

**Non-Specialty Mental Health Services
Outreach and Education Plan
Approval Standards Matrix and
Worksheet**

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MEDI-CAL MANAGED CARE PLAN (MCP) SUBMISSION INFORMATION

Plan Information	Name/Date
MCP Name	
County	
Date Plan Submitted	
Date Sent for Revisions <i>(mark as N/A if approved on first submission)</i>	
Date Re-Submitted with Revisions <i>(mark as N/A if approved on first submission)</i>	
Date Approved	

DHCS REVIEWER INFORMATION

Reviewer Information	Name/Date
Name/Role	
Date of initial review	
Date of revision review	

INSTRUCTIONS

Submission Scoring

If an Outreach and Education Plan meets requirements for all categories as determined by the DHCS reviewer on initial submission, the reviewer will mark "Approved as Submitted" in the Submission Score table. Then, the DHCS reviewer will return the scoring form to the MCP along with a statement of approval, via email.

If an Outreach and Education Plan receives a score of "Additional Information Requested (AIR)" for any category, the reviewer will mark "AIR" and the Outreach and Education plan will be returned to the MCP for revision & resubmission. The DHCS reviewer will return this scoring form to the MCP along with a request for revision, via email. MCPs must resubmit their plans for re-review no later than June 30, 2025.

If an Outreach and Education Plan receives a score of "Does Not Meet" on any category, and the MCP is unable or unwilling to revise their plan, the reviewer will mark "Denied" in the Submission Score table.

Outreach and Education Plans must begin initial implementation by January 1, 2025, per [APL 24-012](#) requirements. For the initial year of annual outreach and education, the MCP will implement their Outreach and Education plan prior to DHCS review. Any modifications required by DHCS must be implemented no later than January 1st of the following year.

Outreach and Education Plan Approval Standards Summary Score

DHCS reviewers will evaluate MCPs' Outreach and Education Plans to determine if they meet the criteria included for each category of the plan. If the reviewer determines the plan fulfills a category, they will select "Meets" in the "Score" column.

If the DHCS reviewer determines that the Outreach and Education Plan does not meet the criteria for a category, they will mark "Does Not Meet" in the "Score" column. The DHCS reviewer will provide specific feedback on why the submitted content does not meet the requirements, in the "Revision Instructions" column. The DHCS reviewer will then mark "Additional Information Requested (AIR)" in the [Submission Score section](#).

SUBMISSION SCORE

Choose One	Submission Review Options
<input type="checkbox"/>	Approved as Submitted
<input type="checkbox"/>	Additional Information Requested (AIR)
<input type="checkbox"/>	Denied

OUTREACH AND EDUCATION PLAN APPROVAL STANDARDS SUMMARY SCORE

Categories	Score
Developed with stakeholder & Tribal partner engagement [SB 1019: 14190.1.(a)(1)]	
Alignment with Population Needs Assessment/NCQA Population Assessment [SB 1019: 14190.1.(a)(2)]	
Alignment with utilization assessment [SB 1019: 14190.1.(a)(2)]	
Alignment with National Culturally & Linguistically Appropriate Services Standards [SB 1019: 14190.1.(a)(3)]	
Best practices in stigma reduction [SB 1019: 14190.1.(a)(3)]	
Multiple points of contact for Member access [SB 1019: 14190.1.(a)(3)]	
Primary Care Provider Outreach and Education [SB 1019: 14190.1.(e)]	

Category: Developed with stakeholder & Tribal partner engagement

Identify if the MCP’s Outreach and Education Plan “Meets” or “Does not meet” each plan component and provide revision instructions for any component identified as “Does not meet”.

Once this table is scored, place the final score in the Outreach and Education Plan Approval Standards Summary Score table in the [Developed with stakeholder & Tribal partner engagement](#) row.

Plan Component	Score	Revision Instructions
Outreach and Education Plan describes MCP collaboration with Tribal partners.		
Outreach and Education Plan describes MCP collaboration with the community advisory committee (CAC) established by the MCP.		
MCPs sent email attestation as to the convening with their Community Advisory Committee, per APL requirement		
Outreach and Education Plan describes MCP collaboration with local stakeholders representing diverse racial and ethnic communities. For example, clients and stakeholders representing clients of diverse ages, racial and ethnic communities and other groups experiencing high rates of mental health concerns.		
Outreach and Education Plan describes how community advisory committee, local stakeholder, and Tribal partner engagement influenced Outreach and Education Plan elements.		

Category: Alignment with Population Needs Assessment/NCQA Population Assessment*

Identify if the MCP’s Outreach and Education Plan “Meets” or “Does not meet” each plan component and provide revision instructions for any component identified as “Does not meet”.

Once this table is scored, place the final score in the Outreach and Education Plan Approval Standards Summary Score table in the alignment with the [Population Needs Assessment/NCQA Population Assessment](#) row.

Plan Component	Score	Revision Instructions
A Population Needs Assessment* was submitted by MCP along with the annual Outreach and Education Plan.		
The Outreach and Education Plan describes how the outreach/education materials and messaging are designed to be appropriate for the diversity of the plan enrollee membership.		
The Outreach and Education Plan describes how the population’s language translation needs are met (reference: MCP contract requirements & APL 21-004).		

Note: Please see the [Appendix](#) for additional resources.

* The Population Needs Assessment reference in the [SB 1019 Bill](#) will eventually be replaced by a Community Health Needs Assessment. See the [Population Health Management \(PHM\) Policy Guide](#) for more details.

Category: Alignment with Utilization Assessment

Identify if the MCP’s Outreach and Education Plan “Meets” or “Does not meet” each plan component and provide revision instructions for any component identified as “Does not meet”.

Once this table is scored, place the final score in the Outreach and Education Plan Approval Standards Summary Score table in the alignment with the [Alignment with Utilization Assessment](#) row.

Plan Component	Score	Revision Instructions
Utilization Assessment was submitted by MCP along with Outreach and Education Plan		
Utilization Assessment accounts for utilization of covered mental health benefits by race, ethnicity, language, age, sexual orientation, gender identity, and disability. <i>(Note: MCPs may describe if data capture of the required descriptors is not adequate at this time for this type of analysis, and what they are doing to improve data capture)</i>		
The Outreach and Education Plan provides strategies to reach Member groups with low utilization of Non-Specialty Mental Health Services, as identified in the utilization assessment		
<i>Once available, MCPs utilize findings from the Non-Specialty Mental Health Member experience surveys, regarding service utilization, to develop strategies to enhance outreach and education plans.</i>	<i>Not Applicable for December 31, 2024, nor 2025, submissions</i>	

Category: Alignment with National Culturally & Linguistically Appropriate Services Standards

Identify if the MCP’s Outreach and Education Plan “Meets” or “Does not meet” each plan component and provide revision instructions for any component identified as “Does not meet”.

Once this table is scored, place the final score in the Outreach and Education Plan Approval Standards Summary Score table in the alignment with Alignment with the [National Culturally & Linguistically Appropriate Services Standards](#) row.

Note: The Outreach and Education Plan can include language from the MCP’s policies and procedures on culturally and linguistically appropriate service standards to satisfy these requirements.

Plan Component	Score	Revision Instructions
Outreach and Education Plan describes how MCP will offer “language assistance to individuals who have limited English proficiency and/or other communication needs, at no cost to them, to facilitate timely access to all health care and services.” [Standard 5]		
Outreach and Education Plan describes how MCP will inform “all individuals of the availability of language assistance services clearly and in their preferred language, verbally and in writing.” [Standard 6] Note: Refer to APL 21-004 and the Managed Care Contract for specifics on meeting this standard.		

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Plan Component	Score	Revision Instructions
<p>Outreach and Education Plan describes how MCP will ensure “the competence of individuals providing language assistance, recognizing that the use of untrained individuals and/or minors as interpreters should be avoided.” [Standard 7]</p>		
<p>Outreach and Education Plan describes how MCP will provide “easy-to-understand print and multimedia materials and signage in the languages commonly used by the populations in the service area.” [Standard 8]</p>		
<p>Outreach and Education Plan describes how MCP will partner “with the community to design, implement, and evaluate policies, practices, and services to ensure cultural and linguistic appropriateness.” [Standard 13]</p> <p>Note: also see section on “Developed with Stakeholder & Tribal Partner Engagement”</p>		

Category: Best practices in stigma reduction

Identify if the MCP’s Outreach and Education Plan “Meets” or “Does not meet” each plan component and provide revision instructions for any component identified as “Does not meet”.

Once this table is scored, place the final score in the Outreach and Education Plan Approval Standards Summary Score table in the alignment with the [Best Practices in stigma reduction](#) row.

Plan Component	Score	Revision Instructions
Outreach and Education Plan directly addresses actions/steps/language used to reduce stigma in outreach and education plans/materials.		
Outreach and Education Plan notes if MCPs partnered with County Mental Health Plan (MHP) partners in the development of their outreach and education plans to coordinate efforts to educate Members on how to access mental and behavioral health services.		

Category: Multiple points of contact for Member access

Identify if the MCP’s Outreach and Education Plan “Meets” or “Does not meet” each plan component and provide revision instructions for any component identified as “Does not meet”.

Once this table is scored, place the final score in the Outreach and Education Plan Approval Standards Summary Score table in the alignment with Alignment with the [Multiple points of contact for Member access](#) row.

Plan Component	Score	Revision Instructions
Outreach and Education Plan includes information on the multiple points of contact for Members to access mental health benefits (e.g., MCP website, MCP phone number, MCP email, MCP ombudsman, etc.)		

Category: Primary Care Provider Outreach and Education

Identify if the MCP’s Outreach and Education Plan “Meets” or “Does not meet” each plan component and provide revision instructions for any component identified as “Does not meet”.

Once this table is scored, place the final score in the Outreach and Education Plan Approval Standards Summary Score table in the alignment with Alignment with the [Primary Care Provider Outreach and Education](#) row.

Plan Component	Score	Revision Instructions
Outreach and Education Plan describes MCP’s plan to conduct annual outreach and education to primary care providers (PCP) regarding covered Non-Specialty Mental Health Services.		
The PCP outreach and education plan notes how the PCP plan was informed by the Quality Improvement and Health Equity Committee (QIHEC).		

Note: Please see the [Appendix](#) for additional resources.

APPENDIX

Dual Eligible Member Resources

Dually eligible members are people enrolled in both Medicare and Medi-Cal. Medicare is the primary payer for most benefits, including non-specialty mental health services. Beginning in 2024, Medicare newly covers services provided by Marriage and Family Therapists and Mental Health Counselors. MCPs may include information about Medicare mental health benefits when conducting outreach for older adults and people with disabilities if they are the same payor for both lines of business.¹

More information on mental health services for dually eligible members can be found at the following hyperlinks:

1. For Members: [Mental Health Resources for Older Adults \(DHCS\)](#)
2. For Providers: [Medicare Provider Mental Health Fact Sheet \(DHCS\)](#)
3. For both Members & Providers: [Medicare & Mental Health Coverage \(CMS\)](#)

Cal-MAP Resources

The California Child and Adolescent Mental Health Access Portal ([Cal-MAP](#)) is a CalHOPE pediatric mental health care access program designed to increase timely access to mental health care for youth throughout California, especially in the state's most underserved and rural areas. Cal-MAP's team of psychiatrists, psychologists, and social workers provide no-cost consultation, education, and resource navigation to California PCPs caring for mental and behavioral health concerns in youth ages 0-25. Through the Cal-MAP program, PCPs can consult directly with child and adolescent psychiatrists, psychologists, and care coordinator social workers on common mental health and behavioral concerns, including care coordination guidance on identifying appropriate referrals for patients and help linking families with specialty mental health and support services. For more information, please refer to: <https://cal-map.org/>.

¹ <https://www.dhcs.ca.gov/services/Pages/Integrated-Care-for-Dual-Eligible-Beneficiaries.aspx>