



SACRAMENTO COUNTY - SACRAMENTO COVERED  
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>
Establish contract for funding	10/01/2022	N/A
Establish leadership team, including Project Manager, Project Coordinator, and Communications Coordinator	10/01/2022	N/A
Staff a team of 5 Health Navigators	10/30/2022	N/A
Secure rental/site agreements for additional in-person assistance in North and South Sacramento area	10/31/2022	N/A
Secure needed office equipment and staff technology for new staff and sites	12/31/2022	N/A
Develop appropriate outreach materials and ensure availability in appropriate languages	12/31/2022	N/A
Ensure SC's Care Management Platform (Salesforce) is appropriately customized and maintained to meet reporting requirements and support program improvement	12/15/2022	N/A
Establish workflows and protocols with core referral partners	11/30/2022	N/A
Strengthen and seek to formalize partnership with Sacramento County DHA	12/31/2022	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>
Enrollment	SC Enrollment and Renewal Centers in key areas of North and South Sacramento where enrollment numbers are expected to be higher. Offer extended hours for enrollment/renewal services.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Enrollment	Leverage established community networks, outreach and enrollment infrastructure and experience including those for Covered CA under existing navigator contract.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Enrollment	Embed Navigators in key sites throughout Sacramento region where the target populations goes for services, such as primary care clinics, one stop career centers, refugee agencies, or family resource centers.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Enrollment	SC sites and co-locations sites to offer assistance on an appointment basis as well as availability to take walk-ins.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Enrollment	Leverage team of Patient Navigators stationed in all Sacramento region local Emergency Departments who work with those visiting the ED's who are uninsured and refer uninsured patients seen in EDs to Navigation team to screening on eligibility and enrollment/renewal.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Enrollment	Leverage existing Care Management Platform, powered by Salesforce, for customer management and data analytics.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Enrollment	Expand and leverage existing referrals systems and hand offs with Sacramento County Jails (Adult Correctional Health) and state prisons under current CalMHSA and Adult Reentry Grant (ARG) contracts. SC will continue to partner with Sacramento County to build out the needed community capacity to best serve the Re-entry population under CalAIM in 2023 including Medi-Cal activation and linkage to needed supports upon release.	11	Sacramento Covered
Enrollment	Dedicated staff located at Loaves and Fishes to provide enrollment/renewal and navigation services to unsheltered individuals. Leverage team of Encampment Service and American River Parkway Outreach Navigators under existing contract with Sacramento County DHA to identify homeless individuals and assist with their enrollment/renewal of Medi-Cal benefits.	5	Sacramento Covered



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Enrollment	Attend Sacramento County COVID-19 testing/vaccine events hosted by partners of the Sacramento Collaborative (The Collab" to provide enrollment/renewal education and support. As an active partner of the Sac Collab, SC will continue to receive referrals from partners needing support with MC enrollment/renewal and other health supports.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Enrollment	Provide ongoing reports/progress to Sacramento County DHA and work on identifying best practices to troubleshoot and resolve systemic and client based issues.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	SC Enrollment and Renewal Centers in key areas of North and South Sacramento where enrollment numbers are expected to be higher. Offer extended hours.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Embed Navigators in key sites throughout Sacramento region where the target populations goes for services, such as primary care clinics, one stop career centers, refugee agencies, or family resource centers.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	SC sites and co-locations sites to offer assistance on an appointment basis as well as availability to take walk-ins.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Leverage team of Patient Navigators stationed in al Sacramento region local Emergency Departments who work with those visiting the ED's who are uninsured and refer uninsured patients seen in EDs to Navigation team to screening on eligibility and enrollment/renewal.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Leverage existing Care Management Platform, powered by Salesforce, for customer management and data analytics.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Expand and leverage existing referrals systems and hand offs with Sacramento County Jails (Adult Correctional Health) and state prisons under current CalMHSA and Adult Reentry Grant (ARG) contracts. SC will continue to partner with Sacramento County to build out the needed community capacity to best serve the Re-entry population under CalAIM in 2023 including Medi-Cal activation and linkage to needed supports upon release.	11	Sacramento Covered
Retention	Dedicated staff located at Loaves and Fishes to provide enrollment/renewal and navigation services to unsheltered individuals. Leverage team of Encampment Service and American River Parkway Outreach Navigators under existing contract with Sacramento County DHA to identify homeless individuals and assist with their enrollment/renewal of Medi-Cal benefits.	5	Sacramento Covered
Retention	As a CalAIM Enhanced Care Management (ECM) and Community Supports (CS) provider, SC currently has 1,086 unduplicated members with anticipated additional members assigned and SC will support all members in any needed renewals, trouble shooting and additional navigation activities.	5	Sacramento Covered
Retention	Attend Sacramento County COVID-19 testing/vaccine events hosted by partners of the Sacramento Collaborative (The Collab" to provide enrollment/renewal education and support. As an active partner of the Sac Collab, SC will continue to receive referrals from partners needing support with MC enrollment/renewal and other health supports.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered



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Retention	Track renewal deadlines and notify beneficiaries.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Conduct follow up phone calls, postcards, and text messages.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Provide a minimum of 3 follow up services throughout the first year of coverage: 1 Confirmation of coverage 2) 90-days after enrollment to assist with scheduling primary care appointments 3) Final follow up made 11 months out to ensure that they continue to maintain and utilize coverage.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Navigators review coverage considerations with consumers and assist with updating information	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Retention	Provide ongoing reports/progress to Sacramento County DHA and work on identifying best practices to troubleshoot and resolve systemic and client based issues.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	SC will pursue all available opportunities to attend community-targeted outreach events and festivals and will have the capacity to attend 75 per year. This work plan goal is dependent on availability of community events being scheduled and held, as conditions related to the pandemic have dramatically impacted opportunities to engage with clients via community health fairs and festivals.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	Distribute linguistically appropriate fliers with information and capture contact information for new contacts for follow-up.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	Engage community leaders and other influencers to assist us in outreach to potentially eligible consumers.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	Host 3 community events per year to highlight the need to enroll and renew including Healthy Sacramento Day and other pop-up events and a specific Renewal event	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	Leverage outreach vehicle which will highlight Enrollment and Renewal messaging and deployed at critical community events and locations throughout the region.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Media Outreach	Develop and execute localized awareness campaign, including availability of in-person appointments for enrollment and renewal supports and emphasizing the importance of renewal after PHE is lifted	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Media Outreach	Employ social media strategy including Facebook, Twitter, and Instagram. Digital content will include videos, photos and infographics shared to raise awareness of benefit available coverage option and renewals. Postings are in multiple languages and reflect diverse photos, SC uses paid boosting for broader reach. Leads from interested consumers and entered into SC's data platform.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Media Outreach	Deploy regional campaign including bus bench and bus banner advertising, convenience stores, ethnic markets, and targeted radio/TV ads	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Application Assistance	Maximize enrollment/retention using phone based services troubleshoot and provide phone based application assistance to allow for in-person assistance to be available for complex cases	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered



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Application Assistance	Regional call center with toll-free multi-language phone line, staffed 40 hours/week to provide outreach and phone-based enrollment/renewal assistance.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Application Assistance	SC Enrollment and Renewal Centers in key areas of North and South Sacramento where enrollment numbers are expected to be higher. Offer extended hours.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Application Assistance	Embed Navigators in key sites throughout Sacramento region where the target populations goes for services, such as primary care clinics, one stop career centers, refugee agencies, or family resource centers.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Application Assistance	SC sites and co-locations sites to offer assistance on an appointment basis as well as availability to take walk-ins.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Troubleshooting	Maximize enrollment/retention using phone based services troubleshoot and provide phone based application assistance to allow for in-person assistance to be available for complex cases	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Troubleshooting	Regional call center with toll-free multi-language phone line, staffed 40 hours/week to provide outreach and phone-based enrollment/renewal assistance.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Troubleshooting	SC Enrollment and Renewal Centers in key areas of North and South Sacramento where enrollment numbers are expected to be higher. Offer extended hours.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Troubleshooting	Embed Navigators in key sites throughout Sacramento region where the target populations goes for services, such as primary care clinics, one stop career centers, refugee agencies, or family resource centers.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Troubleshooting	SC sites and co-locations sites to offer assistance on an appointment basis as well as availability to take walk-ins.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Troubleshooting	Provide ongoing reports/progress to Sacramento County DHA and work on identifying best practices to troubleshoot and resolve systemic and client based issues.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Access & Utilization	Provide a minimum of 3 follow up services throughout the first year of coverage: 1) Confirmation of coverage 2) 90-days after enrollment to assist with scheduling primary care appointments 3) Final follow up made 11 months out to ensure that they continue to maintain and utilize coverage.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered



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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>			
Media Outreach	Educate: Raise awareness of actions beneficiaries need to take and when they need to take them in order to maintain coverage including encouraging beneficiaries to provide updated contact information. The educational campaign will be achieved via a multi-channel approach including all Social Media platforms (Facebook, Instagram, Twitter), distribution of fliers (community events, drop offs at community partners, ethnic retailers, food banks, clinics, mental health agencies, family resource centers, and other key community locations throughout the county), postcard targeted to specific zip codes, and website banners.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	Engage community partners and share the DHCS resources and tools for reaching beneficiaries and communicating a consistent message.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	Implement DHCS Coverage Ambassadors call scripts with Health Navigation team and across the agency (consisting 70+ CHW workforce) which includes access points throughout Sacramento County such as Sacramento-area Emergency Departments, Sutter Birthing Center, county jail, local shelters, encampment sites, schools/districts, FQHCs, WIC offices, and many others.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
<b>60 Days Prior to PHE Termination</b>			
Media Outreach	Continue Educational Campaign described above to encourage beneficiaries to continue to update contact information, report any changes in circumstances, and to check for upcoming renewal packets that may come through regular mail.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
Outreach	Continue the Outreach Campaign described above and incorporate any additional/new strategies developed and released by DHCS Coverage Ambassadors campaign via their Phase 2 Outreach Toolkit and other communications.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
<b>12 Month PHE Unwinding Period</b>			



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Redetermination Assistance	Expand in-person assistance. In addition to the two new office spaces (North and South Sacramento), SC will aim to increase co-location sites at partner locations such as Primary Care Center, Schools, WIC offices, and FQHCs. SC will increase availability by expanded evening hours once per week.	1,2,3,4,5,6,7,8,9,10,11	Sacramento Covered
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