



SAN MATEO 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
Gather data of targeted populations within San Mateo County	09/15/2022	N/A
Analyze target caseload to identify specific barriers	09/15/2022	N/A
Develop and write internal processes and policies	09/15/2022	N/A
Recruit and hire new community workers	10/15/2022	N/A
Create preliminary meetings with stakeholders to plan and create initial campaigns and navigation efforts	10/15/2022	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	Create Outreach Materials	4,5,7,8,9	SMC
Outreach	Disseminate outreach materials in the lobbies and CBO offices	4,5,7,8,9	SMC
Media Outreach	Disseminate outreach materials via social media	4,5,7,8,9	SMC
Outreach	Disseminate outreach materials via mail	4,5,7,8,9	SMC
Media Outreach	Add outreach materials to the website	4,5,7,8,9	SMC
Outreach	Plan and execute in-person outreach events in the community	4,5,7,8,9	SMC
Outreach	Plan and execute virtual outreach events	4,5,7,8,9	SMC
Outreach	Work with and coordinate outreach events with CBO's and other county organizations	4,5,7,8,9	SMC
Outreach	Coordinate marketing strategies and advertisement campaigns	4,5,7,8,9	SMC
Media Outreach	Hire vendor for outreach campaign	4,5,7,8,9	SMC
Outreach	Call or meet with active Medi-Cal recipients to update information and assist with active case	4,5,7,8,9	SMC
Retention	Call or meet with active clients who are about to discontinue and assist with renewals.	4,5,7,8,9	SMC
Enrollment	Call or meet with clients who have been denied to assist in reapplying	4,5,7,8,9	SMC
Application Assistance	Assist with new applications and collection of supporting documents	4,5,7,8,9	SMC
Enrollment	Connect with individuals within the targeted population and assist with enrollment	4,5,7,8,9	SMC



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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	Call or meet with active Medi-Cal recipients to update their current information	4,5,7,8,9	SMC
Outreach	Review returned mail and contact clients for clarification on current address	4,5,7,8,9	SMC
Media Outreach	Create flyers and other outreach materials and disseminate on social media	4,5,7,8,9	SMC
Media Outreach	Create flyers and other outreach materials and disseminate via mail	4,5,7,8,9	SMC
Media Outreach	Create flyers and other outreach materials and disseminate in the SMC lobbies and CBO offices	4,5,7,8,9	SMC
Media Outreach	Add outreach materials to the website	4,5,7,8,9	SMC
Outreach	Plan and execute in person and virtual Medi-Cal workshops	4,5,7,8,9	SMC
60 Days Prior to PHE Termination			
Outreach	Call or meet with active Medi-Cal recipients to update their current information	4,5,7,8,9	SMC
Outreach	Review returned mail and contact clients for clarification on current address	4,5,7,8,9	SMC
Media Outreach	Hire vendor for outreach campaign	4,5,7,8,9	SMC
Retention Assistance	Reach out to clients who have renewals due within a month after PHE lift	4,5,7,8,9	SMC
Outreach	Plan and execute Medi-Cal workshops	4,5,7,8,9	SMC
12 Month PHE Unwinding Period			



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Redetermination Assistance	Call or meet with active clients who are about to discontinue and assist with renewals.	4,5,7,8,9	SMC
Retention	Call or meet with clients who have been discontinued to assist in completing forms for reapplying or complying with the renewal process within the 90 day cure period.	4,5,7,8,9	SMC
Retention	Plan and execute Medi-Cal workshops	4,5,7,8,9	SMC
Retention	Review returned mail and contact clients for clarification on current address	4,5,7,8,9	SMC