



**MARIN 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.**

<b>PROGRAM PLANNING AND START-UP ACTIVITIES</b>	<b>ANTICIPATED COMPLETION DATE</b>	<b>ACTUAL COMPLETION DATE</b>
California Coverage and Health Initiatives (CCHI) will convene a group meeting with subcontractors to review expectations, roles, and responsibilities.	10/31/2022	N/A
CCHI will partner with RCHC to sign the contract. CCHI will clarify all deliverables and sort compliance complications. CCHI will draft an Agreement template to execute with the subcontractor, Redwood Community Health Coalition (RCHC), to provide service in Marin County.	11/31/2022	N/A
CCHI will work with subcontractors to ensure appropriate staff is hired to manage the project. RCHC is expected to hire a Program Manager to oversee the project. RCHC will address staffing needs for this contract. RCHC intends to hire a program manager.	10/30/2022	N/A
CCHI will work and provide a memorandum of understanding (MOU) template to RCHC to execute agreement services with local partner agencies such as Family Resource Centers, regional community based organizations (CBOs), and Promotores.	11/31/2022	N/A
CCHI will ensure RCHC and its staff are trained and equipped to use CCHI's Salesforce CRM system to collect data points. CCHI will facilitate establishing Salesforce and verify all data input screens are easy to navigate and facilitate efficient data input.	11/31/2022	N/A
CCHI will provide Salesforce training to all who require it within RCHC such as the newly hired Program Manager.	11/31/2022	N/A
CCHI will assist RCHC to identify key departments within their county government and establish relationships to verify enrollment status.	11/31/2022	N/A
CCHI will require all Assisters of RCHC to complete CCHI's Health Access Assister (HAA) Curriculum training to ensure Assisters are up to date with knowing how to complete an enrollment application.	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.**

<b>TASK</b>	<b>STRATEGIES AND ACTIVITIES</b>	<b>TARGET POPULATIONS</b>	<b>RESPONSIBLE ENTITY</b>
Access & Utilization	Subcontractors will assist with accessing and utilizing healthcare services. They will check in 2 months post-enrollment with a follow-up survey.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Access & Utilization	CCHI will collect and distribute material(s) that provide educational information for subcontractors to distribute.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Application Assistance	CCHI will ensure that Subcontractors provide assistance with streamlined Medi-Cal applications. Subcontractors will also assist with the application process and submit the necessary documents	1,2,3,4,5,6,7,8,9,10,11	RCHC
Enrollment	CCHI's contractors will assist eligible clients with the application process. They will assist with submitting the necessary documents, become an authorized representative(s) if needed, and keep in touch with clients for any further information needed. They will facilitate via phone, in-person, or zoom (based on the client's preference).	1,2,3,4,5,6,7,8,9,10,11	RCHC
Enrollment	CCHI will ensure that Subcontractors pre-screens potential applications and provide education.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Media Outreach	Subcontractors will post social media posts across Subcontractors' agency platforms and all regional Promotores groups' platforms.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will ensure Subcontractors host outreach events such as: tabling at outdoor markets, festivals, community colleges, food bank distributions, school parent presentations, back-to-school nights, and conferences.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will ensure Subcontractors will conduct outreach to County of Marin departments such as WIC, Public Health, and Behavioral Wellness to distribute collateral materials and collect contact lists for potential enrollees.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	Subcontractors will conduct inreach to existing clients.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	Subcontractors will utilize flyers and forms for all events occurring now that sites are opening up their events again.	6,7,8,9	RCHC



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Outreach	Subcontractors will proactively notify beneficiaries when their renewal packets are on the way, explain the renewal process, and be sure families know they need to submit their materials in advance of the deadline to avoid a lapse in coverage.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Retention	Sub-contractors of CCHI will assist clients with the Medi-Cal renewal process and troubleshooting; Establish policies and procedures for renewal call tracking. CRM system will track people's renewal dates and month ten scheduled calls; Outreach to beneficiaries due for redetermination/renewal, as appropriate; Outreach to beneficiaries who have been discontinued during redetermination to assist with the reapplication process.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Troubleshooting	CCHI will ensure Subcontractors offer troubleshooting assistance to all individuals.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Troubleshooting	Contact the Ombudsman office for assistance with cases, as needed.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	Utilize flyers and forms for all events occurring now that sites are opening up their events again.	6,7,8,9	RCHC



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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
<b>During PHE</b>			
Outreach	CCHI will ensure that subcontractors host outreach events such as: tabling at outdoor markets and festivals, community colleges, food bank distributions, school parent presentations, back-to-school nights, and conferences. Special hosted Medi-Cal outreach nights held at CBO locations (family resource centers), staffed with local Promotores.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will ensure that subcontractors conduct outreach to County of Marin departments such as WIC, Public Health, and Behavioral Wellness distribute collateral materials, and collect contact lists for potential enrollees	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	Subcontractors will do extensive inreach to existing clients to offer further education about the PHE and who may be impacted.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will provide as much PHE-related education and materials as possible and is as available.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Media Outreach	Subcontractors will utilize all social media platforms and distribute PHE content.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI and subcontractors will be attending 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	RCHC
Outreach	CCHI will 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	RCHC
Media Outreach	Subcontractors see 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	RCHC



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Media Outreach	Subcontractors will 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	RCHC
Redetermination Assistance	CHCHI will ensure that subcontractors will assist families in completing renewal forms.	6,7,8,9,10	RCHC
Redetermination Assistance	Subcontractors will follow up with families to determine if their Medi-Cal is still active.	6,7,8,9,10	RCHC
<b>60 Days Prior to PHE Termination</b>			
Outreach	Subcontractors' outreach events such as: tabling at outdoor markets and festivals, community colleges, food bank distributions, school parent presentations, back-to-school nights, and conferences. Special hosted Medi-Cal outreach nights held at CBO locations (family resource centers), staffed with local Promotores.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	Subcontractors outreach to County of Marin departments such as WIC, Public Health, and Behavioral Wellness to distribute collateral materials and collect contact lists for potential enrollees.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Retention Assistance	Subcontractors will conduct inreach to existing clients to educate them about redetermination.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Media Outreach	CCHI will provide Medi-Cal updates and information on social media platforms (Facebook, Instagram, and Twitter), including the need for Medi-Cal enrollees to update addresses and other information changes to Medi-Cal as well as instructions on how to make those changes and/or get assistance.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will provide Medi-Cal updates by email to local partner agencies for them to share with the families they serve.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will ensure that subcontractors are promoting the termination date (per approval) during Monthly Outreach.	1,2,3,4,5,6,7,8,9,10,11	RCHC
<b>12 Month PHE Unwinding Period</b>			
Redetermination Assistance	CCHI Will ensure subcontractors offer assistance with renewal packets and submit all supporting documents.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Retention	CCHI will ensure subcontractors will mail letters to families who have successfully enrolled in the Medi-Cal program that explains how they need to report address or information changes to Medi-Cal.	6,7,8,9,10	RCHC
Redetermination Assistance	CCHI will ensure subcontractors assists families in completing renewal forms.	6,7,8,9,10	RCHC
Redetermination Assistance	Subcontractors will follow up with families to determine if their Medi-Cal is still active.	6,7,8,9,10	RCHC