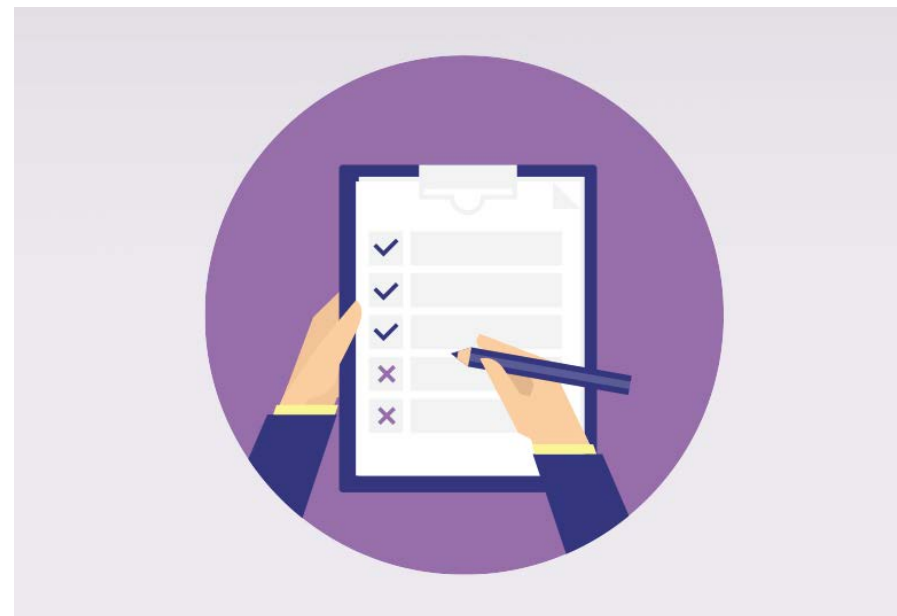
(2) How can we **best reach and engage** members and residents?

(3) What **programs and supports** will be **most relevant** and useful for our community?

Resident Survey

SCFHP wants to understand the current needs of East San Jose communities

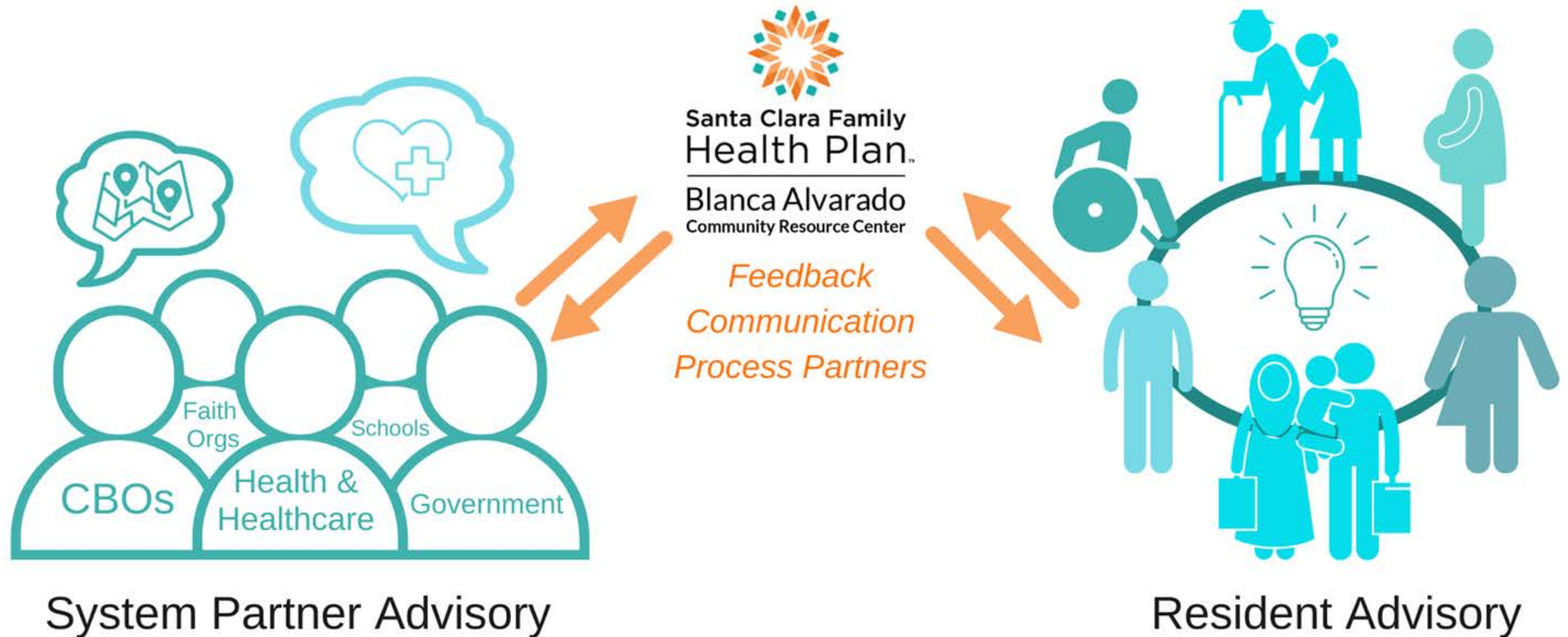
- Centering East San Jose Residents
- Low income and underserved communities
- Goal to reach 500 households
- Grassroots Engagement Strategy
 - CRC Advisory Groups
 - Consumer Advisory Board
 - Consumer Advisory Committee
 - Community Resource Center
 - SCFHP Member Newsletter
 - SCFHP Social Media



Survey will be available starting
September 10th



Process Advisory Bodies



CRC Resident Advisory

16 Residents from East San Jose
Cultural Diversity & Lived Experience



CRC System Advisory

22 leaders from community & system organizations



Virtual Grand Opening

RSVP for Event | September 17th 2021 | Time: 12pm-1pm



Community Open House

Saturday, October 2nd

10am-3pm

- Open-Air Health Fair
- 30+ CBO tables
- Ribbon Cutting Ceremony
- Cultural Entertainment
- CRC Tours
- Giveaways
- Zumbaton
- COVID Testing + Vaccination



Follow & Like Us!

Social Media

- Facebook
 - SCFHP Blanca Alvarado Community Resource Center
 - @scfhp.crc
- Instagram
 - SCFHP Blanca Alvarado CRC
 - @scfhp.crc



Santa Clara Family Health Plan™

Thank You!

Mgonzalez@scfhp.com



**Santa Clara Family
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Member Communications

Cal MediConnect Consumer Advisory Board, September 2, 2021

Consumer Assessment of Healthcare Providers and Systems

CAHPS Survey – Spring 2022

- A tool for collecting information on members' experiences with health plans and their services
- Survey is mailed by a third-party vendor to random sample of Cal MediConnect members
- Asks questions such as:
 - In the last 6 months, when you needed care right away, how often did you get care as soon as you needed?
 - On a scale of 1 to 10, what number would you use to rate your health plan?
- How do we improve our response rate and improve our ratings?

CAHPS Postcard 1 - Front



CAHPS Postcard 1 - Back



Dear Member,

We want to be the best health plan possible. Our mission is to provide you with access to high quality health care, personal doctors, and specialists. If you have questions or need help, we are here for you. Our Customer Service representatives are available to help you at 1-877-723-4795, Monday through Friday, 8 a.m. to 8 p.m. TTY users should call 711.

**Thank you for being a member of
Santa Clara Family Health Plan.**

CAHPS Postcard 2 - Front



CAHPS Postcard 2 - Back



PO Box 18880, San Jose, CA 95158

Dear Member,

You may get a survey from the Centers for Medicare and Medicaid Services (CMS) about the service you get from Santa Clara Family Health Plan. We want to be the best health plan possible. Please respond to the survey to help us serve you better.

Your help is voluntary, and your decision to participate or not to participate will not affect your benefits in any way. A family member or friend can help you fill it out. If you have questions, call Customer Service at 1-877-723-4795, Monday through Friday, 8 a.m. to 8 p.m. TTY users should call 711.

**Thank you for being a member of
Santa Clara Family Health Plan.**

Member Communications

MAILINGS	<ul style="list-style-type: none"> • Summer newsletter • Member orientation
CALLS	<ul style="list-style-type: none"> • Robocalls to members 12-17 not yet vaccinated • Member orientation
WEBSITE	<ul style="list-style-type: none"> • www.scfhp.com/welcome • www.scfhp.com/covidvax • www.scfhp.com/stay-healthy • Board & Committee Meetings <ul style="list-style-type: none"> ○ Agendas, agenda packets, meeting minutes • Formulary and Provider Directory • Newsletters



The image shows a newsletter page titled "HEALTHY LIVING" for the "SUMMER 2021" issue, specifically for the "Cal MediConnect Plan (Medicare-Medicaid Plan)". The page features the Santa Clara Family Health Plan logo in the top left. The main heading is "CASE MANAGEMENT Understand your benefits". Below this, there is a list of questions with checkboxes: "Have you ever: Been confused about your benefits?", "Had difficulty getting health care or medical equipment because the paperwork or process is too complicated?", "Had trouble getting your prescriptions filled or not sure of how to take your medications?", "Had trouble getting a ride to your doctors' appointments?", and "Had to visit the emergency room multiple times because you didn't feel good and didn't know what to do?". To the right of the text is a photograph of an older man and woman looking at a tablet together. Below the list of questions, there is a section titled "We can help you:" with three bullet points: "Coordinate your health services", "Coordinate your community resources", and "Make the most of your health plan benefits".

Follow us social media!

Santa Clara Family Health Plan

- @scfhp



SCFHP Blanca Alvarado Community Resource Center

- @scfhp.crc



Member Communications

Event Highlights

Participated in the following events since June 3, 2021:

Who	What	When	Where
Sacred Heart Community Services	Pack-a-Back Drive & Health Fair	8/9/2021	San Jose
Silicon Valley Pride	Festival Booth & Parade	8/26 & 8/27/2021	San Jose



**Santa Clara Family
Health Plan™**

Health Ed Spotlight: Controlling High Blood Pressure

Zara Hernandez, Health Educator

Controlling High Blood Pressure Class

New virtual health education class through SCFHP!

- Offered at no-cost to those with high blood pressure or those that care for someone with high blood pressure
- Learn about the condition, tips on how to manage it, how stress and exercise impact high blood pressure, and how to use an at-home BP monitor
- Class lead by RN or Certified Health Educator
- Offered monthly through Zoom (in-person to be determined)



Other Health Education Topics Available

Offered at no-cost to SCFHP members

	Open all
Chronic Disease Self-Management	▼
Counseling & Support Services	▼
Exercise & Fitness	▼
Nutrition & Weight Management	▼
Senior Wellness	▼
Parent Education	▼
Prenatal Education	▼
Infant/Child Safety	▼
Sexual Health	▼
Smoking Cessation	▼

<https://www.scfhp.com/for-members/health-education>



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Thank you!



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CMC Ombudsman Update



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Future Agenda Items



**Santa Clara Family
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Adjournment