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DIRECTOR

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Department of Health Care Services



GAVIN NEWSOM
GOVERNOR

Medi-Cal Managed Care Plan Name:	Contra Costa Health Plan
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1. Describe how the MCP will provide evidence-based information to members, providers, community-based organizations (CBO), tribal partners, and other local partners about the COVID-19 vaccine to encourage vaccine uptake from all members. Character limit: 2,500 characters.

CCHP will use only credible scientific and clinical guidelines. Our Chief Medical Officer will take the lead on information from the CDC and the Public Health Officer. All member outreach scripts will be approved by the CMO.

- Through our COVID website, which gets more than 100,000 page views a month and has nearly 4 million unique visitors since the start of the pandemic
- Our COVID communications toolkit
- Press releases from the Public Health Officer

2. Describe how the MCP will provide information on where to get the vaccine within the member's community. Character limit: 2,500 characters.

CCHP will post information on our Provider Portal for PCPs to refer members to the Vaccine sites. Also, we will have the Vaccine locations available for our member facing units to have available when speaking with members. Web locations will be updated weekly with changes. We will send out member postcards, calls and emails. Our Provider Newsletter will cover locations, calls and emails. During all Provider Trainings we will share Vaccine locations.

3. Describe the MCP's plans for a local media campaign to disseminate information to members about vaccines, resources, and availability. MCPs can consider amplifying existing media campaign efforts using a variety of media channels. Character limit: 2,500 characters.

CCHP will work with Health Services Division Public Affairs Officer for media campaigns. The County Public Channel will be used on Vaccine information. CCHP will connect with its delivery system on their campaigns along with Pharmacy Providers.

- a. Describe how the local media campaign will counter misinformation. Character limit: 2,500 characters.**
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Local media campaigns will use local trusted figures like the Board of Supervisors and other elected officials. CCHP will engage with trusted Community Based Organizations in the community on their outreach along with the churches.

- b. Describe how the MCP will engage trusted partners and tribal partners where applicable in the local media campaign. Character limit: 2,500 characters.**

No tribal partners in Contra Costa County.

4. Describe how the MCP will collaborate with schools and colleges to target youth who are 12-25 years of age. Character limit: 2,500 characters.

CCHP is a member of a Health Roundtable with the superintendent of schools. We will work with the 19 school districts to disseminate factual information and help sponsor pop-up clinics at sporting events. We will leverage our partnership with Cal East Bay for college students along with community colleges within Contra Costa County.

5. Describe the MCP's strategy for countering misinformation and reaching vaccine hesitant individuals who may have a fear of vaccine side effects, have a mistrust of the government and/or vaccine makers, believe that vaccines are not needed for persons in good health or persons who have already had COVID-19, and/or have an insistence regarding a person's right to not be vaccinated. Character limit: 2,500 characters.

CCHP plans to use a "Ask the Doctor" approach that is being used by the local FQHCs. In addition, we want all 14 FQHCs to establish this approach where there is a hotline and members can talk to a physician. Also, we plan to use our Advice Nurses and RN Case Managers to assist with managing the myths and misinformation.

- Through our Facts vs Myths webpage
- Through our community ambassadors program where trusted messengers from the community canvas neighborhood with low vaccination rates
- Through our Helping Hands pilot referral program. This innovative program pays people up to \$100 for each county resident they persuade to get vaccinated. This makes private individuals the trusted messengers (instead of the health department) to get out the facts about COVID Vaccines.

6. Describe how the MCP will partner with trusted community organizations (e.g., Indian health facilities, faith-based partnerships, advocacy groups, food banks, race/ethnic based organizations) that can assist with outreach, communication content and messaging, and identify strategies as defined above, which can be

used to also target Medi-Cal Fee-For-Service beneficiaries. Character limit: 2,500 characters.

Through established partnerships, CCHP Marketing team will share county resources on the COVID-19 program; we will provide information on COVID-19 Vaccines. The 211 Resources Center serves the entire county and will be used to outreach to the unvaccinated population.

7. Describe how the MCP will collaborate with local public health agencies to coordinate with vaccine response plans and learn best practices, including what has and has not worked. Character limit: 2,500 characters.

CCHP is part the Health Services Division and meets weekly with the Disaster Operation Center to get updates on all COVID-19 Vaccines. CCHP receives daily updates from the Public Health Officer and Public Affairs. At the weekly County Health Services Division Leadership meeting, we will continue to collaborate with all county divisions on COVID-19 Vaccine status to include Public Health and the CCRMC Delivery System.

8. Describe the MCP's efforts to build additional capacity to address member vaccination needs in future years (identification, education, and follow-up). Character limit: 2,500 characters.

It will be part of the standard operations to track members who are not vaccinated for COVID-19 or the flu vaccines annually. We will partner with all PCPs and send quarterly reports of members missing Vaccines. Our Facility Site Review Nurses will do reporting back to the Marketing and Member Services Units to do outreach calls to members. A standard Agenda topic for all Provider Engagements and Trainings will be to promote preventive health with the focus on Vaccines.

9. Describe how the MCP will provide information and support for members with access barriers, especially transportation, navigating appointment systems, and language needs. Character limit: 2,500 characters.

CCHP will advertise the non Medi-Cal Transportation benefit to members when they call in to the Member Services, Case Management, Advice Nurses, and Reception Units to make sure members know they can get transportation. As new members are on-boarded, we will send the NMT benefit information along with COVID-19 Vaccine and testing sites. Our member facing units will be trained on how to schedule appointments through County Public Health and My Turn. We will use the language line when interpreters are required. Our current member facing unit staff speak English and Spanish languages. Otherwise, for any language not spoken by our staff we will use the Language Interpreter Line.

10. Describe the MCP's current primary care vaccine access and how the MCP will collaborate with primary care providers (PCPs) to conduct direct outreach to unvaccinated members assigned to that clinic's/doctor's office.

- a. Describe the MCP's current primary care vaccine access, including an analysis of any pockets and/or regions that lack access. Character limit: 2,500 characters.**

CCHP has 14 FQHCs that provide access to care. Based on our recent network adequacy certification, there is no issue with access to PCP services. Therefore, all areas for access to PCPs is covered to effectively manage the Vaccine Access Program.

- b. How will the MCP collaborate with PCPs to conduct outreach to members? Character limit: 2,500 characters.**

CCHP's Chief Medical Officer will lead this initiative by working with the PCP Network through provider trainings and Joint Operations meetings. We will survey our PCP Network to identify their outreach strategies to share with the network. We will invite the Public Health Officer to give updates at trainings and be a guest speaker. Also, we will partner with the Alameda/Contra Costa Medical Association on their efforts. Our CMO will send a notice to all Safety Net and PCP Providers to give us feedback on their outreach practices. We will target zip codes where the Vaccine rates are lowest. Our CCRMC delivery syst has video with our physicians speaking to patients. In addition, our PCPs have a 1-800 number where they can get a live PCP. The PCP will send a link that will make scheduling easy.

- c. How will the MCP encourage more PCPs to enroll as vaccine providers? Character limit: 2,500 characters**

When we credential new providers, this will be an "ask", during the recredentialing process. During contract negotiations with providers, we will add language to the contract requiring them to be Vaccine providers.

11. Describe the MCP's strategy for supporting vaccination pop-up clinics and other vaccination sites, especially in communities of color and/or other communities with lower vaccination rates. Character limit: 2,500 characters.

CCHP will volunteer some of the Nurses to participate and give the Vaccine. Our Marketing staff will be available for administrative support at pop-up clinics. We will reach out to our community FQHC and other delivery systems to co-sponsor events in our communities of color. CCHP staff will continue to work with County Public Health to be part of all countywide initiatives for Pop Up Clinics in the various communities based on zip codes with low Vaccine Rates.

12. Describe the MCP's strategy that can be used to make getting a vaccination as convenient and easily accessible as possible. Character limit: 2,500 characters.

By working with Public Health and having all sites identified in the low Vaccine zip codes will make access easy. Also, identifying the pharmacies that are in the neighborhood. Listing of all community partners available we will send listing in new member packets.

a. Describe how the MCP will collaborate with CBOs, trusted local partners, tribal partners, community health workers, promotoras, local health departments, and faith-based partnerships to serve the homebound population. Character limit: 2,500 characters.

Weekly meetings with Public Health and the Disaster Operations Center updates. Status on outreach monthly from the Safety Net Council. Attend the African and Latino collaboratives for updates. CCHP staff are members of both the African American and Latino groups sponsored by Public Health. Public Health's Chief Equity Officer works in all communities of color with a network of churches, community-based organizations and does outreach with farm workers.

13. Describe how the MCP will collaborate with pharmacies to share data on members' vaccine status or other efforts to use members' visits to the pharmacy as an opportunity to increase vaccination rates. Character limit: 2,500 characters.

CCHP's Pharmacy Director will coordinate with our PBM and link the network pharmacies to the zip codes of the targeted group. Also, we will reach out and ensure they know about the member incentive programs, leave information so that they can share, and we will place informational flyers in each pharmacy location in our network.

14. Describe the MCP's efforts that will bring vaccinations to members, such as mobile units or home vaccinations. Character limit: 2,500 characters

We will team up with the Public Health Mobile Vans on their schedules so we can notify our membership. Our goal is to post these scheduled events on our Facebook page. We will identify members who are homebound through our DME Providers and UM In-patient Stay Data with a definitive list. Also, we will partner with DME Providers to carry information and make arrangements for a visit by Public Health for a visit to give vaccine.

15. Describe how the MCP will use data obtained from DHCS to track vaccination data in real time and at granular geographic and demographic levels and identify members to outreach.

We will work with our IT Team to compile lists based on zip codes so we can launch the campaign. We will document in our IT platform our notes to identify whether they are unvaccinated and place a flag by that member's name so that there is an opportunity to schedule a Vaccine with any interaction.

a. Describe how the MCP will share data with providers, trusted partners, or tribal partners, where applicable to drive outreach. Character limit: 2,500 characters.

Lists of unvaccinated members will be sent to their PCP. We will include information on the incentive programs and get providers involved. We will track the outcomes so we can reward PCPs with an increase in Vaccine for their members.

16. Describe how the MCP will use data obtained from other sources to track vaccination data and identify members to outreach. Character limit: 2,500 characters.

Along with the DHCS Data to the Plans, we will synchronize with CAI Rs data in our County. We will also outreach to the various systems to ensure we are using the same data for outreach.

17. Describe how the MCP will determine local misinformation trends and root causes for low vaccination rates/vaccine hesitancy. Character limit: 2,500 characters.

There are several ethnic COVID-19 groups that sponsor misinformation seminars. Also, we will listen to community leaders along with national information where there are high percentages of unvaccinated people. We will adopt best practices and engage in story telling techniques for success and publish member success stories. We will ask for our Managed Care Board members, who are part of the Community Advisory Community, to help us with our community outieach and utilize their connections with the community.

18. Describe the MCP's plan for administrative oversight of the coordination activities (including controls to ensure no duplicative member incentives). Character limit: 2,500 characters.

CCHP's Marketing Director and Manager will develop a tracking tool that monitors which PCP, Pharmacy, or CBO members got the COVID-19 Vaccine and location. The administrative oversight activities will be reported monthly to the Executive Leadership Team for command and control.

19. Describe the MCP's intentional efforts to avoid negative unintended consequences, including but not limited to vaccine coercion. Character limit: 2,500 characters.

We will present the clinical and scientific facts to the members with a caring approach. Any member that strongly decline, we will make sure our outreach efforts are timed carefully. Also, we will design our call scripts with a caring and compassionate tone that is approved by our CMO. We will train our staff on motivational speaking and being culturally sensitive with our outreach strategy. Our member facing teams are diverse and reflect our member population.

20. Describe the MCP's plan to partner with Subcontractors (i.e., delegated health plans) to increase vaccination rates, coordinate strategies, and implement this Vaccination Response Plan. Character limit: 2,500 characters.

Kaiser is our Plan Partner, and we reviewed their outreach plan to ensure we are aligned. Monthly, we will require the outcomes of their effort in Contra Costa County.

21. Are direct member vaccine incentives a planned strategy? If so, please explain the strategy. Character limit: 2,500 characters.

Yes, we plan to provide the gift card directly to the member. Also, the County has the Helping Hands Program that award CBOs and family members to get members vaccinated; we want this strategy as part of our Plan.

- a. If direct member vaccine incentives are used as a vaccination strategy, demonstrate how the MCP will meet DHCS guidelines for member incentives below and verify member incentives do not exceed \$50 per member (single or multi-dose). Character limit: 2,500 characters.**

We will employ a Financial Monitoring System to manage the gift cards. We will also employ a system similar to how we track other invoice programs or benefits, like NMT where invoices are used. Members will have to sign for the gift card so we can track the numbers. Also, we will assign a Member Incentive Coordinator that monitors this program and produce monthly accounting reports.