

MINUTES – Approved

For a Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, June 11, 2019, 6:00-7:00 PM

Santa Clara Family Health Plan, Redwood Conference Room
6201 San Ignacio Ave, San Jose, CA 95119

Committee Members Present

Blanca Ezquerro
Rachel Hart
Rebecca Everett
Tran Vu
Maria Cristela Trejo Ramirez

Committee Members Absent

Brenda Taussig
Danette Zuniga
Evangeline P. Sangalang
Myrna Vega
Vu Nguyen

Staff Present

Chris Turner, Chief Operating Officer
Laurie Nakahira, Chief Medical Officer
Laura Watkins, Vice President, Marketing & Enrollment
Chelsea Byom, Director, Marketing & Communications
Divya Shah, Health Educator
Stephanie Lin, Marketing Coordinator

1. Roll Call/Establish Quorum

Laura Watkins, Vice President, Marketing & Enrollment, called the meeting to order at 6:05 PM.

2. Public Comment

There were no public comments.

3. Review and Approval of March 12, 2019 Meeting Minutes

Ms. Ezquerro moved and Ms. Everett seconded the motion to approve the minutes from the meeting held on March 12, 2019. The motion passed unanimously.

4. Health Plan Update

Ms. Watkins presented the enrollment update: As of June 1, Medi-Cal enrollment is 237,697; Cal MediConnect is 8,022; Healthy Kids is 3,486, for a total enrollment of 249,205 members. The decrease in total enrollment comes from Medi-Cal. The significant increase in Cal MediConnect can be attributed to SCFHP's outreach activities.

Ms. Watkins shared organizational updates. With the Governor's Budget and its focus on quality, SCFHP has a number of new performance measures from DHCS and a change to the minimum performance level that is required of all health plans in the state. The state requires all health plans to perform at least as well

as 50% of Medicaid plans in US. This change will be the focus of SCFHP's initiatives in the upcoming year. Sanctions for not meeting the measures go into effect January 1st, 2019.

Ms. Watkins reported that the Health Homes Program is launching on July 1st. The program offers members with multiple chronic conditions additional assistance to maintain and improve their health. Mailings to eligible members will begin next week. Ms. Ezquerro asked whether there are requirements for eligibility. Dr. Nakahira responded that the state provides the eligibility list to SCFHP. SCFHP can also evaluate members that may be eligible for the program. Ms. Watkins added that the program communications will be targeting up to 10,000 members who potentially meet the eligibility criteria.

Mr. Vu asked how the performance measures are defined. Dr. Nakahira explained the state picks the measures it wants to see improvement on. SCFHP will find out its performance ranking by end of August. Dr. Nakahira emphasized that the Governor increased the number of measures from 19 to 39 for Medi-Cal.

Ms. Watkins shared that the Santa Clara Valley Health & Hospital System purchase of O'Connor and St. Louise Hospitals was approved and completed. SCFHP is also now contracted with Regional Medical Center. Ms. Turner added that the contract with Regional may help alleviate balance billing issues SCFHP members had experienced in the past.

Ms. Watkins announced members can now choose to receive necessary durable medical equipment (DME) from any of our contracted vendors. Members were previously directed to CHME for all DME requests. SCFHP is working with members who want to transition to another DME vendor.

5. Healthy Kids CCHIP Transition

Ms. Watkins shared updates on the Healthy Kids CCHIP Transition. Under the Governor's budget, the Healthy Kids members enrolled through CCHIP will be moved into the Medi-Cal program by October 1st (targeted transition date). Health and vision insurance will not change, and dental insurance will be moved to Medi-Cal Dental (aka Denti-Cal). Premium invoicing and collection will be managed by the state. Once CCHIP members transition to Medi-Cal, they will have plan choice, as well as transportation and EPSDT benefits. Ms. Ezquerro asked whether the premium amount is changing. Ms. Watkins confirmed premium will not change, and copays will be eliminated. SCFHP is currently working with DHCS on upcoming communications for currently enrolled and newly eligible beneficiaries. A CCHIP Program Administrator toll free phone number will be on all notices to answer any questions from beneficiaries. Ms. Ezquerro asked whether the enrollment process will be the same. Ms. Watkins confirmed the enrollment process will not change.

As of June 1st, SCFHP has three Healthy Kids members who are not enrolled through CCHIP. SCFHP is currently discussing internally the future of the Healthy Kids plan. Ms. Everett asked whether the poverty level will be the same. Ms. Watkins confirmed yes.

6. Wellness Rewards Program

Ms. Byom presented a draft of the Wellness Rewards Program. All SCFHP Medi-Cal members, except Kaiser members, can receive rewards for completing select routine health exams. The program will run until December 31st, but is expected to be renewed every year. To get the rewards, the member needs to schedule an appointment with the doctor, complete one of the eligible exam/screenings by 12/31/19, then choose a gift card when eligible. Ms. Byom asked the Committee for feedback on the program name. Ms. Hart responded that the name is very self-explanatory.

The communication campaign for the Wellness Rewards Program will include letters, website, social media, newsletter, brochure, and member portal. A draft of the website landing page was presented to the Committee for feedback. Ms. Ezquerro asked whether members have to inform their doctors regarding the rewards program when they book their appointments. Ms. Byom responded that the process should be

seamless – the doctor provides the care, bills the code, then the member will be eligible to get the gift card. Ms. Shah added that a provider memo and clinic visits are in progress, to ensure providers are aware of the programs that are launching. Mr. Vu asked whether the gift cards can be chosen at the clinic when the exams are given. Ms. Watkins confirmed no and explained that the gift card information will be mailed to the member with a phone number and a web address where the member can choose their own gift cards after data is received from the provider. Ms. Ezquerro asked if there will be digital gift cards. Ms. Watkins said the team will confirm with the vendor. Mr. Vu asked why there is potentially a 3-month period from when services are received to when a member can select a gift card. Dr. Nakahira clarified that we will be using provider billing data to verify that a member has received a service, instead of requiring the member to submit a signed form. The lag may be up to 3 months, depending on how long it takes the provider to bill SCFHP for the procedure. Ms. Hart asked what would happen if a member moves within the 90-day period. Ms. Watkins said the notice would be returned to us if it was undeliverable and emphasized the importance of notifying SCFHP when there is an updated address.

Ms. Byom asked the Committee whether the measures are clear on the landing page. The Committee did not have any issues. Ms. Watkins stated that SCFHP will find out whether members can pre-register with the gift card vendor. Ms. Everett asked whether members can check their reward/eligibility status within the member portal. Ms. Byom said the portal will display gaps in care for individual members, so rewards that members may be eligible for potentially could be displayed. Ms. Hart asked how long the information will be displayed in the portal. Dr. Nakahira answered it will be at least 3 months past the program end date. Ms. Watkins added that the amount of time a member has to claim a reward will need to be specified. Ms. Everett asked if this program can be shared with nurses at San Jose Unified School District. Ms. Watkins suggested that SCFHP should make sure these measures, especially the child measures, are brought up during School Clinic meetings.

Mr. Vu asked about the SCFHP member portal app. Ms. Byom shared that the app is still in development and will potentially be built on a completely new platform. Ms. Watkins brought up the question of whether the platform of the gift card vendor will be a responsive website or an app. SCFHP will discuss with the gift card vendor.

7. SCFHP Member Communications

Ms. Byom reviewed recent and upcoming member communications, including spring newsletters, Health Homes Program flyer, and website updates.

Ms. Byom updated the committee on the progress of the new website: The website is not yet ready for review but will be coming soon.

Ms. Byom shared events that SCFHP attended and dates for upcoming outreach events. Ms. Watkins asked the committee to share any health focused events they believe SCFHP should participate in.

8. Future Agenda Items

Ms. Watkins would like to discuss the quality initiatives that SCFHP is developing and the measures that will be in place. Ms. Everett suggested having a mental health representative at the meeting. Ms. Watkins suggested an internal discussion with Dr. Nakahira and Natalie McKelvey, Manager of Behavioral Health, to discuss possible topics. Ms. Everett suggested having sleep hygiene as a topic. Any suggestions can be sent to Stephanie Lin (slin@scfhp.com).

9. Adjournment

Ms. Watkins adjourned the meeting at 7:02 pm.



Evangeline Pickell Sangalang
Chair, Consumer Advisory Committee