



**HUMBOLDT COUNTY - CALIFORNIA COVERAGE AND HEALTH INITIATIVES
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
California Coverage and Health Initiative (CCHI) will convene a group meeting with all subcontractors to review expectations, roles, and responsibilities. Group meeting will be conducted via Microsoft Teams.	10/31/2022	N/A
CCHI will execute a Service Agreement with the subcontractor, Redwoods Rural Health Center (RRHC), highlighting deliverables and expectations of services in Humboldt County.	10/31/2022	N/A
Compile and prepare outreach materials to share with the subcontractor in anticipation of Public Health Emergency termination after October 15, 2022.	11/31/2022	N/A
CCHI will require all subcontractor staff working under this project to be trained in CCHI's Health Access Assister Curriculum via web-based.	11/31/2022	N/A
CCHI's contracted Salesforce Developer, Ten2Eleven, will work with the subcontractor to provide access to CCHI's Salesforce CRM system to track Outreach, Enrollment, Retention, and Utilization (OERU) data.	12/31/2022	N/A
CCHI's Salesforce Administrator will provide training to subcontractor's Health Access Assistants (HAAs) in entering Medi-Cal Outreach, Enrollment, Retention, and Utilization (OERU) services in CCHI's customized Salesforce CRM System.	12/31/2022	N/A
CCHI will execute a Service Agreement with telemarketing companies such as Comcast and Experian to do target outreach in Contra Costa. A list of zipcodes of areas within the county subcontractor will provide services will be provided to CCHI to work with target media outreach.	12/31/2022	N/A
Ensure subcontractor hire and train two 0.50 FTE Navigators to provide OERU activities under this project.	11/31/2022	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	Health Access Assisters (HAAs) will support Medical, Dental, and Behavioral Health clients and Southern Humboldt community members by providing education outreach via in-person and/or phone appointments.	1,2,4,5,8,9	RRHC
Application Assistance	HAAs will provide application enrollment assistance to clients.	1,2,4,5,8,10	RRHC
Enrollment	Data Entry Clerk will provide data entry and tracking support for RRHC clients and Southern Humboldt community members by using CCHI's Salesforce CRM System.	1,2,4,5,8,9	RRHC CCHI
Retention	RRHC Navigators will support RRHC Medical, Dental, and Behavioral Health clients and Southern Humboldt community members by processing redeterminations, change in circumstance reports, assisting individuals to complete the redetermination packets and/or submitting required substantiating documentation, via in-person and/or phone appointments.	1,2,4,5,8,9	RRHC
Outreach	In-reach calls to RRHC's uninsured clients will occur via phone.	1,2,4,5,8,9	RRHC
Outreach	Participation in outreach activities including tabling and providing resources at local Farmer's Markets; Food Distribution Sites; and other Community Events will occur. Branded pop-ups and associated items will provide visibility and advertise the availability of Medi-Cal education and enrollment support at Events. Branded tote bags, with RRHC HAA contact information, will be distributed at Farmer's Markets.	1,2,4,5,8,9	RRHC
Outreach	Develop and purchase double-sided bi-lingual flyers promoting Medi-Cal enrollment services to include in Southern Humboldt Unified School District Back to School packets.	8,9	RRHC
Application Assistance	HAAs support RRHC Medical, Dental, and Behavioral Health clients and Southern Humboldt community members by providing application assistance via in-person and/or phone appointments.	1,2,4,5,8,9	RRHC
Access & Utilization	HAAs will support RRHC clients and community members in access and utilization of Medi-Cal by providing information regarding how to use their Medi-Cal coverage as well as connecting them directly to RRHC Medical, Dental, and Behavioral Health schedulers.	1,2,4,5,8,9	RRHC



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Troubleshooting	HAA's will support RRHC clients and community members in troubleshooting that includes researching denials of care; requesting and/or receiving new Medi-Cal Benefits ID Cards, as well as being a point of contact for clients to resolve issues.	1,2,4,5,8,9	RRHC
Enrollment	Participate in monthly meetings to review progress in meeting all data point deliverables	1,2,4,5,8,10	RRHC CCHI
Outreach	Send text messaging and social media announcements of Medi-Cal enrollment assistant	1,2,4,5,8,10	RRHC CCHI



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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			
Outreach	A team of bi-lingual HAAs will provide outreach, education, and assistance to target populations, which include populations most vulnerable throughout the PHE, such as BIPOC and Houseless populations.	1,2,4,5,8,9	RRHC
Outreach	Attend the Department of Health Care Services Ambassadors webinars to be informed regarding the unwinding of the Public Health Emergency. Dispersing said information and adjusting practices based on most recent publications.	1,2,3,4,5,6,7,8,9,10,11	RRHC CCHI
Outreach	Continue to share with community members the importance of keeping up-to-date information with DHCS. The message will be shared at outreach, enrollment, retention and utilization events.	1,2,3,4,5,6,7,8,9,10,11	RRHC CCHI
Media Outreach	Use social media to share with community members information gained from DHCS regarding PHE updates. Utilize all social media platforms to do so (Twitter, Facebook, Instagram, texting).	1,2,3,4,5,6,7,8,9,10,11	RRHC CCHI
Media Outreach	Use interview opportunities to share with community members the importance of keeping up-to-date information with DHCS.	1,2,3,4,5,6,7,8,9,10,11	RRHC
60 Days Prior to PHE Termination			
Outreach	Continue to outreach and provide education to clients and community members regarding the coming end of the PHE and Benefits Retention.	1,2,4,5,8,9	RRHC
Retention Assistance	HAAs will provide retention assistance, including processing redeterminations, change-in circumstance reports, and the submission of required substantiating documentation.	1,2,4,5,8,9	RRHC
Retention Assistance	Data Entry Clerk will work with HAAs to identify clients who are at risk of losing coverage once PHE is lifted and reach out to clients to get updated information for retention services.	1,2,4,5,8,9	RRHC
Retention	RRHC will be an access point for homeless community members to receive necessary mail to obtain/retain benefits.	1,2,4,5	RRHC



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Retention	Follow up by email or phone with families who have successfully enrolled in the Medi-Cal program to remind them to renew before the year.	1,2,3,4,5,6,7,8,9,10,11	RRHC
Retention	Include renewal information as part of the initial Medi-Cal enrollment process. Provide contact information for families to call when they get renewal packets to provide renewal assistance.	6,7,8,9,10	RRHC
Outreach	Promoting the termination date (per approval) during Monthly Outreach	1,2,3,4,5,6,7,8,9,10,11	RRHC
12 Month PHE Unwinding Period			
Retention	HAA's will offer to track and follow up with members in danger of losing their benefits due to the end of the PHE.	1,2,4,5,8,9	RRHC
Redetermination Assistance	HAA's will offer to track and follow up with members who have lost benefits due to the end of the PHE.	1,2,4,5,8,9	RRHC
Retention	Include renewal information as part of the initial Medi-Cal enrollment process. Provide contact information for families to call when they get renewal packets to provide renewal assistance.	6,7,8,9,10	RRHC
Redetermination Assistance	Assist families in completing renewal forms.	6,7,8,9,10	RRHC
Redetermination Assistance	Follow up with families to determine if their Medi-Cal is still active.	6,7,8,9,10	RRHC