



Stakeholder Update Webinar

Coordinated Care Initiative

CALIFORNIA DEPARTMENT OF HEALTH CARE SERVICES □

SEPTEMBER 21, 2020 □



Agenda□

- DHCS Updates
- CMC Dashboard
- 2020 Flu Season Preparation
 - Centers for Medicare & Medicaid Services
 - Aurrera Health Group
- Questions



DHCS Updates

- September CMC Dashboard
- COVID-19 Response
 - Central Valley Counties
- Long-Term Care At Home Benefit
- ESRD Enrollment



Cal MediConnect Dashboard

- Posted today, September 21, 2020
 - Posted on the DHCS website:
https://www.dhcs.ca.gov/Pages/Cal_MediConnectDashboard.aspx



COVID-19 Response: Central Valley Counties ☐

- Posted resource lists for 8 Central Valley Counties
 - Found on the DHCS website under “Central Valley Home and Community Based Services Resources”:
https://www.dhcs.ca.gov/Documents/COVID-19/covid_rscs_pnp.htm
- Federal flexibility for institutional transitions
- DHCS is working with Medi-Cal managed care plans to provide:
 - Technical Assistance
 - County-level Collaborative Meetings



COVID-19 Response:

Central Valley Counties

- County-level Collaborative Meetings
 - Hospitals
 - Nursing facilities
 - HCBS waivers/providers, such as:
 - Multipurpose Senior Services Program (MSSP) sites,
 - Community Based Adult Services (CBAS) centers,
 - Program of All-Inclusive Care for the Elderly (PACE) organizations,
 - Home and Community-Based Alternatives (HCBA) and Assisted Living Waiver (ALW) waiver agencies, and
 - California Community Transitions (CCT) Lead Organizations
 - County social service agencies (for In-Home Supportive Services (IHSS))
 - County health departments, and
 - Area Agencies on Aging



Long-Term Care At Home Benefit

- DHCS will no longer be moving forward with the Long-Term Care at Home proposal at this time.
- DHCS thanks everyone for their interest and their feedback.



ESRD Enrollment

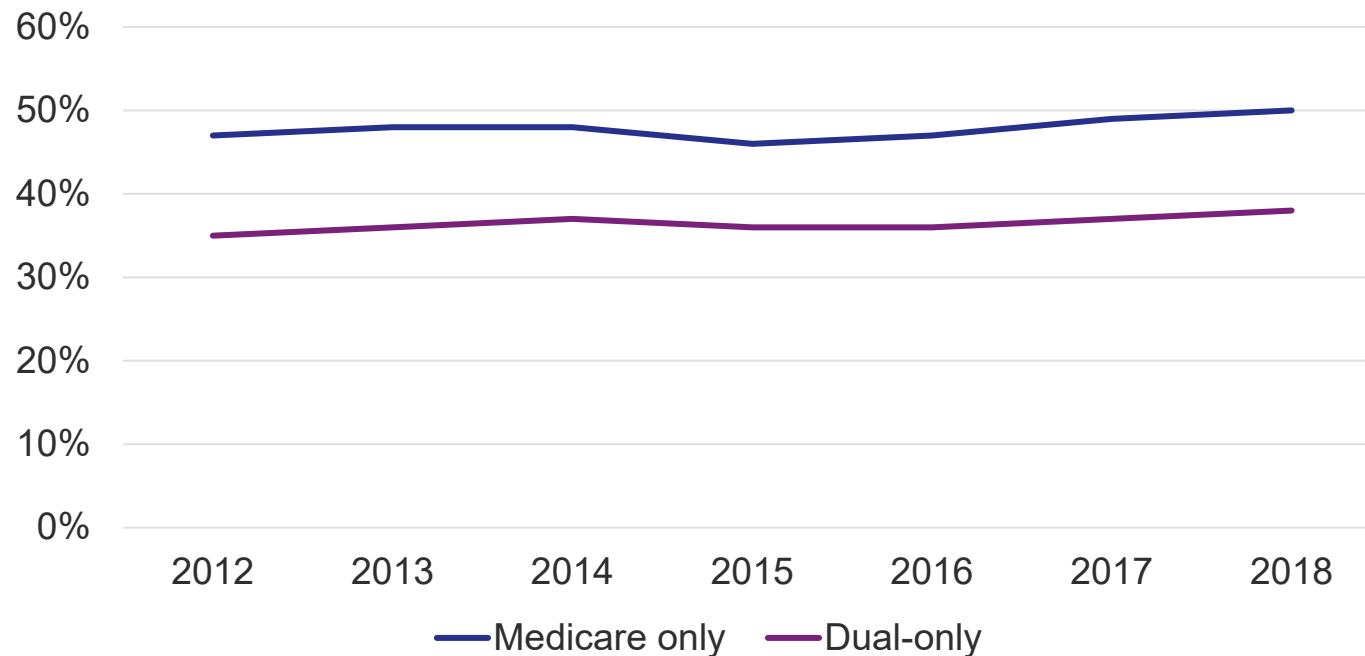
- 2021 Final Rule for Medicare Advantage allows Medicare beneficiaries with a diagnosis of end stage renal disease (ESRD) to enroll into a Medicare Advantage plan beginning in 2021.
- DHCS is still considering expanding Cal MediConnect (CMC) enrollment eligibility to allow beneficiaries with a diagnosis of ESRD to opt-in, maintaining alignment with Medicare Advantage rules.
 - DHCS has met with CMC plans to discuss this possible change to enrollment requirements
- Currently beneficiaries with a diagnosis of ESRD in five CCI counties may not enroll in CMC; however, in San Mateo and Orange counties beneficiaries with ESRD may enroll. Beneficiaries that develop ESRD while enrolled in any CCI county may remain enrolled.



Promoting Flu Prevention and Vaccination Among Dually Eligible Individuals

Vaccination Disparity Between Medicare Beneficiaries and Dually Eligible Individuals Nationally

Medicare Fee-For-Service National Influenza Vaccine (% per year)



Percent of FFS dually eligible beneficiaries who received a flu shot, 2018

County	Received a flu shot
Los Angeles	35%
Orange	52%
Riverside	29%
San Bernardino	28%
San Diego	37%
San Mateo	36%
Santa Clara	49%

Data from the CMS Office of Minority Health Mapping Medicare Disparities Tool
<https://www.cms.gov/About-CMS/Agency-Information/OMH/OMH-Mapping-Medicare-Disparities>.

Promoting Flu Vaccination

How can we improve dually eligible individuals' access to an annual flu vaccine?

Prioritize flu vaccination among health plans and support health plan efforts to outreach to providers and members

- Identify strategies and tactics the plans use to promote flu immunizations, disseminate best practices
- Maintain strong financial incentives to maximize flu vaccination

Support state and local stakeholders and encourage partners to amplify messaging

- Identify state agency, advocate, or other community partners that could reinforce or amplify flu prevention and vaccination messaging through communications with their stakeholders
- Identify opportunities to reinforce or amplify messaging through the demonstration
- Add flu prevention and vaccination messages to Ombudsman and enrollment broker communications

Improve beneficiary outreach

- Leveraging CMS tested messaging, direct mailing to all Cal MediConnect enrollees
- Plans shared member languages spoken at home, sent postcard in that language (translated into 13 languages plus braille and large font)
- Empower organizations by repackaging mailing materials and posters into public files available for free that can be reused and tailored

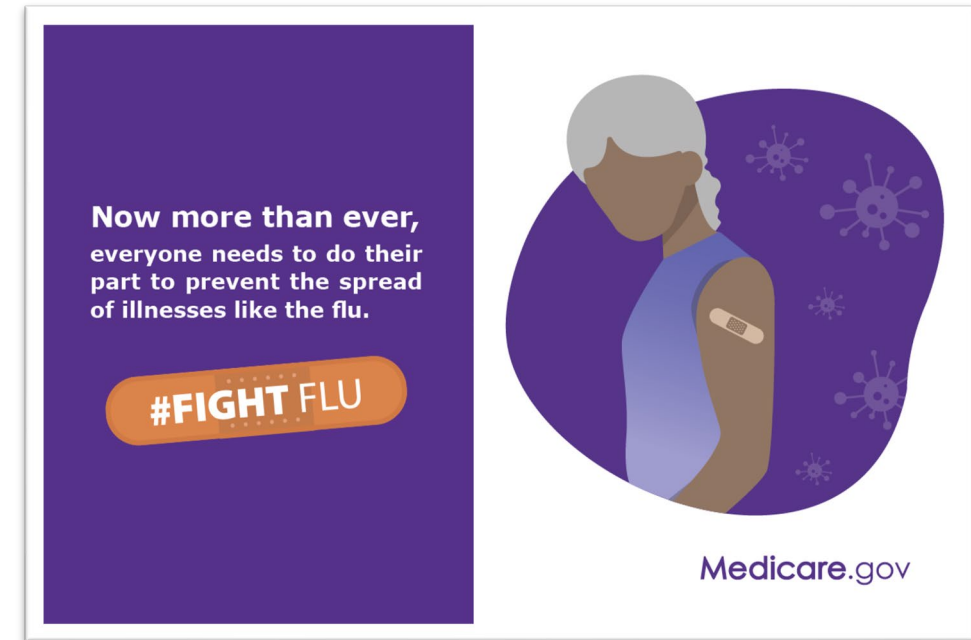
Campaign Efforts

Direct to beneficiary outreach campaign for dually eligible beneficiaries across all MMCO demonstrations

- Mail postcards to beneficiaries: available in Arabic, Armenian, Cambodian, Chinese, English, Farsi, Hmong, Korean, Laotian, Polish, Russian, Spanish, Tagalog, and Vietnamese. The postcard is also available in large font and braille as alternative formats.

Emphasize importance of reaching dually eligible individuals message to **state and local partners**

- Please help us promote the availability of resources posted on CMS.gov and CalDuals.org to our state and local partners.
- If helpful, we can provide tailored newsletter, blog and social media messaging emphasizing the need to reach dually eligible and other vulnerable individuals in the community.



Additional Campaign Efforts

CMS is promoting outreach and education in coordination with federal, state and local partners

- Sent direct emails to over 12M individuals signed up to receive emails from Medicare
- Sent message to FFS providers with messaging tailored to the Medicare population

Identify and disseminate plan best practices

- Empower the health plan community by disseminating best practices of ways to reach dually eligible individuals from industry input

Emphasize the crucial role of the provider and advocacy community

- Conduct outreach to providers about tactics to deliver an immunization for dually eligible individuals in light of a pandemic
- Thank you to the organizations that have partnered with us in previous years!!

Social media storm during National Influenza Vaccination week – December 7-11

- We will be asking organizations to share the message of the importance of the flu by tweeting, blogging, and sending newsletters to members and stakeholders on December 9 – remember to include #FightFlu and #CalMediConnect

Questions? □

We welcome all feedback! If you'd like to use any of the messaging, translations, or postcards and posters, please visit www.calduals.org and please tell us about your efforts!

Contact Information: Anna.Williams@cms.hhs.gov

Supporting CMS' Flu Prevention and Vaccination Campaign

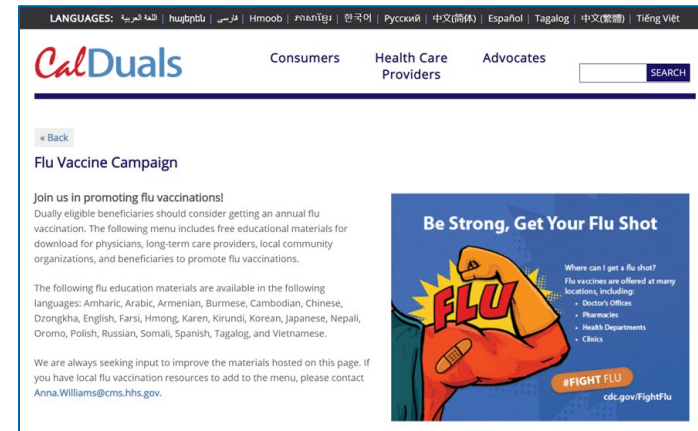
Aurrera
HealthGroup >>>

Mission driven. Forward thinking.

Stakeholder Outreach

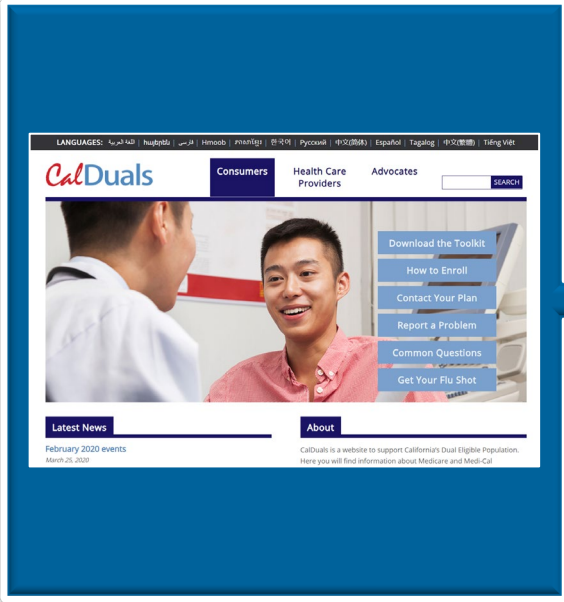
Our CCI outreach team supports CMS' efforts by: □

- Sharing campaign materials with stakeholders
- Encouraging stakeholders to engage beneficiaries
- Adding flu vaccination messaging to ' outreach materials and ' communications □
- Maintaining updated campaign ' messaging and materials on ' CalDuals.org □
- Promoting National Influenza ' Vaccination week ' □



Campaign Materials □

CalDuals.org contains helpful resources and information for beneficiaries, providers, and other stakeholders



From the home page, beneficiaries can click “Get Your Flu Shot”



Get Your Flu Shot

Campaign Materials

On CalDuals.org, stakeholders will find:

- Postcards, flyers, posters, and more
- Materials in many languages
- Draft language to promote flu
prevention and vaccination
 - Social media
 - Newsletters
 - Blogs



Ways to Support the Campaign

- Include local flu vaccination locations in messaging and materials
- Post info on beneficiary-related webpages and where beneficiaries live/access services
- Beneficiary-facing staff can remind beneficiaries about the importance of flu vaccinations
- Add flu prevention and vaccination messaging to on-hold recordings

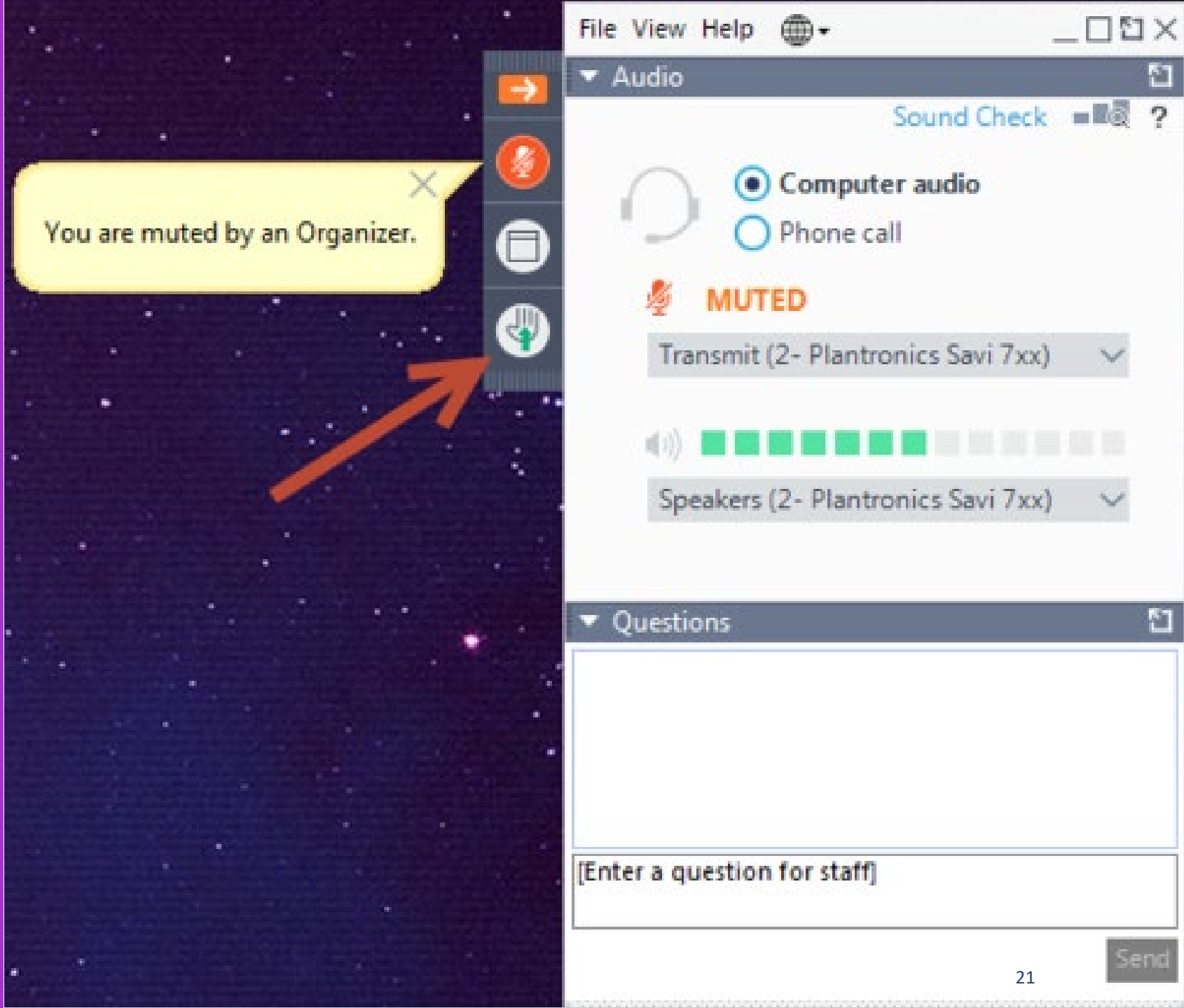
Contact Us!

DHCS' CCI Outreach Team: info@calduals.org □

Ryan MacDonald: ryan@aurrerahealth.com □

Q & A

If you have a question, please click on the “raise hand” icon.



The screenshot displays a Zoom meeting interface. On the left, a yellow notification bubble reads "You are muted by an Organizer." with a close button (X). Below the notification, an orange arrow points to the "raise hand" icon in the bottom toolbar. The toolbar also includes icons for chat, mute, and video. On the right, the "Audio" settings panel is open, showing "Computer audio" selected and "Phone call" unselected. A red "MUTED" indicator is visible next to the microphone icon. Below the "MUTED" indicator, the audio output device is set to "Transmit (2- Plantronics Savi 7xx)". A volume slider is shown below the output device, and the speaker output is set to "Speakers (2- Plantronics Savi 7xx)". At the bottom, the "Questions" panel is visible, containing a text input field with the placeholder "[Enter a question for staff]" and a "Send" button.



Next Steps

For more information on the CCI – including enrollment, quality data, and toolkits – visit www.calduals.org.

You can send any questions or comments to info@CalDuals.org.