



County Outreach and Enrollment Fact Sheets

Introduction

This document is comprised of all participating counties in the Assembly Bill 82 (AB 82) Outreach & Enrollment Initiative. Each fact sheet contains the county name, award amount, community partners, targeted population and a brief description of each county's outreach and enrollment activities. This is a living document that will continue to be updated as counties submit their work plans.

With the objective of providing affordable health care, each county has submitted a work plan that demonstrates an efficient use of the resources available to support the following underserved populations:

1. Persons with mental health disorder needs
2. Persons with substance abuse disorder needs
3. Persons who are homeless
4. Young men of color
5. Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision
6. Families of mixed-immigration status
7. Persons with limited English proficiency



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Alameda County Outreach and Enrollment Fact Sheet

Lead Agency: Alameda County Health Care Services Agency

Award Amount: \$702,749

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with limited English proficiency
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

Alameda County Health Care Services Agency (HCSA) will coordinate outreach and enrollment activities with selected CBOs. The assigned project coordinator will work with CBOs, sworn officers, and staff at the Sheriff's Office and the Probation Department to engage in enrollment and retention activities of the county's three priority populations. Summary of outreach and enrollment activities:

- Institute a project coordinator who will oversee CBO-led strategies for the limited English proficiency (LEP), homeless, and re-entry populations. Project coordinator will provide central and substantial coordination for public safety efforts to support enrollment and retention of the criminal justice-involved population.
- Develop workflows and screening tools that enable Social Service Agency (SSA) and Sheriff's Office to pre-screen inmate eligibility, complete enrollment applications, and enroll inmates upon or within 30 days of release.
- Create workflow to ensure eligibility is suspended and reactivated in a timely manner for every Medi-Cal enrolled person incarcerated and released.
- Ensure all individuals with inpatient hospitalizations outside of the prisons/jails are enrolled in Medi-Cal and that the enrollment is suspended upon return to detention.
- Create communication and coordination strategies to effectively engage subcontracted CBOs in the outreach, education, and enrollment efforts in jails and at probation reentry centers.
- Conduct training for sub-contracted CBOs and other entities involved in enrollment activities and Develop communications strategies to effectively engage individuals with enrollment into health coverage.
- Liaise with the Sheriff's Department to develop processes and protocols for suspending and reactivating Medi-Cal per AB 720 (Statutes of 2013, Chapter 646), in which federal financial assistance is available after an inmate is released from a county jail.
- Define, track, and measure outreach, enrollment, and retention outcomes; report and disseminate lessons learned; and use outcome data to refine workflows and procedures for ongoing quality and process improvements.

Revised: 7/9/2015



CMSP Outreach and Enrollment Fact Sheet

Lead Agency: County Medical Services Program (CMSP) Governing Board

CMSP provides limited-term health coverage for uninsured low-income, indigent adults that are not eligible for other publicly funded health programs. Thirty-five, primarily rural California counties participate in CMSP. The CMSP Governing Board is charged with overall program and fiscal responsibility for the program.

Award Amount: \$1,100,000

CMSP County Partnerships

- Amador
- Butte
- Calaveras
- Colusa
- Glenn
- Lake
- Mono
- Nevada
- Plumas
- Toulumne
- Yolo
- Yuba

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision
- Young men of color
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

- TBD

Revised: 7/9/2015



Contra Costa County Outreach and Enrollment Fact Sheet

Lead Agency: Contra Costa Health Services Department (CCHS)

Award Amount: \$456,976

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision
- Young men of color
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

CCHS will recruit and hire program staff and provide training for Medi-Cal enrollment and program eligibility. Outreach and Enrollment team meetings will be held to develop and refine the work plan, calendar of enrollment events, and document program outreach and enrollment activities. A list of CBOs throughout Contra Costa County will be invited to participate in the outreach and enrollment program. Summary of outreach and enrollment activities:

- Coordinate and conduct monthly regional Medi-Cal outreach and enrollment activities.
- Conduct outreach and enrollment activities at the annual CCHS Project Homeless Connect event.
- Develop schedules for on-site outreach and enrollment.
- Coordinate and conduct weekly outreach and enrollment activities in all county detention facilities.
- Develop discharge plan with the Sheriff and Reentry Coordinator to include Medi-Cal determination.
- Coordinate and conduct weekly outreach and enrollment activities with the Probation Department.
- Develop a schedule for each probation location, with one outreach and enrollment worker at each site once a week.
- Develop Medi-Cal renewal strategies using the enrollment database.

Revised: 7/9/2015



Del Norte County Outreach and Enrollment Fact Sheet

Lead Agency: Health and Human Services

Award Amount: \$100,000

Community Partnerships

Target Populations

- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision

Summary of Outreach and Enrollment Focus

Del Norte Health and Human Services will introduce a scope of work and include the proper consent forms to share information with the Sheriff's Department and County Probation. After the Memorandum of Understanding (MOU) is developed, Del Norte County will train the Sheriff's Department, County Probation, and program staff on all aspects of the Medi-Cal outreach, enrollment, and application process. Summary of outreach and enrollment activities:

- Provide informational resources and outreach education to targeted population.
- Ensure confidentiality measures are in place for eligible clients.
- Implement reporting responsibilities between departments.
- Identify inmates who are potentially eligible and process their applications.
- Implement system for tracking enrolled individuals.
- Integrate retention reminders for County Probation and Sheriff's Department.

Revised: 7/9/2015



El Dorado County Outreach and Enrollment Fact Sheet

Lead Agency: El Dorado County Health and Human Services Agency (EDCCHC)

Award Amount: \$100,000

Community Partnerships

Target Populations

- Young men of color
- Persons with limited English proficiency
- Persons with mental health and substance use disorder needs

Summary of Outreach and Enrollment Focus

EDCCHC will collaborate with HHS, ACCEL, and other community partners to provide outreach and enrollment activities for individuals residing in El Dorado County who are eligible for, but not yet enrolled in, Medi-Cal. Summary of outreach and enrollment activities:

- Build outreach activities into the three clinic sites operated by EDCCHC to reach the approximately 8,000 active patients at county fairs and other countywide activities.
- Initiate a social media outreach campaign to reach those who are younger and generally more tech savvy, including students at junior colleges, including Folsom Lake College and South Lake Tahoe College, and young hourly workers working in small businesses.
- Outreach to individuals working in agricultural, landscaping, housekeeping, food service, tourism, and gaming industries.
- Provide outreach through churches and congregations to the members they serve.
- Outreach to the Chamber of Commerce and other business collaborative groups to develop relationships with employers and develop commitments for participation in outreach and enrollment activities.
- Collaborate with schools at back to school events during late summer and early fall to remind families that Medi-Cal provides vaccinations, sports physicals and oral hygiene benefits for children.

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Fresno County Outreach and Enrollment Fact Sheet

Lead Agency: County of Fresno Department of Social Services

Award Amount: \$741,971

Community Partnerships

Target Populations

- Persons with mental health disorders
- Persons with substance abuse disorders
- Persons who are homeless
- Young men of color
- Persons who are in jail, prison, on parole, probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

Fresno County will work with Hands on Central California to reach target populations and utilize various media outlets and religious institutions at enrollment events geared to expand county outreach efforts. Summary of outreach and enrollment activities:

- Distribute flyers, organize enrollment events, collaborate with media outlets and religious institutions, and provide educational seminars to increase Medi-Cal knowledge and outreach efforts in the community.
- Position CBOs to complete an average of 60 applications per month.
- Provide outreach materials, such as a list of contacts in the county, to assist beneficiaries to renew their Medi-Cal benefits and make phone calls to those that have enrolled to remind them when their renewal information is due.
- Participate in local events to promote Medi-Cal renewal activity and encourage beneficiaries to contact their county human services agency if they have a lapse in coverage.
- Advertise to beneficiaries reaching their renewal dates to encourage them to attend the O&E events or to contact a CBO to assist with their renewal process.
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Kern County Outreach and Enrollment Fact Sheet

Lead Agency: County of Kern

Award Amount: \$697,269

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision
- Young men of color
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

KCDHS will revamp and refine internal systems for fiscal functions, project operations, oversight, reporting, project support, etc. Additionally, KCDHS will develop contractual agreements with CBOs, as well as training modules, to implement outreach and enrollment projects and establish standardized monthly meetings to review strengths and weaknesses in various parts of the program. Summary of outreach and enrollment activities:

- Community partners will conduct booth-based outreach, enrollment, and education at community resource fairs and other various social gatherings where CBOs have built credibility and access to target populations.
- Perform door-to-door outreach and canvassing in neighborhoods where the probability of needing health coverage is high.
- Provide health care reform outreach, referral, and enrollment information via brochures in English and Spanish.
- Place clients in a follow-up schedule at 10 months from start of service to maximize retention efforts if clients are receiving Medi-Cal.
- Track and report consolidated totals of people in Kern County impacted by outreach, enrollment, and retention activities.

Revised: 7/9/2015



Los Angeles County Outreach and Enrollment Fact Sheet

Lead Agency: Los Angeles County Department of Public Health

Award Amount: \$7,005,664

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision
- Young men of color
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

Los Angeles County will develop, negotiate, and finalize contract amendments and augmentations with subcontractors. The county will also plan and conduct trainings on Medi-Cal screening, enrollment, troubleshooting, and retention, along with training on various data collection databases. The county will meet with community stakeholders and board of supervisors' district offices to discuss the county's implementation plan, reaching the target populations, addressing gaps in outreach, and achieving enrollment goals. Summary of outreach and enrollment activities:

- Conduct enrollment activities through scheduled community events.
- Assist individuals with with enrollment and/or enrollment verification at service planning areas and community assessment services centers.
- Hire additional staff to fulfill DHCS grant personnel requirements detailed in the work plan.
- Initiate application assistance activities with individuals screened as Medi-Cal eligible.
- Utilize print media and other marketing channels to reach young men of color.
- Obtain Medi-Cal educational materials and post/provide at intake centers and inmate housing units.
 - Custody assistants will educate inmates, answer questions and check records for eligibility.
- Conduct renewal assistance for clients at all service planning areas in the county.
- Conduct a sample survey of Medi-Cal beneficiaries enrolled through the outreach and enrollment grant after 14 months to determine if they remained enrolled.

Revised: 7/9/2015



Madera County Outreach and Enrollment Fact Sheet

Lead Agency: Madera County Public Health Department

Award Amount: \$122,166

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Young men of color
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

Madera County Public Health Department will recruit both a health education coordinator as well as an enrollment counselor to assist with outreach and enrollment activities. Additionally, Madera County intends to partner with Binational Center for the Development of Indigenous Communities (CBDIO) and provide them with office space to conduct Medi-Cal outreach, enrollment, and education activities. Assistance will be provided in Spanish and English. Madera County will also participate in appropriate training to certify enrollment counselors and obtain certification of all partner organization sites. Summary of outreach and enrollment activities:

- Work with community partners to assist county residents with place-based strategies to increase the number of Medi-Cal beneficiaries who may not have transportation, are homebound, bed ridden, vulnerable, etc.
- Promote enrollment at venues where intended populations will gather, such as schools, resource centers, English as Second Language (ESL) classes, township gatherings, etc.
- Disseminate Medi-Cal enrollment and retention messages through social media, electronic communications, texting, print, television, radio, and mobile clinics.
- Sponsor community-based events serving families of mixed immigration status, individuals with limited English proficiency, and young men of color to promote the medical benefits provided by Medi-Cal.
- Co-sponsor events with the Madera County Behavioral Health Department serving persons with mental health disorder needs, persons with substance use disorder needs, and homeless populations to promote the medical benefits provided by Medi-Cal.
- Partner with Madera County Public Health Department and Behavioral Health Department Home Visiting programs to assist Madera County residents with enrollment into the Medi-Cal.
- Develop a database of children and families to track what target population they are in, enrollment dates, retention strategies, renewal barriers and challenges for each individual case.

Revised: 7/9/2015



Mendocino County Outreach and Enrollment Fact Sheet

Lead Agency: Mendocino County Health and Human Services Agency (MCHHSA)

Award Amount: \$100,000

Community Partnerships

Target Populations

- Persons with mental health disorders
- Persons with substance abuse disorders
- Persons who are homeless
- Young men of color
- Persons who are in jail, prison, on parole, probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

MCHHSA's Adult Services department will analyze health insurance status of current homeless population via the County's Homeless Management Information System (HMIS) database. After contracts are negotiated with selected CBOs, the Community Outreach Unit staff will design training for CBO-based Medi-Cal advocates that will include enrollment, retention, and troubleshooting. Summary of outreach and enrollment activities:

- Offer weekly in-person one-on-one assistance to day treatment clients accessing substance abuse treatment services through the Alcohol Drugs and Other Programs' (ADOP) hired staff.
- Offer ongoing in-person one-on-one assistance to existing client population.
- Monitor current eligibility status of new and current day treatment program clients.
 - Provide Community Outreach Unit details on client renewal dates through ADOP.
- Monitor the current eligibility status of current clients with whom they have an ongoing relationship.
 - Provide client information to Community Outreach Unit for details on renewal dates through Medi-Cal advocates.
- Maintain a "tickler" file of upcoming renewal dates for clients through the Community Outreach Unit.
 - Notify ADOP or CBO of upcoming renewal dates for their clients.
- Convene quarterly conference calls with subcontractors for the purposes of developing common processes for data tracking, sharing successes and challenges, and providing technical assistance, as needed.

Revised: 7/9/2015



Merced County Outreach and Enrollment Fact Sheet

Lead Agency: Merced County Department of Public Health

Award Amount: \$193,354

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

Merced County Department of Public Health will maintain a coordinated and sustainable network of partner organizations that will develop a coordinated plan that supplements/enhances existing outreach and education efforts. Additionally, the Department of Public Health will also solicit and contract with qualified community-based organizations to work directly with families of the targeted populations and enroll individuals into Medi-Cal. Summary of outreach and enrollment activities:

- Work with partners to create consistent messaging and ensure that outreach and enrollment activities are linguistically and culturally designed to ensure successful completion of Medi-Cal applications.
- Conduct outreach, disseminate information, and make linkages to Medi-Cal enrollment at regional locations in the county.
- Develop and teach classes to increase awareness about Medi-Cal coverage and the enrollment process.
- Work with partner agencies, including the Merced County Mental Health Department, to identify venues to reach target populations.
- Provide outreach, education, and enrollment assistance at public gatherings, such as faith-based community services, English as a Second Language (ESL) classes, low wage employment sites, employment service centers, etc.
- Integrate outreach and enrollment strategies into existing events.
- Conduct outreach and provide enrollment opportunities in geographic areas where at least 50% of the population is under 138% federal poverty level.
- Work with partner agencies to develop a retention plan that includes activities to retain a minimum of 75% of those successfully enrolled.

Revised: 7/9/2015



Modoc County Outreach and Enrollment Fact Sheet

Lead Agency: Department of Public Health

Award Amount: \$100,000

Community Partnerships

Target Populations

- Persons with mental health disorders
- Persons with substance abuse disorders
- Persons who are homeless
- Young men of color
- Persons who are in jail, prison, on parole, probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

The Department of Public Health in Modoc County will develop outreach and enrollment efforts through the production of outreach materials specific to the targeted populations. Stakeholders will review and approve materials developed, planned outreach activities and enrollment strategies. Summary of outreach and enrollment activities:

- Use radio, newspaper, direct mail, and social media in the county to share information about Medi-Cal eligibility and enrollment.
- Provide information to all targeted populations through in-person education, flyers, and other handouts.
- Attend group and public meetings specific to the targeted populations to provide outreach and education on enrollment and renewal requirements.
- Provide individuals and families access to websites that facilitate Medi-Cal enrollment and renewal.
- Provide individuals and families access to facilities and equipment for enrollment and renewal with free public transportation assistance.

Revised: 7/9/2015



Monterey County Outreach and Enrollment Fact Sheet

Lead Agency: Monterey County Health Department

Award County Amount: \$283,531

Community Partnerships

Target Populations

- Persons who are homeless
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

The Monterey County Health Department will develop an "On-site Medi-Cal Enrollment Assistance Program," for all health and mental health clinics operated by the county. Agreements with CBOs will be established, as well as coordinated plans with the Department of Social Services, to design processing and enrollment efforts. Additionally, training will be developed for CBOs involved in the implementation of project. Summary of outreach and enrollment activities:

- Pair Medi-Cal Enrollment Assistors (MEAs) with county clinic staff to enroll members of the public or clients currently without coverage into Medi-Cal.
- Assist all individuals requiring assistance with Medi-Cal applications through walk-ins or referrals by CBOs.
- Identify CBO enrollment support as needed for all community outreach and education efforts.
- Work with county probation officers to assist with enrollment of youth on probation.
- Conduct a variety of outreach and enrollment activities throughout the county by lead CBO and the partnering CBOs.
- Develop a process for cross-sharing information regarding enrollees with renewal notices with the Department of Social Services.
- Work with Department Social Services eligibility designee to track and identify applications submitted through this grant to ensure all applications are traced back to this grant for reporting purposes.
- Maintain at least 70% of individuals who are enrolled in Medi-Cal during the period of this grant through a combination of efforts to beneficiaries who have provided their contact information.

Revised: 7/9/2015



Napa County Outreach and Enrollment Fact Sheet

Lead Agency: Napa County Health and Human Services Agency

Award Amount: \$100,000

Community Partnerships

- TBD

Target Populations

- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

Napa County will obtain necessary agreements between Health and Human Services and the County Corrections and Probation Departments. In working with CBOs, Napa County will design monitoring and tracking tools as well as develop strategies to target uninsured county residents. Additionally, Napa will create a master calendar and determine the schedule of outreach and enrollment events for each agency. Summary of the outreach and enrollment activities:

- Station staff and community partners at jail/probation to educate and enroll individuals.
- Work with community partners to gather required information from / about applicant.
- Receive referrals and applications from county probation and jail staff for county eligibility workers to process.
- Discuss case status with the parole or correctional officer to maintain the client's benefits and prevent discontinuances.
- Monitor C-IV reports to identify outstanding renewals.
- Reach out to beneficiaries in jeopardy of losing coverage. Methods include mail, phone, e-mail, and C4Yourself.com (C4Y) portal messages.
- Offer assistance in completing paperwork for the renewal process.
- Introduce applicants and beneficiaries to C4Y and educate them on the process to complete renewals on the C4Y customer portal.

Revised: 7/9/2015



Orange County Outreach and Enrollment Fact Sheet

Lead Agency: Social Services Agency (SSA)

Award Amount: \$1,574,613

Community Partnerships

Target Populations

- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision
- Persons with mental health disorder needs
- Persons with substance abuse order needs
- Families with mixed immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

Orange County SSA will meet and enter into agreements with HCA, the Public Defender, Fiscal Lead Agency, and Family Resource Centers to educate and enroll the targeted populations. SSA will also create reports to monitor and collect statistical data for quarterly progress reports and invoicing. Additionally, training needs for Certified Enrollment Counselors (CECs) will be identified. Summary of outreach and enrollment activities:

- Enroll individuals on probation or under post-release community supervision into Medi-Cal as they connect with County Probation Departments.
- Inform beneficiaries on the steps to retain their Medi-Cal benefits by including an informational flyer in their established "exit" packets.
- Increase staff at Family Resource Centers located throughout Orange County for application assistance.
- Provide Medi-Cal retention informational flyers at designated locations.
- Assist beneficiaries with their annual redetermination process at North and South County Probation Department offices.
- Continue to assist beneficiaries at Family Resource Centers with their annual redetermination process to ensure continuation of Medi-Cal services.

Revised: 7/9/2015



Riverside County Outreach and Enrollment Fact Sheet

Lead Agency: Department of Public Social Services (DPSS)

Award Amount: \$1,402,943

Community Partnerships

- TBD

Target Populations

- Persons with mental illness
- Persons with substance abuse disorder needs
- Persons who are homeless
- Persons who are in county jail, state prisons, on state parole, on county probation, or under post release

Summary of Outreach and Enrollment Focus

DPSS will contact and coordinate with county partner agencies and begin developing program outreach, enrollment, and retention strategies. DPSS will also begin developing program tools and processes that track/quantify the following: number of applications received as a result of direct outreach events/efforts, total number of approved applications (i.e., enrollments), total number of applications approved by subpopulation, enrollment retention rates, average length of time on Medi-Cal benefits, average length of time needed to process and approve applications, and demographic information. Summary of outreach and enrollment activities:

- Enroll targeted populations through outreach and enrollment events (collaborative and individual events).
- Track client retention statuses.
- Collect and report program data.
- Survey county partner agencies and CBOs to identify program needs.
- Identify year-to-date program challenges and gaps in outreach and enrollment services.
 - Implement program improvements and adjustments.
- Conduct follow-up interviews and case re-evaluations with successfully enrolled individuals at year-to-date determination period.

Revised: 7/9/2015



Sacramento County Outreach and Enrollment Fact Sheet

Lead Agency: Department of Human Assistance (DHA)

Award Amount: \$898,174

Community Partnerships

Target Populations

- Persons with mental health disorders
- Persons with substance abuse disorders
- Persons who are homeless
- Young men of color
- Persons who are in jail, prison, on parole, probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

After contracting with selected community-based organizations (CBOs), Sacramento County will provide training on the Medi-Cal program, eligibility requirements, and verifications for its partners. Sacramento County will work with each CBO on their scope of work and budget plan, and also work with community partners to gain trust of low income communities and develop culturally competent and linguistically appropriate messaging. Summary of outreach and enrollment activities:

- Provide enrollment support to substance abuse and mental health population with assistance from CBOs.
- Print and distribute outreach and enrollment materials to CBOs for populations with limited English proficiency and mixed immigration status.
- Send trained staff to enroll individuals in Medi-Cal through referrals made by Birth and Beyond, training centers and youth programs.
- Have trained staff from La Familia Counseling Center (LFCC) enroll family members and students into Medi-Cal from referrals made through Sacramento Unified School District and Twin Rivers Unified School District.
- Establish enrollment presence through LFCC at employment centers, probation offices, and community events.
- Conduct health screenings through CBO staff and refer potential Medi-Cal enrollees to Sacramento Covered.
- Conduct outreach activities at various events identified on the centralized calendar, i.e., Mien New Year, Hmong New Year, Buddhist ceremonies, Khmer New Year, etc.
- Utilize calendar system to organize point of contacts for beneficiaries who require follow-up during the application or renewal process.

Revised: 7/9/2015



San Bernardino County Outreach and Enrollment Fact Sheet

Lead Agency: County of San Bernardino Department Human Services

Award Amount: \$1,300,564

Community Partnerships

Target Populations

- Persons who are in county jail, in state prison, on state parole, on county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

San Bernardino County Department of Human Services will work with various CBOs to assist in the outreach and enrollment of persons who are in county jail, state prison, on state parole or county probation. Summary of outreach and enrollment activities:

- Establish outreach and enrollment hubs at designated locations throughout San Bernardino County.
- Schedule weekly enrollment events at each designated location.
- Create a schedule for staff to attend each event.
- Provide outreach and application support.
- Coordinate public outreach and enrollment events which allow on-site access to the online application or provide paper applications that will be delivered to a designated office at event completion.
- Collaborate with the coalition departments and other county affiliated partners on a schedule of upcoming outreach events.
- Create outreach materials and advertisement campaigns for events.
- Call or text Medi-Cal recipients requiring a redetermination every month.
- Reduce discontinuances through an automated annual redetermination process.

Revised: 7/9/2015



San Diego County Outreach and Enrollment Fact Sheet

Lead Agency: Health Care Policy Administration

Award Amount: \$1,776,336

Community Partnerships

Target Populations

- Persons who are in county jail, in state prison, on state parole, on county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

San Diego County Health Care Policy Administration will prepare data systems and reporting tools to monitor activities and outcomes of outreach and enrollment efforts. Prior to hiring application assisters for outreach and enrollment activities, the contract between San Diego County and ASO will be amended to add funding for application assisters. Additionally, background checks and Medi-Cal enrollment training will be provided for ASO and CBO staff. San Diego County will coordinate meetings between ASO and CBOs to track progress. Summary of outreach and enrollment activities:

- Distribute informational materials on Medi-Cal health care options through ASO and CBOs.
- Attend one-on-one and group enrollment sessions at the Sheriff-operated facilities and Probation Field Offices with ASO and CBOs.
- Enroll an estimated 295 individuals from Sheriff facilities into Medi-Cal.
- Enroll an estimated 165 individuals from Probation Field Offices into Medi-Cal.
- Collect data on education and enrollment activities and prepare a monthly submission through ASO and CBO efforts.
- Retain 147 beneficiaries originally contacted in Sheriff facilities.
- Retain 83 people originally contacted in Probation Field Offices.

Revised: 7/9/2015



San Francisco County Outreach and Enrollment Fact Sheet

Lead Agency: San Francisco Human Services Agency (SFHSA)

Award Amount: \$316,454

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health and substance use disorder needs

Summary of Outreach and Enrollment Focus

San Francisco Human Services Agency (SFHSA) will coordinate outreach and enrollment activities with homeless services providers to support Medi-Cal enrollment and will provide training to Peer Navigators on the Affordable Care Act, Medi-Cal Expansion, coverage options under Covered California and local county health coverage to assist individuals with information and enrollment. Summary of outreach and enrollment activities:

- Conduct education and training events for homeless services and housing providers on health care options, enrollment/retention activities.
- Establish referral protocol and sponsoring enrollment events.
- Conduct enrollment activities at single adult shelters, homeless shelter sites, resource centers, congregate meal sites, etc.
- Produce outreach materials and advertising for stakeholder events with a goal to enroll between 2 and 7 individuals from resource centers per week and homeless shelter sites and 30 individuals per event.
- Provide training to Peer Navigators on the protocols and policies for working with Community Behavioral Health Services (CBHS) programs' staff.
- Establish the referral processes and assist individual's enrollment into coverage.
- Incorporate health coverage, enrollment, and retention functions into the reception and counseling activities with clients.
- Organize the entire CBHS system-of-care to assist the uninsured.
- Of the 30,000 estimated uninsured, CBHS aims to enroll 600 CBHS clients the first year 2014-2015, and 1,000 more second year 2015-2016.

Revised: 7/9/2015



San Joaquin County Outreach and Enrollment Fact Sheet

Lead Agency: San Joaquin County Human Services Agency

Award Amount: \$513,354

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Persons with substance abuse disorder needs
- Persons who are homeless
- Young men of color
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

San Joaquin Human Services Agency (HSA) will hire a Project Coordinator for community-based outreach and enrollment with emphasis on targeted populations. Additionally, contracts will include specific scope of work with specific budget, activities, and objectives related to outreach and enrollment assistance. Summary of outreach and enrollment activities:

- Conduct quarterly meetings with San Joaquin County Outreach and Enrollment (SJCORE) Leadership Group to focus on planning, troubleshooting, resource allocation and development, project evaluation, and sustainability.
- Work with San Joaquin Behavioral Health Services (BHS) through a memorandum of understanding to ensure outreach efforts are directed towards newly eligible and unenrolled individuals of mental health and substance use needs.
- Ensure at least 20,000 of the identified, unenrolled and newly eligible and currently eligible but uninsured individuals within the targeted populations are informed of the expanded Medi-Cal program.
- Enroll at least 15,000 of the uninsured but newly eligible individuals of San Joaquin County into Medi-Cal.
- Obtain monthly reports to determine the number of individuals eligible for redeterminations to assist with beneficiaries retaining their Medi-Cal coverage.
- Assist at least 5,000 Medi-Cal beneficiaries with completing their annual Medi-Cal redetermination.

Revised: 7/9/2015



San Luis Obispo County Outreach and Enrollment Fact Sheet

Lead Agency: San Luis Obispo County Health Agency's Behavioral Health Department (SLOBHD)

Award Amount: \$100,000

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Persons with substance abuse disorder needs
- Persons who are homeless
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

(SLOBHD) will announce grant award via a press release and begin communicating stated goals and outcomes with the County's ACA Planning, Outreach, Education, and Enrollment (OEE) subcommittee. Additionally, SLOBHD will continue to convene the monthly ACA Planning OEE subcommittee to share best practices and materials with partners and other system providers. Summary of outreach and enrollment activities:

- Provide outreach to 1,000 individuals with mental health and substance use disorder needs through Certified Enrollment Counselors (CECs) and staff and partner presentations, as well as distributing outreach material at health clinics.
- Enroll 75% of the targeted individuals (14 patients per week) through Mental Health Clinics.
- Provide outreach and enrollment services through flyer distribution and presentations to 300 homeless individuals and individuals who are in county jail, probation, or under post-release community supervision.
- Enroll 75% of the individuals targeted in county jail, on probation and homeless (225 individuals or 4 patients per week).
- Create a flagging method in the Anazasi electronic health system to identify Medi-Cal enrollment and redetermination dates to ensure redetermination appointments can be created internally or with community enrollment support.
- Retain 90% of the mental health population enrolled into Medi-Cal, 70% of the substance use population, and 60% of the homeless and post release (jail) population.

Revised: 7/9/2015



San Mateo County Outreach and Enrollment Fact Sheet

Lead Agency: Department of Behavioral Health and Recovery Services (BHRS)

Award Amount: \$160,293

Community Partnerships

Target Populations

- Persons with mental health disorders
- Persons with substance use disorder needs
- Persons who are homeless
- Young men of color
- Families with mixed immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

BHRS will meet with CBOs to discuss protocol for the Mental Health Ambassador program, scope of work for volunteers, and incentives program. Additionally, BHRS will meet with Correctional Health, Sheriff's Office, Probation, and Human Services Agency to discuss outreach and enrollment initiatives to serve those individuals leaving the county jail without a valid application for Medi-Cal. Summary of outreach and enrollment activities:

- Distribute outreach materials to uninsured individuals who have resided at the county jail for more than 96 hours.
- Dedicate 4 hours per day during the duration of San Mateo County Fair in June 2016 to staff an outreach booth o distribute Medi-Cal outreach materials.
- Offer in-person consultations on Medi-Cal related questions and allow for in-person, onsite enrollments at county fair grounds.
- Mail out a monthly renewal reminder letter to all individuals and families who have been enrolled through the AB 82 DHCS outreach and enrollment activities.
- Place up to two courtesy calls (morning and afternoon) to follow up on the renewal reminder letter.
- Accommodate in-person assistance requests based on regular office schedule and availability of appointment slots.

Revised: 7/9/2015



Santa Barbara County Outreach and Enrollment Fact Sheet

Lead Agency: Santa Barbara County Public Health Department (PHD)

Award Amount: \$257,976

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

PHD will recruit CBO partners, prepare CBO scope of work, and finalize outreach and enrollment agreements. After developing a retention plan and implementation strategies, PHD will develop a stakeholder committee to discuss service locations, monthly services and activities, upcoming events, successes, and lessons learned. Summary of outreach and enrollment activities:

- Implement outreach and enrollment activities with PHD Certified Enrollment Counselor (CEC) staff and contractors.
- Assist with CBO staff training for outreach and enrollment activities.
- Collaborate with CBO with PHD CECs as necessary.
- Train PHD staff and PHD outreach and enrollment contractors on retention methods.
- Implement a retention plan and ongoing outreach and enrollment efforts.
- Utilize the existing PHD outreach and enrollment database and CBO electronic reporting tool for enrollment and retention purposes.

Revised: 7/9/2015



Santa Clara County Outreach and Enrollment Fact Sheet

Lead Agency: Santa Clara Valley Health and Hospital System (SCVHHS)

Award Amount: \$668,005

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Persons with substance abuse disorder needs
- Persons who are homeless
- Young men of color
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

SCVHHS will work closely with the Santa Clara's Social Service Agency (SSA) as well as the Department of Corrections (DOC) to develop workflows and identify staffing classifications for enrolling county inmates into Medi-Cal. Summary of outreach and enrollment activities:

- Conduct outreach and enroll 1,400 homeless individuals and/or individuals moving toward or residing in permanent supportive housing.
- Identify inmates who are 30-60 days pre-release, screen them for Medi-Cal eligibility, and submit applications for those inmates who are potentially eligible.
- Submit 5,000 Medi-Cal applications for county inmates prior to release with the assistance from the DOC and SSA.
- Perform outreach and enroll 1500 individuals on parole, probation, post-release community supervision.
- Conduct outreach and enroll 1,300 individuals in the remaining five targeted populations through CBO efforts.
- Retain at least 70% of individuals who enroll in Medi-Cal during the period of this outreach and enrollment initiative via phone, letter, email, text, or in-person.

Revised: 7/9/2015



Santa Cruz County Outreach and Enrollment Fact Sheet

Lead Agency: Santa Cruz County Human Services Department (HSD)

Award Amount: \$128,064

Community Partnerships

Target Populations

- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

Santa Cruz HSD will host stakeholder meetings that will include the probation and sheriff's office. HSD will also generate a high-level two year outreach and enrollment plan for their targeted population. The county will adhere to the DHCS reporting methods, which will then be followed by identifying CBO partners and supervision of CBO involvement.

Summary of outreach and enrollment activities:

- Initiate project services at jail intake point of access.
 - Develop protocols, communication, roles and responsibilities within secure facilities.
- Identify and refer initial group of inmates for targeted outreach.
 - Conduct individual outreach and enrollment meetings to collect and process data.
- Initiate project services to the pre-release population and individuals under probation supervision.
- Begin education component to the incarcerated population.
- Develop systems for tracking individuals enrolled in Medi-Cal and periodic check-ins for new beneficiaries.
- Gather retention data for review and periodic reports.
- Integrate retention reminders in probation supervision.

Revised: 7/9/2015



Shasta County Outreach and Enrollment Fact Sheet

Lead Agency: Shasta County Health and Human Services

Award Amount: \$100,000

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Persons with substance abuse disorder needs
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

Shasta County will develop contracted agreements with partnering agencies through a non-competitive process to provide applications assistance to targeted populations. Additionally, Shasta County will deliver training and support to staff for online applications assistance, on-site enrollment kiosks, and Medi-Cal application procedures. Summary of outreach and enrollment activities:

- Provide on-site application assistance to three county departments' consumers.
 - Shasta County Jail
 - Shasta County Perinatal Program
 - Shasta County Mental Health and Human Services Agency
- Assist CBO clientele with Medi-Cal applications and verifications.
- Conduct presentations at all agreed upon locations to provide information about health coverage options, applying, and other community resources.
- Reach 450 contacts each year through individual meetings or group settings to educate targeted groups about health care options and how to obtain it.
- Assist 100 targeted individuals with renewing their Medi-Cal benefits.
- Demonstrate a 35% retention rate of new Medi-Cal beneficiaries.

Revised: 7/9/2015



Solano County Outreach and Enrollment Fact Sheet

Lead Agency: Solano County Health & Social Services

Award Amount: \$151,463

Community Partnerships

Target Populations

- Persons with substance abuse disorder needs
- Persons who are homeless
- Young men of color
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

Solano County will work closely with Health and Social Services, Public Health, Behavioral Health, Employment and Eligibility and others to address outreach and enrollment for targeted populations. Solano County will also develop contracts with contractors to conduct outreach and enrollment. Summary of outreach and enrollment activities:

- Conduct presentations about expanded Medi-Cal to reach target populations to:
 - Faith based groups
 - Solano County Probation Department
 - Community-based organizations
- Partner with Probation Department to conduct outreach and enrollment activities during new client orientation.
- Develop a Medi-Cal referral process with:
 - Faith based groups
 - Solano County Probation Department
 - Homeless shelters
 - Substance abuse services organizations
 - Other community organizations serving target populations
- Call beneficiaries three times a year to ensure benefits are received and are being utilized and to them their renewal period is approaching.

Revised: 7/9/2015



Sonoma - Marin County Outreach and Enrollment Fact Sheet

Lead Agency: Sonoma County Department of Health Services

Award Amount: \$224,479

Community Partnerships

Target Populations

- Persons who are homeless
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

Redwood Community Health Coalition (RCHC) will recruit, hire, and train enrollment staff in outreach strategies and Medi-Cal enrollment and program eligibility. Additionally, Sonoma County will identify and assign one staff person to work with RCHC to develop networks and channels to maximize enrollment efforts. Program strategies will be documented from meetings with RCHC, Probation Office, community clinics, CBOs and other key partners. Summary of outreach and enrollment activities:

- Meet with RCHC monthly to refine work plan and continuously update the events calendar in hopes of enrolling 380 eligible individuals into Medi-Cal.
- Enroll 190 individuals on probation through Probation staff to facilitate Medi-Cal enrollment and retention.
 - Provide cultural and linguistically appropriate informational material to be placed in probationer and probation family meeting locations.
- Enroll 190 un-housed individuals seeking services at shelters through staff at Ritter Center.
- Ensure Medi-Cal beneficiaries provide their annual retermination information before their current benefit period ends.
- Send annual redetermination reminders to 20,000 of Marin County's 25,000 Medi-Cal beneficiaries.
- Send annual redetermination reminders to 40,000 of Sonoma County's 47,000 Medi-Cal beneficiaries.

Revised: 7/9/2015



Stanislaus County Outreach and Enrollment Fact Sheet

Lead Agency: Stanislaus County Department of Health Services

Award Amount: \$344,573

Community Partnerships

Target Populations

- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision

Summary of Outreach and Enrollment Focus

Stanislaus County obtained approval from board of supervisors to accept grant funding and then contract with community-based organizations (CBOs). Meetings are held on a monthly basis to ensure coordination of grant activities. Stanislaus County will also coordinate meetings between Community Service Agency (CSA) and CBOs to track the progress of outreach and enrollment activities. Summary of outreach and enrollment:

- Develop informational materials on the Medi-Cal program and the importance of obtaining and maintaining eligibility and distribute at the county jails.
- Develop posters and presentation opportunities where county inmates gather and meet.
- Establish presence and consistent interview times at each of the three county jail facilities for one-on-one application opportunities.
- Provide lists of target population approaching renewal (enrolled while in county jail) to CBO partner on a monthly basis.
- Follow up with identified Medi-Cal beneficiaries via phone or one-on-one meeting to ensure they remain on Medi-Cal and are accessing services.

Revised: 7/9/2015



Sutter County Outreach and Enrollment Fact Sheet

Lead Agency: Sutter County Human Services

Award Amount: \$100,000

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Persons with substance abuse disorder needs
- Persons who are homeless
- Persons who are in county jail, state prison, state parole, county probation, or under post release community supervision
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

Sutter County Human Services will recruit and hire a Health Program Specialist responsible for implementing this outreach and enrollment initiative. The county will conduct key informant surveys with at least 30% of the current Sutter County eligibility workers to determine common barriers and challenges to successful Medi-Cal enrollment and retention. Also, a mobile county office will be created by purchasing appropriate equipment, including a laptop, scanner, printer, and portable broadband wireless device. Summary of outreach and enrollment activities:

- Conduct weekly face-to-face outreach and enrollment / retention at various locations frequented by the target populations.
- Inform CBOs and other partners serving the targeted populations about the services provided by this initiative. This will be accomplished through flyers.
- Conduct outreach and enrollment services at community events such as job fairs, cultural celebrations like Cinco de Mayo festival, and the Recovery Happens Picnic (sobriety celebration).
- Enroll a minimum of 500 individuals into Medi-Cal from each targeted populations.
- Create a data collection tool to document the number individuals assisted with Medi-Cal enrollment and retention efforts, number of applications initiated, status of applications, number of applications, etc.
- Follow-up with Sutter County Welfare and Social Services Division regarding the status of all applications initiated by this initiative and assist individuals with with incomplete applications and those in need of an annual redetermination.
- Retain a minimum of 200 targeted individuals from each targeted population receiving Medi-Cal benefits.

Revised: 7/9/2015



Tulare County Outreach and Enrollment Fact Sheet

Lead Agency: Tulare County Health and Human Services Agency

Award Amount: \$449,722

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Families of mixed-immigration status
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

Tulare County Health and Human Services Agency will assist in the development of a Medi-Cal brochure targeted to people with perinatal mood and anxiety disorders. Also, a screening process will be developed for individuals who may qualify for health coverage. Summary of outreach and enrollment activities:

- Engage targeted populations at health fairs and other community events.
- Provide Medi-Cal brochures to individuals without health care coverage.
- Refer clients who potentially qualify for Medi-Cal to TulareWORKs by completing a Medi-Cal assessment or referral form.
- Provide one-on-one information regarding new insurance opportunities in Medi-Cal under the Affordable Care Act.
- Cross reference individuals referred by CBOs and school districts to TulareWORKs for Medi-Cal eligibility determinations.
- Follow up with Medi-Cal beneficiaries prior to annual redetermination to ensure continued coverage.

Revised: 7/9/2015



Ventura County Outreach and Enrollment Fact Sheet

Lead Agency: County of Ventura Human Services Agency

Award Amount: \$429,308

Community Partnerships

Target Populations

- Persons with mental health disorder needs
- Persons with substance abuse disorder needs
- Persons who are homeless
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

Ventura County will contract with Community Action of Ventura County and MICOP. A spreadsheet tracking form will be developed to track clients, targeted populations, and other data. The county will also develop a referral list of community partners for contracted CBOs after they are trained in Medi-Cal enrollment procedures. Summary of outreach and enrollment activities:

- Administer Community Action of Ventura County and MICOP the following countywide activities:
 - Screen applications
 - Coordinate with County Liason
 - Take part in community events
 - Perform community outreach
 - Provide results to Ventura County
- Assist CBOs with ongoing technical assistance and referrals to community events.
- Monitor CBO performance on a monthly basis.
- Provide beneficiaries with renewal assistance.

Revised: 7/9/2015