



**SONOMA 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.

PROGRAM PLANNING AND START-UP ACTIVITIES	ANTICIPATED COMPLETION DATE	ACTUAL COMPLETION DATE
California Coverage and Health Initiative (CCHI) will convene a group meeting with all subcontractors to review expectations, roles, and responsibilities. Group meeting will be conducted via Microsoft Teams.	10/31/2022	N/A
CCHI will execute Service Agreement with subcontractor, Redwood Community Health Coalition (RCHC), highlighting deliverables and expectations of services in Sonoma County.	10/31/2022	N/A
CCHI will work with subcontractor to ensure memorandum of understandings (MOUs) are executed with subcontractor's local partners to provide Medi-Cal outreach and enrollment services. A copy of each executed MOUs will be provided to CCHI.	10/31/2022	N/A
Compile and prepare outreach materials to share with subcontractor in anticipation of Public Health Emergency termination after October 15, 2022.	11/31/2022	N/A
CCHI will require all subcontractor's staff working under this project be train in CCHI's Health Access Assister Curriculum via web-based.	11/31/2022	N/A
CCHI will ensure subcontractor hire on additional staff to implement the project which will involve subcontractor's Human Resource Department and Project Director to 1. Create Job Description 2. Post and screen 3. Interview and Offer 4. Onboard and train.	12/31/2022	N/A
CCHI's contracted Salesforce Developer, Ten2Eleven, will work with subcontractor to provide access to CCHI's Salesforce CRM system to track Outreach, Enrollment, Retention, and Utilization (OERU) data.	12/31/2022	N/A
CCHI's Salesforce Administrator will provide training to subcontractor's Health Access Assisters (HAAs) and its local partners in entering Medi-Cal Outreach, Enrollment, Retention, and Utilization (OERU) services in CCHI's customized Salesforce CRM System.	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.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
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/CCHI
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/CCHI
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/CCHI
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/CCHI
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/CCHI
Outreach	CCHI will ensure Subcontractors will conduct outreach to County of Sonoma 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/CCHI
Outreach	Subcontractors will conduct outreach to existing clients.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will ensure Subcontractors conduct outreach to Key Stakeholders and give presentations/facilitate meetings.	1,2,3,4,5,6,7,8,9,10,11	RCHC/CCHI



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Outreach	CCHI will ensure that Subcontractors distribute outreach material-phone calls, texts, and mailers. Subcontractors will also post posters in markets and common areas.	1,2,3,4,5,6,7,8,9,10,11	RCHC/CCHI
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
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; Cold call and/or 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/CCHI
Troubleshooting	CCHI will ensure Subcontractors offers troubleshooting assistance to all individuals.	1,2,3,4,5,6,7,8,9,10,11	RCHC/CCHI
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
During PHE			
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 Sonoma 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 as is available.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Media Outreach	Subcontractors will provide information related to the PHE on Spanish radio.	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 DHS. The message will be shared at outreach, enrollment, retention, and utilization events.	1,2,3,4,5,6,7,8,9,10,11	RCHC



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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
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	CCHI 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
60 Days Prior to PHE Termination			
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 Sonoma 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
Retention	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 families they serve.	1,2,3,4,5,6,7,8,9,10,11	RCHC
Outreach	CCHI will ensure that subcontractors is promoting the termination date (per approval) during Monthly Outreach.	1,2,3,4,5,6,7,8,9,10,11	RCHC
12 Month PHE Unwinding Period			
Retention	Subcontractors will make courtesy calls to remind of their renewal data and PHE.	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