

**Children's Health Initiative and Healthy Kids
Working Group meeting agenda**

January 12, 2001

Attendees: Robert Sillen, Greg Price, Amy Carta, Joy Alexiou, Matt Schenone, Leona Butler, Margo Maida, Wendy Oh, Marta Avelar, Mary Cardenas, Katherine Hamilton, Rosemary Barnes.

PACT Planning Event

-Butler reported on the PACT kick-off planning event which was held on 1/9/01. She explained that a plan was developed for the event that would promote the CHI. The design of the event will allow for a variety of outcomes, including promotion, enrollment, setting appointments, and hopefully having 20 Application Specialists on-site. Butler conveyed to the group that enrollment is not high at events like this – and the group understood. A children's health fair will be the focus with clowns, face painting, band "Mystic", Mariachi band, immunizations, Toothmobile, Packard van, VSP, will be attending the event. Time 1:30-4:30 p.m. The main program will be at 2 pm.

Application issues

-The group discussed a few concerns about activities to date – with a focus on Health Trust because their data was not available for the report. Sillen asked Butler to meet with Maida, Brownstein, Chirco and Roche to work on the Health Trust/Blue Cross relationship as there are some concerns being raised – and to develop an approach. Todd Hansen would be the logical contact at the Health Trust.

-The group reiterated that the Health Trust contract, and others, need to include performance criteria and the group held accountable.

-Avelar mentioned that she has a contact at the Mayfair Clinic area who has identified over 600 families that are uninsured to attend the kick off event. The "Promotores" provide culturally specific outreach and will be incorporated into our efforts, hopefully.

Enrollment Report

-Maida provided a handout on field and call center data (for VCOS staff only) that showed close to 700 children had applications completed from 1/2/01 launch date (first 7 days). Of those, 226 had been received by the SCFHP.

-The question was raised about the process for getting these applications under CHI to FHP. Applications should be sealed, mailed to the FHP. Stamped envelopes will be included with the new application.

-Also asked was a question about the financial status/breakdown of those applying. The group decided to wait before we detail out who's applying and receiving approval.

-Maida distributed the deployment list that has been updated to include a North County placement, one staffer who resigned, and a change in staff to the call center has been made. Whenever there are lulls at the call center, "Inreach" calls are being made.

-Personnel shortages: are might consider training allied personnel or contracted organizations, however there may be union issues with this suggestion. A potential solution would be to use FHP contract for those purposes.

-Margo reported that 'in-reach' workers contacted 165 folks, of which 25 were viable contacts leading to an Application Specialist appointment.

-The call center is receiving a number of calls to have staff come and talk about the program. A flyer was developed by Maida's staff to respond to these calls (handout). Group approves of the

handout for use.

- Sillen asks that upcoming reports include data on kids who come into the clinics.

Note: Who would be the 2001 child actually approved for enrollment? Marketing purposes.

Premium Assistance Fund

- Butler commits to calling United Way about setting up the fund. She will deposit \$20,000 to begin.

DMHC Approval

- The question was raised about the application approval status. Butler reported that the Delta contract would be submitted today. DMHC is waiting for our contracts for final approval.

Training Plan

- Maida provided the training plan, but reiterated we have no trainer.
- SCFHP asks to be "at the table" to which Maida concurs.
- Price offers his provider relations staff to do "provider" training, if necessary.
- SSA has agreed to review the training plan and provide a trainer for the SSA component, only.
- VHP does have a trainer that has been on loan for VCOS, but BU418 does not have a code. Maida to investigate getting a code or contracting for services. (Sillen asks that Maida meet with him)
- VMC Pediatricians have been notified by Stephen Harris about the program and how to identify and refer patients to the 800#.
- January 25th is the SCFHP provider dinner at which Butler will discuss CHI.
- Brownstein asks for a list/information on groups contacting us offering help, so that this can be made available to PR folks.

Advisory Group

- The next meeting is on January 18, 10 a.m. in the Administrative Office Building on Emborg.
- Carta talked with Matt Hammer at PACT who wants to attend, Maida to add him to list.
- The group agreed to invite Blue Cross to the Advisory Group.
- Butler will hold a meeting immediately following the 1/18 Advisory Group to discuss the funding and development of the educational video.
- The group also decided that Maximus should be invited to future enrollment events.
- It was agreed that Avelar will be coordinating the involvement of Maximus for the community events.

Contracts Report

- Children & Families First: in draft form, moving forward, Sillen wants to meet with Butler and Karen Blinstrub of CFFC to expedite this contract.
- Mental Health completed
- Health Trust submitted a \$127,000 budget for first six months. Butler looking at budget today.
- SSA: MOU needs to be drafted. Susan Levenberg agreed to draft after she receives the scope. Butler wants to meet with Roche, Cardenas and Duterte.
- Schools: agreed that MOUs should be created to clarify those relationships. School Linked Services has MOUs in place, that would only require an addendum not a complete new MOU.
- There is school-focused meeting underway between FHP and Maida to identify the needs and issues for the enrollment efforts. One possibility would be to allow the schools the \$50 per

application revenue for their efforts to successfully enroll at the school site.

-A school coordinator is needed, and has been identified by Maida in her VCOS proposed budget.

-A meeting needs to be held on school's specifically, to be done by Leona.

Consent Form deferred.

SSA Charter (defer for Patrick Duterte).

Foundations

-Brownstein reports on the meeting with Endowment, Packard, Cal Health Care, Health Trust, Community Foundation, Working Partnerships, PACT, and SCVHHS. Pushed for premium funds primarily, in the form for an open account to draw from. Group receptive to concept. Packard has already agreed to fund \$350k development office.

-Effective presentation. Want to penetrate beyond the larger foundations, next step.

Schools

The group discussed the best way to establish relationships with the schools and whom should be the primary contact, esp. with San Jose schools. **Maida, Avelar, Roche, Brownstein, Maritza(PACT), Carta and Mario to meet with Butler to lay out a plan of action then figure out how to fill the gaps.** Butler wants to attend the County Superintendents meeting to talk and propose a MOU.

The group thinks coordination is the key – and that Maida is the coordinator.

Community Oversight Board

-Jim Beall has signaled that he is already appointed to the Board.

-Other membership: group identified a number prospective members: labor, PACT, restaurant & hotel union rep., HHS (physician), CFF, City of San Jose, public, Superintendent of schools, business community.

-The process for appointing membership is for nominees go to the FHP Board for approval.

-Foundation Board: FHP needs new Board membership, which rebuilding will focus on fundraising positions. Should contact Brenna.

-Appeals Subcommittee: Have Oversight Board form a sub group to examine applications seeking appeal. An attorney needs to be present during the appeal review process.

Example: an application came through with a teenager becoming 19 in four months, a student. What to do? These types of issues could be appealed.

- **Brownstein, Butler and Sillen to meet and strategize on nominees.**

Evaluation

-Packard has been notified that there will be a delay in getting back to them as we concentrate our initial efforts on launching the program.

-Our commitment with the City of San Jose involves medical outcomes.

-FHP/VHP have already participated in an early investigation of the availability of certain data sets for evaluation by other required entities.

-**Next step: review materials and reagendaize for 1/19 in the afternoon. Look at what Packard wants that we can provide and also decide what we want to know.**

Fundraising Plan -Defer

Marketing & Coordination

-FHP is planning ethnic media luncheon, at Olypia, 1/26. Alexiou will be there and others as identified. The focus will be a briefing on the CHI/HK, with a presentation.

-Marketing having difficulty identifying families as spokespersons and their enrollment experience, eventually their services experience too. All are asked to direct their referrals to Alexiou, and support their work on this project.

-Alexiou to bring quarterly marketing and p.r. plan next week. Tie-in PACT event.

-Marketing Subgroup: Maida, FHP staff, Alexiou, Bolger and Barnes.

-Rosemary Barnes distributed new Healthy Kids logos and group picked the one to use. **SCFHP will pay for brochures for VCOS staff.**

-Barnes also read the revised radio spots, which the group made suggestions and gave the go-ahead. (Working families who are uninsured, good living, "I", action, get rid of word "chances". In Spanish version say residents regardless of immigration status...) Check with Brownstein's folks and Rigo.

-Time frame: need to bring this back next week.

Kaiser

-Brownstein to meet with Kaiser to discuss their inclusion in our program. Kaiser Cares for Kids does not include dental and vision, which is a problem. Proposal: allow for their participation in our program, but only if they accept our criteria.

Next meeting: January 19 at 1:00 p.m. (HHC 9:30 a.m.)