



The Coordinated Care Initiative Update on Outreach and Education *August 2013*

Key Outreach Principles

The State is committed to implementing a thorough outreach and education plan, designed to provide actionable, accurate information in a timely manner to various audiences. For example:

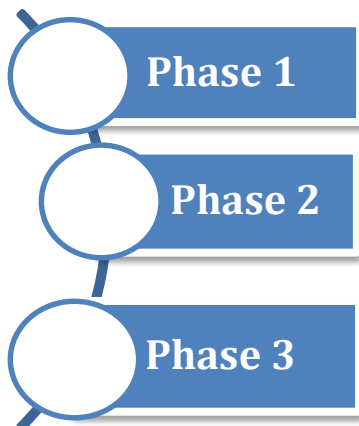
- **Beneficiary populations:** The goal is to help them make informed choices based on their needs and ensure that they have a good understanding of their options.
- **Provider populations:** The goal is to help them understand the program, how it impacts them and their patients, and how to help support their patients in making informed choices.

In addition to beneficiaries and providers, community based organizations, advocates, and other stakeholders are also included in the outreach plan. Overall, the plan aims to build on the foundation of California's existing network of supports for the eligible population.

Outreach Work to Date

Beneficiaries and providers have multiple decision points in regards to their participation in the CCI. Recognizing this reality, the State's CCI Outreach Plan is a ground-up effort. Work done over the past year includes but is not limited to: relationship building within communities, meetings with provider organizations, and educational presentations to staff at adult day care centers, 2-1-1 call centers, and other locations that will be initial points of contact for individuals who have questions about the CCI.

Understanding Outreach Phases



Phase 1

Leadership Tasks: Toolkit development, build online presence, develop enrollment materials, set up infrastructure for Phase 2.

Phase 2

Provider and Organization Outreach: Continue tasks from Phase 1, hold meetings, create and host webinars, get information into newsletters, provide trainings.

Phase 3

Beneficiary Outreach: Continue tasks from Phase 2, provide presentations, attend meetings, targeted media, work with stakeholders to refine outreach materials. (Begins in earnest near when the first notices are mailed, 90 days from program start date.)

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