

ACA – Outreach, Education and Enrollment Subcommittee

Coordinated planning for a new health system

MEETING NOTES

Friday, July 12, 2013

2:00 PM to 3:30 PM

In Attendance:

Blonsley	Gill	Health Commission	Gilman	Amy	PH Consultant
Bollinger	Marsha	Health Agency - PHD	Hughes	Susan	First 5
Borenstein	Penny	Health Agency- PH	Lewis	Cathy	ASN/Hep C
Carsel	Becca	First 5-Health Access Consultant	McIntosh	Grace	CAPSLO-
Clayton	Terra	French Hospital	Polk	Susan	Susan Polk Insurance
Diringer	Joel	Diringer & Associates	Stets	Natalie	The LINK
Dudley	Pam	Health Agency- PH	Walters	Nancy	Sierra Vista MEP
Freeman	Ron	Susan Polk Insurance	Wood	Craig	CHC

Joel Diringer welcomed the attendees and asked each person to introduce themselves.

Opened discussion/announcement of any Outreach events that have gone on or are planned:

- Amy Gilman noted the Outreach Events that have been planned/are scheduled by Michael Framberger, Framberger Insurance; jointly with Twin Cities and Sierra Vista Hospitals.
 - Dr. Borenstein attended the first two; well attended by about 50-55 pax in need of insurance.
- Latino Outreach Council held an event June 26th at the SLO Library; well attended by about 60-70 pax; included broad discussion of system wide impacts of ACA implementation.
- Joel Diringer & Dr. Borenstein have been invited to KCBX “Voices” in Sept.
- SLO Chamber is planning to hold an event from the ‘business’ perspective - - July 26.
- Walter Health, Health Care for All, is holding events - - when?
- PHD has received a couple requests from community groups seeking speakers; such as North Coast Democratic Club.
- CHC is holding inreach/outreach sessions in their clinics; in English and Spanish. Jose Guzman and other staff are providing the sessions.
- Susan Polk is providing continuing education re ACA to CPAs and speaks to service groups.
- Mr. Diringer will provide continuing education re ACA to attorneys.

Please see Attachment A for combined list of known Outreach events.

It was noted that:

- So far, only CHC is holding Outreach in Spanish.
- The age group, 26-45 years old has not yet been present at events; suggested that advertisement should target younger venues; MoTAV, skate parks. Young adults do not know they need to be proactive.
- Covered CA will launch its statewide media campaign; they are in negotiations with KSBY.
- It would be helpful to be able to unify some messages or at least availability of local resources.

OEE Funding:

- Dr. Borenstein explained that PHD has received a Blue Shield of California Foundation grant to transition the County’s Medically Indigent/CMSP population to the new affordable insurance plans and to convene the ACA + Subcommittee meetings. However, there is not enough funding to coordinate all of the OEE events.

- Covered CA will be providing Outreach/Education materials, but arrival date is unknown.
- As PHD will be developing some Outreach/Education materials for its Medi-Cal eligible populations, those materials could be replicated by other organizations.
- The California Endowment has allocated \$26m to the state to support OEE for the Medi-Cal eligible population, but it is unknown how this funding will be granted out or when.
- CHC has received HRSA funding to assist in transitioning its clients to affordable insurance plans; majority is expected to be Medi-Cal eligible. CHC will hire 6 staff to implement, commencing with their current clients. The staff will rotate through their clinics in both SB and SLO Counties. CAPSLO will partner via their Health Navigators.
- CAPSLO is thinking that it will refer to other entities for enrollment assistance.
- Cathy Lewis, AIDS Support Network/Hep C Project, will apply to be a Certified Enrollment Counselor on behalf of their approx. 500 clients.
- The Public Health Department and the Hospitals are considered to have conflicts of interests and are not eligible for compensation from Covered CA to assist people to apply; but can be Certified to assist. PHD has submitted its Interest Statement. The Hospital reps asked if their enrollment assistance firms could become certified.
- DSS will be hiring 20 new enrollment specialists/assistants.
- DSS can pre-enroll Medi-Cal eligibles for coverage beginning 1/1/14, but the processing dates are not clear. The current Medi-Cal enrollment system, CalWIN, will not be able to connect to CalHEERS, the Covered CA system, until at least Jan 1, 2014. More info is needed.
- As the systems are not yet compatible, it was questioned about what to do with 'split families' in the 138-250% FPL category. The children are already eligible for Medi-Cal up to 250% FPL.
- Outreach/Education should include information regarding what documentation is needed to complete an application.
- Susan Polk Insurance has heard that the Blue Shield and Blue Cross networks for our region within Covered CA will be 36-50% smaller compared to their private insurance networks – causing public concern that they will not be able to find a doctor even if insured. Ms. Polk said she would share the network lists as they come available.
- For health plans to be effective on Jan 1, 2014, the plan must be purchased by Dec 15th to allow a 15 day waiting period. The open enrollment period goes from October 1, 2013 to March 31, 2014 for the first year. The open enrollment period thereafter will be from October 15 to December 7. Exceptions are made for certain qualifying events (e.g. change in family status, loss of job, etc.)

Coordination of Activities:

- Grace McIntosh, said CAPSLO can still do the Outreach activities as listed for the Covered CA grant, if they are provided with materials.
- Susan Polk says that she is constrained by what she can do until they go through Covered CA training to be certified, scheduled for September.
- Mr. Diringer distributed a matrix to compile any OEE activities that will be/can be done. Attendees are to return the matrix to Joel by Tuesday, July 16th. He/Amy will send the matrix electronically.

Next meeting: none scheduled