



**SANTA CLARA 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 execute Service Agreements with subcontractors. Any clarifications on all deliverables and compliance complications will be addressed. Subcontractors providing outreach and enrollment services in Santa Clara County include Healthier Kids Foundation (HKF), Community Health Initiative (CalCHI), and Community Health Partnership (CHP).	11/31/2022	N/A
Each subcontractor's work plan will be reviewed by CCHI and updated as necessary by the CBO contracted by CCHI. All work plans submitted to CCHI will be made available to DHCS.	11/31/2022	N/A
CCHI Salesforce Administrator will ensure Salesforce CRM System is set up for all subcontractors including implementation, usage, and training for new staff. Provide additional training(s), modify non-CCHI Salesforce systems, and establish Salesforce non-profit instances as needed with sub-contractors that don't currently use CCHI's Salesforce CRM System.	12/31/2022	N/A
CCHI and subcontractors will increase their collective capacity to provide services to Medi-Cal beneficiaries. Subcontractors will hire additional FTE (Bilingual Health Enrollment Navigators) with the capacity to speak English, Mandarin, Spanish, Vietnamese, and other languages. CCHI will bring on board an additional Program Coordinator to oversee project.	12/31/2022	N/A
The subcontractors will collaborate with the local Medi-Cal Health Plan. Develop partnership and designate a point of contact; Receive semi-annual presentations from the member services department for best practices when providing health access services to Medi-Cal beneficiaries. Copies of the MOU will be given to CCHI.	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>
Outreach	Participate and 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	CalCHI, CHP, & HKF
Outreach	Distribute outreach materials via phone calls, texts, and mailers.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Media Outreach	Participate and share Medi-Cal enrollment services via radio stations that target Spanish-speaking communities.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Media Outreach	Post social media posts across all available agencies' platforms and all regional Promotores groups' platforms.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF CCHI
Application Assistance	Assist with the application process and submit the necessary documents.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Troubleshooting	Provide troubleshooting assistance to all individuals who encountered issues with getting enroll in coverage. Any challenges beyond what an Assister can provide will be connected to the Ombudsman for assistance.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Access & Utilization	Assist with accessing and utilizing healthcare services. HAAs will perform post-enrollment with follow-up contact attempts. Two-month and 10-month follow-up surveys.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Enrollment	Assist eligible clients with the application process and assist with submitting the necessary documents. HAA will become authorized representatives if needed, and keep in touch with clients for any further information needed. Communications will be through phone, in-person, or zoom (based on the client's preference).	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Access & Utilization	CCHI will ensure that subcontractors pre-screen potential applications and provide education on how to utilize their Medi-Cal benefits.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF



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Access & Utilization	Explain the difference between managed care, eligibility, and the Medi-Cal application approval process for beneficiaries.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Troubleshooting	Provide information to beneficiaries on the limitations or denials of their Medi-Cal benefits.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Troubleshooting	Assist with contacting local County Social Services to include additional beneficiaries in a household case.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Retention	Subcontractors will conduct targeted phone calls, text messaging, and mailers to beneficiaries due for redetermination to prevent a lapse in health coverage	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Retention	HAAs will assist clients in the submission of required redetermination documents to maintain coverage.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKFA5:D17



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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.**

<b>TASK</b>	<b>STRATEGIES AND ACTIVITIES</b>	<b>TARGET POPULATIONS</b>	<b>RESPONSIBLE ENTITY</b>
<b>During PHE</b>			
Outreach	Attend and host outreach events and distribute materials specifically related to the PHE efforts. Additionally, subcontractors will provide education to Medi-Cal beneficiaries through one-on-one education, tabling, and community events about the importance of and how to keep their contact information up to date with their local County Social Services Agency.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Outreach	CCHI will partner with subcontractors to facilitate county government relationships to strengthen their ability to move enrollees through the system and confirm their respective enrollment status.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF CCHI
Outreach	Subcontractors will conduct in-reach to existing and past clients to update information on PHE and the impact on coverage once it is lifted.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Media Outreach	Utilize social media platforms to spread information surrounding the PHE.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF CCHI
Outreach	CCHI and subcontractors will attend the Department of Health Care Services Ambassadors webinars, to be informed regarding the unwinding of the Public Health Emergency. CCHI and subcontractors will also disperse said information and adjust practices based on the most recent publications.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF CCHI
<b>60 Days Prior to PHE Termination</b>			
Media Outreach	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	CalCHI, CHP, & HKF



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Outreach	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	CalCHI, CHP, & HKF
Retention Assistance	Follow up with families one year after applying to remind them about renewing their Medi-Cal and any updates to maintain coverage.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Retention	Email or mail letters to families who have successfully enrolled in the Medi-Cal program that detail how to report addresses or information changes to Medi-Cal.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Retention	Include renewal information as part of the initial Medi-Cal enrollment process for clients. Provide contact information for families to call when they get renewal packets and instruct them to re-establish the contract at that time.	6,7,8,9,10	CalCHI, CHP, & HKF
Retention	Conduct outreach in hospitals and verify all information is up to date for the parents and enroll the infant into coverage. PHE information will be provided during these interactions.	6,7,8,9,10	HKF
Outreach	Conduct and organize presentations and communications to local partner entities such as schools, county workers, and churches on the impact of PHE.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Outreach	Promote the PHE termination date (per DHCS approval) during the outreach events and communications.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Outreach	Letters, postcards, or an informational mailer detailing the end of the PHE (60-day notice) and the need for beneficiaries to ensure their contact information is up to date with their local County Social Services Agency.	1,2,3,4,5,6,7,8,9,10	CalCHI, CHP, & HKF
Outreach	Conduct phone calls, text messaging, etc., explaining the end of the PHE in 60 days and the need for beneficiaries to ensure their contact information is up to date with their local County Social Services Agency	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Media Outreach	Utilize DHCS Ambassadors program "Department of Health Care Services Communication Toolkit" materials for messaging and posts on Media for explaining the end of the PHE in 60 days and the need for beneficiaries to ensure their contact information is up to date with their local County Social Services Agency.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Retention Assistance	Provide education and educational materials to newly enrolled Medi-Cal beneficiaries detailing when and how to return their redetermination packet.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Retention	Conduct courtesy calls to remind them of their renewal deadline and the latest PHE information.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF
Retention Assistance	Assists with renewal packet supporting documents and submission.	1,2,3,4,5,6,7,8,9,10,11	CalCHI, CHP, & HKF



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<b>12 Month PHE Unwinding Period</b>			
Outreach	Provide education to newly enrolled Medi-Cal beneficiaries about the PHE and to return in one year or look for their redetermination packet in the mail to complete their Medi-Cal renewal.	1,2,3,4,5,6,7,8,9,10	CalCHI, CHP, & HKF
Retention	Email or mail letters to families who have successfully enrolled in the Medi-Cal program detailing how they need to report address changes or information changes Medi-Cal would need.	6,7,8,9,10	CalCHI, CHP, & HKF
Redetermination Assistance	Post tailored messaging and material on media platforms (social media, webpages, etc.) encouraging Medi-Cal beneficiaries about the need to ensure their contact information is up to date with their local County Social Service Agency.	1,2,3,4,5,6,7,8,9,10	CalCHI, CHP & HKF
Redetermination Assistance	Provide education and educational materials for Medi-Cal beneficiaries regarding the annual redetermination, and renewal process, including required actions for beneficiaries.	1,2,3,4,5,6,7,8,9,10	CalCHI, CHP, & HKF
Redetermination Assistance	Conduct follow-ups with families to determine if their Medi-Cal is still active.	6,7,8,9,10	CalCHI, CHP, & HKF