

**Children's Health Initiative & Healthy Kids
Working Group
January 26, 2001
notes**

Attendees: Patrick Duterte, Judy Chirco, Bob Brownstein, Mary Cardenas, Marta Avelar, Maida Maida, Robin Roche, Tim Reilly, Butler Butler, Joy Alexiou, Brenna Bolger, Steve Mangold, Rosemary Barnes, Reymundo Espinoza, Sarjoo Shah, Robert Sillen, Amy Carta, Katherine Hamilton.

1. Updates

A. Knox/Keene license approved for Healthy Kids!

B. PACT Event:

During last Wed. meeting, tasks were assigned. Change of date from Feb. to March 11, 1:30 to 4:00 p.m. Folks are currently working on permitting, closing streets. Location: Our Lady of Guadalupe. Health vans, children's activities, volunteer recruitment, flyers are ready for distribution, and a tent is ordered. Application assistance will be conducted inside the building with the Application Specialists. Invitees should be forwarded to Matt Hammer or Butler Butler.

B. SSA:

The San Diego Medi-Cal/Healthy Families' application has gone live on-line (see handout) with a "Health eApp", a web-based application system. Santa Clara County sent a letter to DHS asking to be next in line as a pilot (it should be noted that the Medi-Cal Policy Institute and CA Healthcare Foundation are supportive).

Deloitte estimated implementation costs for SCC at approx. \$500,000. Several folks reported that there are various funds available to reimburse for these expenses. For example, Hewlett Packard is considering Healthy Kids being their "signature philanthropy". (Butler mentions that she requested 50 laptops from HP, which was well received.) CA Healthcare Fdn. is also interested in funding it.

The county ISD has requested a HHS contact for implementation of any potential Health eApp -- Bob Feldman has been contacted. Linda Baker requested, through several group members, our need for Technical Assistance; this project may be directed to her as something she can help fund. Sillen also asks Duterte to contact Graves about getting in on the Technology Bond. Roche reminds the group that our budget included \$500,000 for info. Systems.

Creation of IS sub-group: Patrick Duterte Chair, members would be Cardenas, Feldman, Sherry Smith, Maida/Karlins, and SCFHP staff.

It was stated that we need DHS to give approval for next pilot. Sillen asked working group to coordinate with state delegation staff – Butler will call Sue North.

Charter: Vision statement will be finalized soon and brought forward. Next is work for the design committee – which will take a lot of time.

Demonstration of Health e App by Medi-Cal Policy Institute, next Friday at 10 a.m. at AOB. This group should attend. We also need to update Kim Roberts and Mary Wells on this issue and invite them to next Friday's presentation.

C. Kaiser meeting

Bob Brownstein met with Kaiser representatives on the issue of how and if they'd like to be involved in CHI – specifically encouraging them to become competitive. They declined starting a pilot here because Kaiser is working on pilot in LA for this type of program. Their position was that people will chose their plan, a program that costs more and has no dental over other programs.

Requested them to go to 300% of poverty, they declined. As they did with having Healthy Kids pay the \$35/month. Butler mentions that she might pursue signing up Kaiser as a provider to improve So. County access.

D. Foundation Funding

Couple of weeks ago, we held a meeting with major foundations. Funds for premiums were requested via a "line of credit" that would be accessible when enrollment exceeds available funds. The foundations have told Brownstein that their consensus was that Healthy Kids' request was too early to warrant funding commitments. Foundations requested a 'report back' in six months, at which point they will address the funding needs. The California HealthCare Foundation has granted \$250,000 to both Working Partnerships and PACT so that they may train others on how to start a look-alike program.

Note: when the SSA 'systems' changes are initiated (April) enrollment will explode. By August, school enrollment in conjunction outreach will greatly impact numbers.

Roche mentions that he and Maida have a meeting next week with Linda Baker with Packard re: technical assistance, training and education modules for staff development county wide, evaluation, addressing issues of retention of enrollees.

Creation of Foundation Funding sub-group: Roche, Butler, Duterte, Sillen, Matt Hammer and Carta.

Brownstein to tell Linda Baker that the subgroup is meeting to identify needs and get back to her. Immediately: request from the Health Trust for \$1 million in premium funds. Brownstein to send a formal letter of request.

E. CFFC Contract:

A meeting is scheduled for next week to finalize language. Susan Levenberg is the County Counsel contract on the draft.

F. United Way contract:

Butler reported no movement. Greg Larson to receive call from Butler.

G. Training of Application Specialists:

Avelar is coordinating training Saturday, Feb 10th (note the date change), following the state certification process. This 8 hour training will be conducted at CET. FHP is identifying organizations at this time, which will target staff directly handling the application process. PACT getting list together.

Butler will call Irma Michelle and ask her to contact Maida's office and VCOS staff.

Effective 2/10, how many Application Specialists will be working SCC? VCOS and Health Trust have the majority of outreach workers. What is the quality control for staff duties, at this time? MRMIB has web-site with report information by staff and outcome. **Avelar to give Sillen a report on what type of information is out there on our activity.** VCOS is focused on in-reach, weekends are needed for outreach in the community, which requires utilization of community-based enrollment. The training will be focused on identifying and training staff for these efforts. We need MOUs for each of the organizations providing these services. The MOU needs to include daily report availability. An incentive needs to be created to encourage community partners to bring data forward on a timely and accurate basis.

Creation of Application Specialist sub-group: Maida and Avelar. RS wants a policy summary on how staff is assigned, a plan for deploying community partners and reporting process on countywide efforts and activities. This would include incentives to partners for getting enrollment and monitoring data to use routinely. 'Monitoring Tools' and incentive list to come forward to KIG.

H. Health Trust meeting:

Butler met with Todd Hansen, Mario, Beth Copeland, and Maida Maida. Their official title "Family Health Insurance Program" used with an 800 # is confusing. Butler indicated that this was problematic and needs to be changed. Hanson agreed. We are receiving the data at this point in aggregate, not daily enrollment figures. Will be meeting with Health Trust bi-monthly for planning, for awhile. Health Trust will be coordinating with VCOS on staff assignments (Felix). Maida presented a list of schools involved in outreach, and Health Trust will be providing a comparable list.

Creation of School Outreach sub-group: Maida, Bob, Felix, Butler, Beth, Judy, Marta to meet and bring forward a written plan of action. Plan to address the needs of specific audiences, including the BOS. The Advisory Group may be currently working on this issue. The Charter has this issue on their master list of activities, and due February. The draft plan needs to be reviewed by the Advisory Group, after coming back to this group on 2/9. It was agreed that schools with free or reduced lunches are a major indicator of high-risk school.

2. Outreach and Application Data Report (Maida):

- See handout
- Applications approved by FHP was 650 for Healthy Kids, which is consistent with our application assistance figures.
- There is no trend reduction. The drop last week was due to our being down 3.0 FTE.
- Call Center activity last week, rolling Pac Bell black outs impacting our systems and technology. No data available on that period until next week
- Maida issued a second data sheet identifying activity by clinic and worker deployment. We are now monitoring clinic by worker type.
- Assignment of staff needs to be analyzed by FHP data on successful enrollment.
- HHC/BOS: FHP data report due and Butler wants to know how to include VCOS data in their FHP report. Also, Duterte reports Quarterly to CFC. We need a coordinated process for reporting out data. For 2/7/01 Maida will make her report, and Butler will begin using this too. It is recommended that the report from today be the document for 2/7/01 HHC.
- Health Trust numbers: staff is stationed at Health Trust main office, AAC at SSC, and Washington Elementary.

3. SCFHP Issues:

Butler presented an application of a Kaiser enrolled family that wants to be enrolled in Healthy Kids. They will be referred back to Kaiser Cares for Kids.

- Verification of addresses is becoming a problem. FHP will be calling each new enrollee, along with issuing and a return to sender notification included in mailer. Birth certificates are not needed. Health Trust should not be requesting this information, this is not a requirement of our contract, this practice needs to end.

- An application with no residency information makes it impossible to determine what insurance program enrollees are eligible. **(Table this for next week).**

- Applications: FHP is making direct contact with each enrollee. 80% are Spanish speaking (only), for welcome calls and verification of address and spelling of name, and notification of issuance of ID card. Long discussion ensued about the reasoning behind requesting verification of address and why that was necessary. (**Tabled for next week**).

- Maida and Butler will identify application issues that need to be brought forward to the KIG.

- Need a summary of data from FHP, marketing needs that information as well.

4. **February 1, luncheon**

Luncheon. Coordinating a thank you luncheon for members on the Operations Group – but it is decided to change the date. Get a list, change the date, and report back to the group.

5. **Press Luncheon program:**

Community and weekly ethnic press has confirmed for this afternoon. Press Release is ready, but is not to go forward. Brownstein to speak first, then Butler, then Matt Hammer and Sillen. Focus is on "community readership" for public relations, on getting the word out. Butler, Bob, RS, Reymundo, Maida, Christina Chan, Rosemary, Bill from FHP will be attending. Steve and Pam from PRX will be running the meeting. Reymundo recommended we be prepared to answer questions related to access to confidentiality from INS. Our documents have no identification of residency, it's not required.

The draft press release will be edited for the 2/1 launch, including other related items. All releases need to be translated in Spanish and Vietnamese.

Press Kit materials will be available, but not all will be in three languages, for today. The application, VMC handouts, FHP information.

PRX and VMC to meet on Monday to coordinate and finalize the 2/1 "First Day" of Healthy Kids insurance. This would include the option to NOT have an event.

Rigo Chacon has agreed to do the voice in Spanish radio ad.

6. **Discontinuation of the Monday standing sub committee.** It was agreed that the standing Monday meeting is cancelled, to be filled with ad hoc meetings when needed.

7. **Eligibility Issue**

Healthy Families is rigid about timely payment of premiums, kick off for six months. We have a three-month waiting period for Healthy Kids. The premium assistance funds are only available for one year of payments. This issue needs to be revisited about any gap between eligibility between one program over the other.

8. **Community Input Session**

Please see handouts. Maida hones in on the Vietnamese responses and sees lessons we can learn. Avelar expresses her concerns over small sampling size.

9. **Fundraising**

Bolger distributes new fundraising plan which will be discussed at a subgroup meeting to be held with Brownstein, Sillen, Butler, Bolger and Carta ASAP.