



Feb 21, 2014

WEEKLY UPDATE

Coordinated Care Initiative Outreach Weekly Update

Events This Week in CCI Outreach

Introducing the CCI Outreach Coordinators

This week, community groups and local organizations working on CCI outreach in Alameda (2/19), Los Angeles (2/19), Riverside/San Bernardino (2/20), San Mateo (2/18) and Santa Clara (2/18) each met with the CCI outreach coordinators for their region. These meetings helped better develop partnerships to increase outreach efforts in the counties. A similar meeting is scheduled in San Diego County next week.



Some of the joint efforts discussed included Train the Trainer presentations, tele town halls, direct beneficiary education, and webinars for caregivers and service providers, such as IHSS providers.

Clockwise from upper left: Kim Huynh, Emma Daugherty, Rina Cruz, Claudia Hensel & Shelly Grimaldi

If you are interested in meeting the outreach coordinator in your region, or would like to schedule a presentation or webinar or other outreach event, please let us know!

- Claudia Hensel (claudia@harbageconsulting.com): Riverside, San Bernardino & San Diego counties
- Emma Daugherty (emma.daugherty@harbageconsulting.com): Los Angeles County
- Kim Huynh (kim@harbageconsulting.com): Riverside, San Bernardino & San Diego counties, Vietnamese-language populations
- Rina Cruz (rina@harbageconsulting.com): Los Angeles County, Spanish-language populations
- Shelly Grimaldi (shelly@harbageconsulting.com): Alameda, San Mateo & Santa Clara counties

The outreach coordinators are supported by the director of outreach, Ryan MacDonald (ryan@harbageconsulting.com), who is based in Northern California. We're continuing to expand our outreach team to meet the needs of CCI outreach across the state.

Stay tuned in future updates to learn more about the outreach coordinators and the work they are doing with community partners in your county!



2/20 - San Mateo County

Staff at the Fair Oaks Adult Activity Center, a Peninsula Family Service site in San Mateo County, tuned in to a webinar on the Coordinated Care Initiative. In the post webinar survey, staff enthusiastically recommended the presentation for other senior service centers, and said the information about enrollment timelines would definitely be helpful to the seniors they work with.

You can find a similar presentation on the CCI [here](#). Let us know if you'd also like a presentation or webinar by emailing us at info@calduals.org!



Provider Webinars

As a part of provider outreach efforts, DCHS has partnered with [CAPG](#), which represents physicians groups, to offer a series of webinars on Cal MediConnect. Thus far, the webinars have had up to 80 participants!

- 1/29 - [Health Risk Assessment](#)
- 2/5 - [Care Plans & Care Teams](#)
- 2/12- [IHSS](#)
- 2/19 - [Care Plan Option Services](#): Discussion of how physicians can work with plans to provide care plan options that go beyond existing long-term services and supports to help beneficiaries stay at home and in their communities.

Other Recent Events

Alameda County

- **2/10 - Commission on Aging:** Coordination with local stakeholders on upcoming events related to the CCI and other outreach activities.

Los Angeles County

- **2/6 - Office of Clients' Rights Advocacy (OCRA) & North Los Angeles County Regional Center:** Seminar for consumers and their families on the CCI and Cal MediConnect.
- **2/19 - LA Care CCI Stakeholder Meeting:** More than 80 local advocates and stakeholders met to coordinate outreach strategies for Los Angeles County. For example, the National Senior Citizen's Law Center will be partnering with community-based organizations to provide "train the trainer" sessions next month, made possible by a grant from LA Care.

Riverside & San Bernardino

- **2/12 - Adult Protective Services Multi-Disciplinary Team Meeting:** Presentation on CCI for more than 20 staff members, including social workers and representatives from the local ombudsman program and health plans.
- **2/12 - Norton Younglove Senior Center:** Presentation on the CCI for more than 25 seniors, many of whom were very excited about the program.

San Diego County

- **2/12 - East County Senior Services Providers:** Monthly meeting with 20 service providers and small local business owners and members.
- **2/19 - East County's Action Network Public Forum:** 30 advocates and several consumers attended an event at which the Cal MediConnect health plans, Aging and Independence Services, HICAP and PACE presented different aspects of the new program.

Santa Clara County

- **1/24 - IHSS Consumer Leadership Academy:** California Alliance for Retired Americans (CARA) brought important information about the CCI to around 30 advocates and beneficiaries.

Statewide Stakeholder Outreach Events

Stakeholders had two recent opportunities to participate in CCI statewide outreach events:

- **2/7 - Stakeholder Comment on Outreach Toolkit:** DHCS released a draft version of toolkit materials, including presentation slide decks, seven fact sheets and a general CCI brochure. After a stakeholder comment period that included a call to solicit feedback, updated materials were posted to CalDuals.org
- **2/13 - Monthly Stakeholder Webinar:** This month's stakeholder webinar featured the newly updated and released Coordinated Care Initiative Beneficiary and Provider Outreach plan.

Looking Ahead

San Diego County

- 2/26: Ethnic Media Roundtable

Doing an event on the CCI? Let us know! Email info@calduals.org and put "Weekly Update" in the subject line.

New This Week

[Sample Enrollment Materials](#): Now available on CalDuals.org, you can find a sample choice form like the ones that beneficiaries will use to select a Cal MediConnect or Medi-Cal health plan.

Toolkit: Our [updated outreach toolkit](#) is available for download and use by the public.

Stay Connected



For More Information Visit
www.CalDuals.Org

[Forward this email](#)

 SafeUnsubscribe™

This email was sent to info@calduals.org by info@calduals.org |
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

CalDuals | 1501 Capitol Ave | Sacramento | CA | 95814