STATE OF CALIFORNIA—HEALTH AND HUMAN SERVICES AGENCY

GRAY DAVIS, *Governor*

DEPARTMENT OF HEALTH SERVICES
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March 18, 2002

TO: All County Welfare Directors
All County Administrative Officers
All County Medi-Cal Program Specialists/Liaisons
All Mental Health Directors
All County Health Executives
QMB/SLMB/QI Program Coordinators

Letter No.: 02-15

DUAL ELIGIBILITY OUTREACH FOR THE QUALIFIED MEDICARE BENEFICIARY(QMB)/SPECIFIED LOW-INCOME MEDICARE BENEFICIARY (SLMB)/QUALIFYING INDIVIDUALS(QI)

This letter is to inform counties of an upcoming dual outreach enrollment effort being conducted by private social service organizations on behalf of Medicare Choice (M+C) Health Maintenance Organizations (HMOs) in the State. Representatives from these social service organizations including the Social Service Coordinators Inc. (SSC), may be contacting county QMB coordinators and eligibility staff for information regarding the QMB application process in their county. The Department of Health Services (DHS) has provided SSC with basic application information and a copy of the QMB/SLMB/QI application form. This letter also provides some basic background into such outreach activities.

In the June 2000 update to the National Managed Care National Marketing Guide, the Centers for Medicare and Medicaid Services (CMS) issued the "Guidance to Medicare Choice Organizations About Outreach to its Dual Eligibility Membership." This guidance set forth standards of practice for M+C HMOs wishing to conduct outreach to their plan participants and screening for whether or not they are potentially eligible for financial assistance through certain Medi-Cal programs, including the QMB, SLMB, QI, and QDWI programs.

Some M+C HMOs have been conducting outreach to their own dual eligible participants, while others have contracted with private social services companies to administer their outreach efforts. These social service agencies must operate within the outreach guidelines set forth by CMS. Prior to conducting any level of dual eligible outreach, a Medicare HMO must first submit a written proposal along with all outreach material to CMS. Both CMS and DHS will receive copies of correspondence that will be sent to potential dual eligible members of the M+C HMOs. Examples of this information will be provided to you in upcoming All County Welfare Directors Letters.

SSC outreach staff will often act as an Authorized Representative in behalf of the M+C HMO members who request assistance in completing the Medi-Cal application process. It may be necessary for SSC's outreach staff to work closely with county staff. Prior to

such interaction, SSC staff will be contacting the appropriate county administrative staff for authorization and to establish agreed upon protocols governing interaction with county eligibility staff. Mr. Mark Fabiano and/or Mr. Ruben Alvarez are the SSC administrative contacts who will be working with DHS, Medi-Cal Eligibility Branch, and the County QMB/SLMB Eligibility Coordinators.

If you have any questions regarding this letter, please contact Ms. Vicki Partington of my staff at (916) 654-5909 or E-Mail Vparting@dhs.ca.gov.

Sincerely,

ORIGINAL SIGNED BY

Richard Brantingham
Acting Chief
Medi-Cal Eligibility Branch