



MADERA COUNTY
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
Recruit and hire 2 full-time Navigators	12/01/2022	N/A
Train 2 full-time Navigators	01/01/2023	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 undeach task is on Tab 6.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
Outreach	Advertise Medi-Cal benefits in English and Spanish on main street banner.	1,2,3,4,5,6,7,8,9,10	Madera County
Media Outreach	Develop, cast, and film informational videos on Medi-Cal benefits to post on social media.	1,2,3,4,5,6,7,8,9,10	Madera County
Outreach	Develop social media campaign to reach targeted groups and inform them on Medi-Cal benefits.	1,2,3,4,5,6,7,8,9,10	Madera County
Outreach	Attend community resource fairs, county fairs, and events to educate community on Medi-Cal benefits.	1,2,3,4,5,6,7,8,9,10	Madera County
Access & Utilization	Contact enrolled clients 90 days from enrollment to review coverage and provide assistance with utilizing medical services.	1,2,3,4,5,6,7,8,9,10	Madera County
Retention	Call and text RE clients reminding them to return forms.	1,2,3,4,5,6,7,8,9,10	Madera County
Application Assistance	Assist clients in the field, over the phone on Navigator's dedicated line, or in the office, with submitting applications for Medi-Cal benefits.	1,2,3,4,5,6,7,8,9,10	Madera County
Enrollment	Attend community resource fairs, county fairs, and events to take applications for enrollment in Medi-Cal.	1,2,3,4,5,6,7,8,9,10	Madera County
Troubleshooting	Attend community resource fairs, county fairs, and events to assist beneficiaries with questions on Medi-Cal benefits.	1,2,3,4,5,6,7,8,9,10	Madera County
Outreach	Educate CBOs and partner agencies on Medi-Cal benefits and how to refer clients to navigation services.	1,2,3,4,5,6,7,8,9,10	Madera County
Media Outreach	Advertise Medi-Cal benefits in Spanish on billboards along Highway 99 and other selected locations.	7,8	Madera County
Retention	Promote the importance of maintaining health coverage with Medi-Cal beneficiaries.	1,2,3,4,5,6,7,8,9,10	Madera County



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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			
Media Outreach	Develop, cast, and film informational videos on Medi-Cal and the end of PHE to post on social media.	1,2,3,4,5,6,7,8,9,10	Madera County
Media Outreach	Develop social media campaign to reach targeted groups about Medi-Cal and the end of the PHE.	1,2,3,4,5,6,7,8,9,10	Madera County
Media Outreach	Advertise Medi-Cal benefit renewals in Spanish on a billboard along Highway 99 and other locations.	7,8	Madera County
Outreach	Host Medi-Cal Renewal and Resource Fair in the community.	1,2,3,4,5,6,7,8,9,10	Madera County
Outreach	Attend community events, resource fairs, etc. to encourage voluntary completion of recertification paperwork.	1,2,3,4,5,6,7,8,9,10	Madera County
Outreach	Educate CBOs and partner agencies on the end of the PHE and how to refer clients to navigation services.	1,2,3,4,5,6,7,8,9,10	Madera County
60 Days Prior to PHE Termination			
Media Outreach	Inform the public of benefits of maintaining coverage through strategically placed billboards in Spanish.	7,8	Madera County
Media Outreach	Develop social media campaign to educate the community on the impact of the PHE termination and steps necessary to maintain coverage.	1,2,3,4,5,6,7,8,9,10	Madera County
Outreach	Educate CBOs and partner agencies on the end of the PHE and how to refer clients to navigation services.	1,2,3,4,5,6,7,8,9,10	Madera County
Media Outreach	Advertise Medi-Cal benefit renewals in Spanish on a billboard along Highway 99 and other locations.	7,8	Madera County
Retention	Promote the importance of maintaining health coverage with Medi-Cal beneficiaries at community events.	1,2,3,4,5,6,7,8,9,10	Madera County
Media Outreach	Advertise Medi-Cal benefit renewals in English on billboards in (rural) eastern Madera County.	1,2,3,4,5,6,7,8,9,10	Madera County



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12 Month PHE Unwinding Period			
Redetermination Assistance	Contact beneficiaries who lost coverage after the termination of the PHE to encourage and assist them to reestablish eligibility for Medi-Cal.	1,2,3,4,5,6,7,8,9,10	Madera County
Retention	Partner with Medi-Cal Managed Care plans to conduct outreach events in the community about benefits of Medi-Cal.	1,2,3,4,5,6,7,8,9,10	Madera County
Retention	Advertise Medi-Cal benefit renewals in Spanish on a billboard along Highway 99 and other locations.	7,8	Madera County