

Weekly Update

Coordinated Care Initiative Outreach Weekly Update

**January 26,
2015**

Would you like to have a CCI presentation or Train the Trainer presentation 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 feature it in our Update? Email us at info@calduals.org - we'll include it!

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CCI Outreach Events This Week

Los Angeles Cal MediConnect Providers Summit



More than 400 physicians, IPA representatives, skilled nursing staff, and other clinicians attended the **Cal MediConnect Provider Summit** on

Wednesday January 21st. During her opening remarks, DHCS' Chief Deputy Director of Health Care Programs, Mari Cantwell, encouraged attendees to engage panelists during and after breakout sessions, to network, and to identify best practices and common challenges in Cal MediConnect implementation thus far. Breakout session topics included delegation and contracting, behavioral health, engaging consumers, and understanding continuity of care. Providers also had the opportunity to interact with Cal MediConnect plan representatives. At the event's close, Cantwell's colleagues Claudia Crist, Deputy Director for Health Care Delivery Systems, and Hannah Katch, Assistant Deputy Director for Health Care Delivery Systems, thanked participants and asked for ongoing communication with the goal of improving implementation throughout this demonstration. The event agenda, speaker biographies, slides, and printed

[Cal MediConnecToons](#)

[Enrollment Materials](#)

(sample notices, Guidebook, Choice Book, etc.)

[Enrollment Data](#)

[Outreach Toolkit](#)

(for beneficiaries)

[Physician Toolkit](#)

(for providers)

[Contact Information](#) (includes all health plans, HICAP, Health Care Options, etc.)

materials used during the breakout sessions are available online at www.CalDuals.org/summit.

Los Angeles County

1/19 - Sixteen patient services, physician network group, finance, and billing staff members from **Antelope Valley Hospital** joined a CCI outreach session to learn more about how to serve the high percentage of Medi-Medi beneficiaries in the Palmdale-Lancaster area. In addition to the hospital



outreach event, information calls to select primary care physicians and their office staff, Pharmacy and Durable Medical Equipment (DME) providers in the same area were also made, with especially positive feedback from pharmacy and durable medical equipment. They committed to help and educate their beneficiaries on relevant information related to changes, choices and options from the CCI's implementation.

Los Angeles County

1/20 - A webinar on the CCI was presented to 30 physicians and health care providers from the **California Academy of Family Physicians (CAFP)**. Participants received information on the CCI, enrollment choices and timelines, billing, crossover claims, continuity of care and other



resources. The participants had an opportunity to ask questions and received fact sheets about the CCI. CAFP is the only organization solely dedicated to advancing the specialty of family medicine in the state with a strong collective voice of more than 8,000 family physicians, residents and medical student members.

Other Recent Events

Los Angeles County

- **1/19** - Residents in Los Angeles participated in an all-day **Kingdom Day Parade** celebrating the life of Martin Luther King Jr. During the all-day event, an outreach coordinator was available to distribute materials about the Coordinated Care Initiative (CCI) and answer questions.
- **1/20** - Twenty staff members from **Alhambra Medical Center** in the San Gabriel Valley attended a presentation about the CCI. Staff members included those from patient services, finance, billing, and discharge planning, and they asked questions about Cal MediConnect, continuity of care, and crossover claims payments. Attendees appreciated the clarification from the outreach event. Informational phone calls were also made to physician offices and pharmacies in the area. Combined with those calls, the outreach event provided a concentrated outreach approach for speaking with providers in the San Gabriel Valley that may be replicated in other areas.
- **1/20** - Clinical staff at **Easter Seals** in Montebello received a training on the CCI. Staff and state outreach coordinators discussed continuity of care, dental services and the enrollment timeline. The nonprofit community-based health agency is dedicated to helping people with disabilities attain greater independence.
- **1/22** - Graduate students in the **School of Social Work at the California State University in Los Angeles (CSULA)** participated in a presentation about the the CCI. This was the second in a series of presentations for grad students in the School of Social Work. The presentation covered enrollment, notices, continuity of care, and the resources available to beneficiaries and providers. They also received telephone resources for the Health Insurance Counseling & Advocacy Program (HICAP), the Cal MediConnect Ombudsman and Health Care Options.

- **1/22** - Office staff of **Dr. Linda S. Cowan, MD APC**, the department head for Perinatology, received a training on Cal MediConnect, Medi-Cal managed care plans, and CCI enrollment. The group included billing and clinical staff. The group asked about beneficiaries who qualify and continuity of care. The staff requested English, Spanish, and Korean educational materials for their patient waiting area.
- **1/25** - More than 25,000 residents in Los Angeles County participated in the all-day health fair, **La Feria de la Salud: Prevenir es Vivir**, which was sponsored by the Spanish media channel Telemundo. Participants received informational material about the CCI and an outreach coordinator was also available to answer questions.

San Diego County

- **1/22** - Twelve pastors from the **Filipino-American Service Churches of San Diego** hosted a CCI outreach session in conjunction with their monthly ministers' meeting. This group of churches has a high percentage of Medi-Cal beneficiaries living in ethnically diverse communities they serve. As an overview of the CCI was given, many questions around enrollment, eligibility and plan options came up. The pastors recognized the need to take outreach and education activity to their respective parishes at the caregiver and beneficiary level. The group has committed to scheduling educational events to assist eligible beneficiaries in their communities in the near future.

Santa Clara County

- **1/22** - A CCI outreach coordinator joined the **Second Harvest Food Bank Senior Brown Bag day at Advent Lutheran Church** in Morgan Hill this week. Seniors speaking English and Spanish received informational flyers at their usual food pick-up spot and had the opportunity to ask questions about when the program became available, how people can enroll, and ways to look up their providers in the Cal MediConnect directories.
- **1/22** - The **Antioch Baptist Church Senior Group** welcomed a CCI presentation at their weekly Thursday meeting. About twenty senior community members learned about the health plans offering Cal MediConnect, what enrollment choices are available to them, and what makes Cal MediConnect different from their current coverage.
- **1/23** - CCI and Cal MediConnect information was available at the **Cambrian Center's weekly Second Harvest Food Bank Senior Brown**

Bag on Friday. Roughly 60 seniors attended this week, and many asked questions about how Cal MediConnect will differ from the Medicare and Medi-Cal systems they know today.

- **1/23** - Forty reference librarians and staff from the **San Jose Public Library Social Workers in the Library Program** participated in a training about the CCI and Cal MediConnect. Participants agreed that this information is critical to the work they do referring homeless and low-income clients to services in Santa Clara County.

Looking Ahead

Los Angeles County

- 1/26 - Beneficiary presentation to residents at Golden Age Village (Cantonese / Mandarin / English)
- 1/26 - CCI Presentation to front office and administrative staff at Inland Rheumatology & Osteoporosis Medical Group
- 1/27 - CCI presentation to administrators and staff members at Town & Country Manor, a faith-based, non-profit senior living community
- 1/29 - [Beneficiary presentation at Greater Los Angeles Agency on Deafness \(English, Spanish, American Sign Language, Closed Captioning, and Communication Access Realtime Translation\)](#) - public event
- 1/30 - CalOptima Community Network: Expanding Member and Provider Choice - public event
- 1/31 - [California Legislative Black Caucus \(CLBC\) Enrollment Resource Fair](#) - public event
- 2/9 - Beneficiary presentation to residents of Murray Place Senior Apartments (Spanish)
- 2/11 - Beneficiary presentation to residents of the Salvation Army Silver Crest Residences in Pasadena
- 2/12 - Beneficiary presentation at Steel Plaza
- 2/14 - Asegurate Health Fair sponsored by the Mexican Consulate - public event
- 2/17 - Beneficiary presentation to residents of the Salvation Army Silver Crest Residences (Lake View) (Spanish / English)
- 2/18 - Community Senior Health Fair, Harbor Hills

Orange County

- 2/24 - Casa Santa Maria presentation for HUD residents

Riverside / San Bernardino Counties

- Early February - Inland Empire Telephone Town Hall Meeting
- 2/19 - Case managers staff training at Inland Regional Center

San Diego County

- 1/24 - [UT Successful Living Expo](#) - public event
- 1/26 - Drop off 500 fliers for IHSS caregivers for Public Authority
- 1/26 - Drop off 300 fliers and follow up for San Marcos Meals on Wheels
- 1/27 - La Maestra Family Clinic training for front liners
- 1/27 - Imperial Beach Health Center training for staff members
- 1/27 - Drop off 300 fliers and follow up for El Cajon Meals on Wheels
- 2/20 - Annual 2-1-1 Connections Luncheon

Santa Clara County

- 1/27 - Sacred Heart Social Workers
- 1/28 - Santa Clara County Social Services
- 1/28 - Consumer Advisory Board
- 1/30 - Serene Home Health
- 2/12 - Santa Clara Valley Health and Hospital Services Department of Alcohol and Drug Service

New This Week

Updates to CalDuals.org

- Find **new enrollment data** and **enrollment rates** on the [Enrollment Data](#) page.

- Audio recordings of January's **stakeholder call** and **telephone town hall meeting** are now available on the [Recordings](#) page.

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