

WEEKLY UPDATE

Coordinated Care Initiative Outreach Weekly Update

Events This Week in CCI Outreach

Would you like to have a CCI presentation or Train the Trainer for your staff or organization? [Fill out this form](#) and let us know!

Are you or your agency doing outreach about the CCI and want to see it featured in the Weekly Update? Email us at info@calduals.org - we'll include it!

Los Angeles Health Expo Features the CCI

12/7 - **Community Health Councils** and **Los Angeles Council District 9** sponsored a free **Health Expo** at the **CD 9 Constituent Center** during CicLAvia South Los Angeles. CicLAvia uses vibrant public spaces to make the streets safe for all people to walk, skate, play and bike. The Health Expo featured various free health screenings, information and resources on health care services, healthy cooking demonstrations, a farmers market, bilingual bike rodeo, and fun physical activities like Zumba. CCI informational fliers in both English and Spanish were distributed at the Health Expo to provide community members assistance in making informed decisions about new health care options.





San Mateo / Santa Clara Counties

11/24 - Talking with Henrietta, a regional talk show which hosts experts on topics ranging from domestic violence prevention to climate-related disaster preparedness, hosted an episode about the CCI and Cal MediConnect. The panelists included Health Plan of San Mateo CEO Maya Altman, Chief Medicare Officer of Santa Clara Family Health Plan Tony Solem, and Vietnamese community advocate Thong Le, and the discussion focused on how the program is being implemented in both San Mateo and Santa Clara. Altman commented on the successful retention of new enrollees despite initial challenges locating new beneficiaries due to changed addresses. Le expressed his anticipation about the potential positive impact that language-appropriate care coordinators will bring to his dually eligible father and mother-in-law.

This discussion can be viewed on Channel 27 on the Midpeninsula and on the Internet ([click this link to watch](#)) from Sunday, November 30, 2014 through Saturday, December 16, 2014. This show can be seen on:

**Sundays @ 5 p.m.
Thursdays @ 8 p.m.
Tuesdays @ 8 p.m.
Fridays @ 3:30 a.m. and 12 p.m.
Wednesdays @ 2 a.m. and 11 a.m.
Saturday at 10 a.m.**



San Diego County

12/4 - Eight staff members of the **Meals on Wheels** organization in El Cajon received a training on the CCI. Following the training, supervisors had the intention of guiding and training their volunteers on identifying consumers who are Medi/Medi and those who only have Medi-Cal, and about the importance of the notices sent out by the state. Additionally, 500 CCI-related educational fliers will be hand-delivered to eligible consumers with their meals. This is the fourth staff of a Meals on Wheels agency that has been trained, and staff and volunteers will continue to inform consumers of the changes to their health care as new members join their program.



Other Recent Events

Statewide

- **12/2** - Over 25 provider members of the **California Medical Association (CMA)** joined a **CCI webinar** specifically oriented towards physicians. Attendees were educated on different components of the CCI, the noticing process, and how their patients will experience the transition. The webinar also covered important information for physicians to understand for their practice and the beneficiaries they serve.

Los Angeles County

- **11/25** - The leadership and staff of **Pioneer Medical Group** attended a CCI educational session at the Cerritos corporate office of MedPoint Management, Inc., a management service organization that provides comprehensive management services to Independent Practice Associations (IPAs) and health care networks. The medical group has a high number of patients who are eligible for Cal MediConnect, and future informational events to educate the rest of the of MPM organization are planned.
- **12/4** - Spanish-speaking attendees of the **Care1st Resource Center** in Huntington Park participated in a presentation to learn about their health plan choices under the CCI. Those present learned about their enrollment options, notices, and resources available to them such as the Health Insurance Counseling and Advocacy Program (HICAP) and the Cal MediConnect Ombudsman. Many of the participants had already received their envelopes. Some had questions about what to do to keep their providers, while others had questions about enrollment.
- **12/4** - Beneficiaries and their families learned more about Cal MediConnect during a presentation at the **Filipino American Community of Los Angeles (FACLA)**. The attendees had heard about the event by way of community newspapers, phone calls from FACLA employees, or advertisements at their housing sites. Participants learned about Cal MediConnect as well as the resources available to them should they have questions about their options. Many brought their blue envelopes with them and had questions about how to fill out the choice form, or their transition from their Dual Special Needs Plans (D-SNPs) to Cal MediConnect plans.
- **12/5** - Members of the medical management team and staff of **Physician Data Trust (PDT)** in Cerritos attended a CCI informational meeting. PDT is a management service organization specializing in managing Independent Physician Associates (IPAs) with both commercial and senior managed care (HMO) patients. Member IPAs include St. Vincent IPA, Noble AMA IPA and Tri-Cities IPA. During the session, CCI program details were covered, which will help PDT with its continued efforts to assist IPA members respond to questions

from beneficiaries.

Riverside / San Bernardino Counties

- **12/2** - A CCI outreach and education session was held at the **Healthy Jurupa Valley Community collaborative meeting** in Jurupa Valley. The meeting was part of a regular monthly meeting of Jurupa Valley's community organizations, organized by Reach Out "Strengthening Communities" and the City of Jurupa Valley. The meeting was attended by about 40 representatives from many community organizations, including Family Service Association (FSA) and Country Village, an active senior community in the area. Additional outreach and education sessions are planned in the near future for providers and beneficiaries in Jurupa Valley.

San Diego County

- **11/24** - Patient services and billing staff attended a CCI educational session at **MedDerm**, a medical and cosmetic dermatology physician group in San Diego. The presentation covered specialist-specific information, San Diego plan options, and continuity of care. MedDerm's staff are planning to reach out to their practice's Medi-Medi patients in the coming weeks.

Santa Clara County

- **12/2** - Santa Clara County providers were invited to participate in the third **Santa Clara County CCI Provider Webinar of Fall 2014**. Twenty-five providers joined the presentation and asked questions about how interdisciplinary care teams will be coordinated, what enrollment choices are available to beneficiaries, and how crossover claims should be handled under Cal MediConnect.
- **12/4** - The **Santa Clara County Safety Net Meeting** included a CCI announcement on its agenda this month in anticipation of Santa Clara County's Cal MediConnect enrollment beginning in January. Many of the groups which regularly attend the Safety Net meeting, such as CalWORKS' Rapid Re-Housing program and various shelters, serve dually eligible populations and appreciated the opportunity to discuss the enrollment process. The meeting's discussion reaffirmed the importance of connecting transient and homeless populations with their enrollment materials that are sent by mail.
- **12/6** - **Neighbors Helping Neighbors** provided participants with a chance to listen to a CCI overview presentation and sign up for one-on-one questions and answer sessions. Neighbors Helping Neighbors is a community organization which invites social services and topic experts to help people access services. Participants attended the overview and questions focused primarily on things to consider when making an informed choice about enrollment.



Looking Ahead

*****All our outreach activities, including private events, are listed in this Update. Please email us about attending events that aren't linked below. *****

Los Angeles County

- 12/8 - Beneficiary presentation at Foothill Unity Center In Monrovia (English, Chinese, Spanish)
- 12/9 - Beneficiary presentation for residents at South Park Manor (English, Korean)
- 12/10 - [Presentation for Senior Group at St. Thomas Aquinas Parish in Monterey Park](#) - public event
- 12/12- Beneficiary presentation at Foothill Unity Center in Pasadena (English, Chinese, Spanish)
- 12/13 - Service Planning Area (SPA 7) 4th Annual Community Family Fiesta (English, Spanish)
- 12/18 - CCI communications meeting
- 12/20 - [Operation Toasty Christmas](#) - public event
- 12/23 - Beneficiary presentation for residents of New Hope Senior Housing during their Senior Appreciation and Education Christmas event (English, Korean)

Riverside / San Bernardino Counties

- 12/11 - UDW membership meeting presentation for 200 caregivers

San Diego County

- 12/10 - Plaza City Apartments presentation for residents
- 12/12 - Ombudsman long-term Care training for volunteers
- 1/10 - The 5th Annual Martin Luther King Jr Community Celebration & Sportsfest

Santa Clara County

- 12/9 - DeVries Place - A Mid Pen Property (Mandarin, Cantonese)
- 12/9 - [CCI / Cal MediConnect workshop for family caregivers of individuals with Alzheimer's Disease or other dementia](#) - public event
- 12/10 - Presentation for Davitas
- 12/10 - Health Trust AIDS Service Managers
- 12/11 - Presentation for Momentum for Mental Health

Doing an event on the CCI? Let us know and we'll list it in the update! Just email info@calduals.org and put "Weekly Update" in the subject line.



New This Week

Updates to CalDuals.org

- [Cal MediConnecToons](#), animated videos that describe the components of the Coordinated Care Initiative, are now available in English and Spanish (and with subtitles in both languages). Watch them on our site or download them to your computer directly from Vimeo.
- The **D-SNP insert** that arrives with the 90- or 60-day notices is available for viewing online in 12 different languages on the [Enrollment Materials](#) page.



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