



BUTTE COUNTY - AMPLA HEALTH
NAVIGATORS PROJECT WORK PLAN

Program Planning and Startup Plan

Section 1: Identify specific Navigators Project's planning and start-up activities and the anticipated completion dates for the activities identified.

PROGRAM PLANNING AND START-UP ACTIVITIES	ANTICIPATED COMPLETION DATE	ACTUAL COMPLETION DATE
Ampla Health will connect with County Department of Health Care Services staff and other CBOs involved in the Health Navigators Project to coordinate efforts	08/15/2022	N/A
Tracking and reporting will be implemented to comply with DHCS requirements	08/19/2022	N/A
Ampla Health staff will be trained on DHCS tracking and reporting procedures	08/31/2022	N/A
Ampla Health staff will attend internal and external meetings as requested related to the Health Navigators Project	Ongoing	N/A



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Normal Operations

Section 2: Identify specific outreach, application assistance, enrollment, access & utilization to health care, troubleshooting, and retention strategies and activities that meet the core objectives of AB 74 you will conduct to implement this approach. Identify specific target population(s) and the responsible entity who will implement these activities. Please list an activity(ies) for each task. For reference, a short list of examples of activities under each task is on Tab 6.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
Outreach	Conduct presentations about Medi-Cal enrollments and renewals for agencies that serve these targeted populations.	N/A	Ampla Health
Outreach	Conduct outreach among members of the community through Outreach Events including Back To School Nights.	N/A	Ampla Health
Outreach	Notify local partners of enrollment and renewal services for target population by emails and phone calls. Include list of staff contact info, locations, and availabilities. Encourage local partners to refer members that need further assistance to Ampla Health.	N/A	Ampla Health
Outreach	Attend collaborative meetings with local agencies to promote enrollment and retention services on target population.	N/A	Ampla Health
Outreach	Generate EMR reports on uninsured patients for staff to initiate contact about coverage options.	2,3,4,5,6,7,8,9,10	Ampla Health
Outreach	Utilize posters and brochures to convey that enrollment and renewal appointments can successfully be completed over the phone or in-person through Ampla Health.	2,3,4,5,6,7,8,9,10	Ampla Health
Outreach	Encourage word of mouth strategy to increase our reach as individuals share their experiences related to how well staff assist them. We are a trusted entity in the community.	2,3,4,5,6,7,8,9,10	Ampla Health
Media Outreach	Utilize Ampla Health's website and social media platforms to convey that enrollment and renewal appointments can successfully be completed over the phone or in-person through Ampla Health.	2,3,4,5,6,7,8,9,10	Ampla Health
Application Assistance	Provide one-on-one counseling on coverage options, assist with completing and submitting applications. Assistance will be completed by client request, either in-person or over the phone.	2,3,4,5,6,7,8,9,10	Ampla Health
Application Assistance	Review eligibility information during insurance appts within the clinic setting. Referrals are generated from internal registration staff as well as scheduled appts either by the clients or call center.	2,3,4,5,6,7,8,9,10	Ampla Health



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Application Assistance	Outreach & Enrollment Specialists will make phone calls from Ampla Health’s Sliding-Fee Program list to identify those needing insurance. On a biweekly basis the OES staff review provider appointments to confirm that all uninsured patients were scheduled with an OES if they did not already meet with them the day of their appointment through a “warm handoff” by the registration staff.	2,3,4,5,6,7,8,9,10	Ampla Health
Application Assistance	Conduct monthly Outreach Team meetings to discuss best practices, challenges, and solutions.	2,3,4,5,6,7,8,9,10	Ampla Health
Enrollment	Assist with Medi-Cal Enrollment process through clinic appts and walk-ins for direct (one-on-one) personalized enrollment in a private office. When requested by clients, complete the Medi-Cal Appointment of Authorized Representative form (MC 382), which would assign the staff as an authorized representative on the client’s Medi-Cal case and allow the staff to communicate directly with the county on the families’ behalf. Staff may also initiate a 3-way conference call to the local county office, with the clients’ permission and remaining on the line to verify case information.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention	For clients where Medi-Cal application assistance was completed, follow up within 2 months to confirm Medi-Cal status and enrollment.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention	For clients where Medi-Cal enrollments were approved, follow up in 10 months to advised clients of redetermination packets, and offer renewal assistance.	2,3,4,5,6,7,8,9,10	Ampla Health
Access & Utilization	Assist with accessing & utilizing healthcare services at 2 months post enrollment per internal EHR flagging system. Offer to assist clients with Health Care Option form to select a Managed Care Plan and Primary Care Provider.	2,3,4,5,6,7,8,9,10	Ampla Health
Troubleshooting	Assist with troubleshooting if consumer is not enrolled, renewed, or found ineligible for Medi-Cal.	2,3,4,5,6,7,8,9,10	Ampla Health
Outreach	Request referrals from our drug and alcohol counselors for persons with substance use disorders that need insurance coverage so that that their medications are covered.	2	Ampla Health
Enrollment	Our Outreach and Enrollment Specialists are Certified Medicare Counselors. As we are serving the Medicare population, we will enroll eligible seniors into Medi-Cal.	4	Ampla Health
Enrollment	We have a Mobil Medical Unit that serves Butte County Homeless. This affords us the opportunity to have direct contact with this population. We are stationed at shelters. Anyone that is not already enrolled into Medi-Cal will be connected with an Outreach & Enrollment Specialist that day to ensure that they are enrolled in Medi-Cal. Many homeless are also persons with substance abuse disorders so there is some overlap there.	5	Ampla Health
Outreach	As an entity that has been in the community for a minimum of 25 years, we have benefited from the word-of-mouth strategy with this population. Immigrants and families of mixed immigrant status are familiar with our agency, and they understand that we have by bilingual staff, therefore seek us out for any insurance needs.	7	Ampla Health



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Outreach	Promotoras go out into the fields to speak with farmworkers directly. We arrive with incentives (with our contact and phone number listed) to facilitate a conversation about insurance coverage and healthcare access.	7	Ampla Health
Outreach	We are able to reach persons with limited English proficiency through English as a second language classes within the school districts. We also provide presentations to our Head Start population which includes participants that have limited English proficiency.	8	Ampla Health
Outreach	We table at Cultural Festivities to reach additional persons with limited English proficiency with language specific materials related to health insurance coverage.	8	Ampla Health
Outreach	We reach low-wage workers and their families through presentations at EDD and One-Stop offices. We also can pull a report from our EHR system that includes all of our sliding fee patients which are low-income patients that do not have insurance.	9	Ampla Health
Outreach	Participate in parades as they afford the opportunity to announce the fact that Ampla Health is certified to assist in insurance enrollment.	9	Ampla Health
Enrollment	We can determine Uninsured Children or Youth Formerly Enrolled in Medi-Cal through running a report in our EHR system. We enroll this target audience into the Gateway Program and then they are set up with an appointment with our Outreach & Enrollment Specialist to secure continued coverage	10	Ampla Health
Outreach	We reach the Uninsured Children or Youth Formerly Enrolled in Medi-Cal through tabling at Back-to-School Nights.	10	Ampla Health



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Public Health Emergency (PHE) Plan

Section 3: On this tab, partners should list additional activities that go above and beyond the core AB74 activities as for the following phases of PHE. 1) Identify activities relating to outreach focus during PHE to encourage beneficiaries to provide their local county social services agency with any updated contact information such as: name, address, phone number, and email so the county can contact beneficiaries with important information about keeping their Medi-Cal coverage. Identify specific target population(s) and the responsible entity who will implement these activities. 2) Identify activities relating to outreach and retention during the 60 days prior to PHE termination. Identify specific target population(s) and the responsible entity who will implement these activities. 3) Identify activities relating to the PHE unwind which focuses on retention. Identify specific target population(s) and the responsible entity who will implement these activities.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
During PHE		N/A	
Media Outreach	Utilize DHCS Toolkit: Customize social media posts on Medi-Cal towards target population on Ampla Health enrollment and renewal services, as well as the importance of updating household information to local county during PHE.	N/A	Ampla Health
Outreach	Community events: Use customized flyers as talking points directly with Medi-Cal beneficiaries on COVID-19 PHE, most recent extension, and impact on continuing coverage. Remind household on the importance of updating and reporting household changes to local county even during PHE to receive the most accurate and up-to-date information.	N/A	Ampla Health
Outreach	Establish network of local partners that serve the target population. Have partners distribute informational flyers to their members on the ongoing COVID-19 PHE and the importance of updating household information. Promote Ampla Health enrollment and renewal assistance services. Provide to partners the list of Ampla Health staff contact info, location, and spoken languages. Set up an referral process to assist partners' members.	N/A	Ampla Health
60 Days Prior to PHE Termination			
Media Outreach	Utilize DHCS Toolkit: Customize social media posts on COVID-19 PHE coming to an end and its impact towards the target population. Include enrollment and renewal services being offer, along with the importance of updating household information to local county office.	2,3,4,5,6,7,8,9,10	Ampla Health
Outreach	Community events: Use customized flyers as talking points directly with Medi-Cal beneficiaries on the COVID-19 PHE end date and its impact on their Medi-Cal renewals. Remind household on the importance of updating and reporting changes to household information as PHE comes to an end to ensure they receive notices from their local county office.	2,3,4,5,6,7,8,9,10	Ampla Health



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Outreach	Utilize network of local partners: communicate with local partners that serve the target population on the end of COVID-19 PHE. Promote Ampla Health enrollment and renewal assistance services. Provide to partners the list of Ampla Health staff names, locations and spoken languages. Set up a referral process to assist partners' members.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention Assistance	All Ampla Health Outreach & Enrollment Specialists will function as DHCS Coverage Ambassadors to raise awareness of actions beneficiaries need to take and when they need to take them in order to maintain coverage. Specific communication includes encouragement for consumers to update mailing address and phone number. Also advised consumers to check for upcoming renewal packet.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention Assistance	When assisting the client with contacting the Medi-Cal Managed Care plan, such as Primary Care Change, provide update on household contact information with plan to be reported to local county.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention	Attend all Statewide webinar trainings on the post-COVID-19 policy guidance and refresher trainings on important policy topics and necessary actions related to the current and post-PHE.	2,3,4,5,6,7,8,9,10	Ampla Health
12 Month PHE Unwinding Period			
Redetermination Assistance	Maximize continuity of coverage for Medi-Cal beneficiaries through the course of this period by providing assistance, prioritizing per the DHCS rule. The rule specifies the maintaining of the Medi-Cal beneficiaries' current renewal month in their case records for conducting a full redetermination at the next scheduled renewal month following the end of the PHE.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention Assistance	Assist Medi-Cal beneficiaries referred by internal staff, social media posts, flyers, counties, and partners with redetermination packet. Help Medi-Cal beneficiaries upload or submit any additional documents to the county via fax, mailing, Covered CA, or BenefitsCal.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention Assistance	When assisting clients with contacting their Medi-Cal Managed Care plan, such as Primary Care Change, provide update on household contact information with plan to be reported to local county.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention	After DHCS seamlessly transitions qualifying individuals into Covered California once Medi-Cal discontinuances resume at the conclusion of the PHE, there will be many consumers that will need assistance with their plans and/or premiums. Ampla Health's CECs will assist with this transition by reviewing plans and/or premiums with the consumer.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention	Work closely with Managed Care plans to obtain lists of the consumers that have lost coverage so staff can reach out to them and assist with re-enrollment.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention	Do presentations at county level, targeting clients that are no longer eligible for Medi-Cal, and what other programs and coverage options Ampla Health could enroll these clients into. Provide each county the list of Ampla Health staff contact info, locations, and spoken languages. Have County Eligibility Workers refer these clients for assistance with going over coverage options such as Covered CA.	2,3,4,5,6,7,8,9,10	Ampla Health



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Retention	Utilize network of local partners: communicate with local partners that serve the target audience during unwinding period. Promote Ampla enrollment and renewal assistance services. Provide to partners the list of Ampla Health staff names, locations and spoken languages. Set up an referral process to assist partners' members.	2,3,4,5,6,7,8,9,10	Ampla Health
Retention	Generate EMR report on Ampla Health patients that previously had Medi-Cal coverage, but are now uninsured or on Sliding Fee.	2,3,4,5,6,7,8,9,10	Ampla Health