



2022

COMMUNITY



IMPACT REPORT



HEALTHY PEOPLE. HEALTHY COMMUNITIES.

A Message from our CEO

I am pleased to share the Alliance's 2022 Community Impact Report, which illustrates our actions to advance our vision of Healthy People, Healthy Communities through engagement and investments in the communities we serve.

2022 was a transformational year for the Medi-Cal Capacity Grant Program (MCGP). The Alliance's Board approved a refined framework to guide the Alliance's grantmaking, and three new focus areas were created in response to Medi-Cal member needs, the Alliance's strategic priorities and the health care environment: Access to Care, Healthy Beginnings and Healthy Communities. New funding opportunities will be available under these focus areas for better care and well-being for Alliance members and a strengthened local health care delivery system.

Our connection to the people we serve and desire to be a trustworthy resource drive the Alliance's community efforts. Our Your Health Matters program continued in 2022 to meet our members in the community. Our presence at community events strengthens our understanding of member needs, builds our relationship with our members and ultimately supports member access to quality care throughout our region.

We are proud to live up to our values of collaboration, equity, improvement and integrity. Meeting our members' needs requires that we be present, that we listen and that we partner with the community at large to take action. We were grateful to continue this work with you in 2022.



*Stephanie
Sonnenshine*

Stephanie Sonnenshine, CEO



The Alliance makes investments to health care and community organizations in Merced, Monterey and Santa Cruz counties through the **Medi-Cal Capacity Grant Program** to realize the Alliance's vision of Healthy People, Healthy Communities. These investments focus on increasing the availability, quality and access of health care and supportive resources for Medi-Cal members and address social drivers that influence health and wellness in our communities.



Your Health Matters is the Alliance's member outreach program. Through outreach and education at community events in the counties the Alliance serves, the Your Health Matters program helps members understand their health care options and how to access the services and resources they need.








Grant Awards

Since 2015, the Alliance has awarded **588** grants totaling **\$129,849,174** to **141** organizations in the Alliances service areas.

Awards to Date



	Merced \$38.6M (30%)
	Monterey \$46M (35%)
	Santa Cruz \$45.2M (35%)



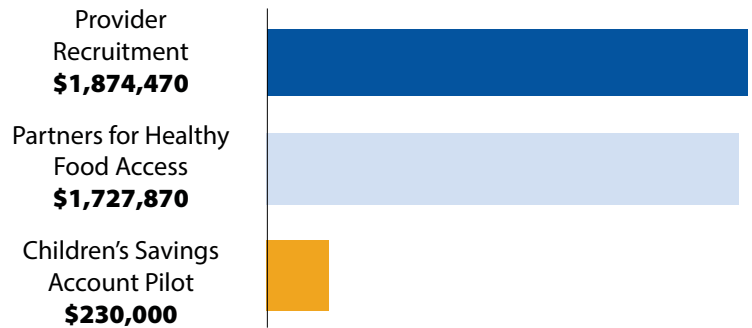
2022 Grant Awards

\$3.8M
awarded

9,383
Alliance members impacted

25
grants awarded

Total Awarded by Program in 2022



The Alliance was also proud to provide a **\$3M** grant for Pajaro Valley Healthcare District Project to support the purchase of Watsonville Community Hospital.

Please visit www.thealliance.health/grants for more information about grant programs.

Healthy Food, Healthy People

The Alliance supports a “food is medicine” approach to increase members’ food security and their ability to prevent and manage chronic disease. Through the Partners for Healthy Food Access (Food Access) grant program, **Everyone’s Harvest** successfully expanded its *Fresh Rx* produce prescription program in Monterey County. Everyone’s Harvest partnered with Monterey County Health Department to screen Alliance members at Alisal Health Center in East Salinas for food insecurity and diet-related conditions, like pre-diabetes, and enroll them in *Fresh Rx*.

FreshRx participants receive a weekly produce prescription redeemable at Everyone’s Harvest farmers markets and culturally responsive nutrition education and cooking demonstrations available in Spanish. *Fresh Rx* participation more than doubled during the grant period. Participants reported improved confidence in preparing healthy dishes and consuming produce daily. *Fresh Rx* and other Food Access projects helped inform the Alliance’s refinement of the Food Access program in April 2022 to focus on the food prescription model. Eligibility guidelines were updated to allow additional grant awards for previously awarded projects that successfully used the model. Five grantees, including Everyone’s Harvest, were awarded a second Food Access grant in October 2022 to expand food prescription projects in Merced, Monterey and Santa Cruz counties.



Families enrolled in **Everyone’s Harvest’s** *Fresh Rx* produce prescription program select fresh fruit and vegetables at the Alisal Farmers Market. (Photo Credit: Everyone’s Harvest)



Housing and Health

Housing is one of the most important social drivers of health. The Alliance invests in permanent supportive housing and capacity-building for supportive services for Alliance members experiencing homelessness. **Santa Cruz Community Health, Dientes and MidPen Housing** collectively received \$6,075,000 through the Capital grant program to support the construction of a 20,000-square-foot medical clinic, an 11-chair dental clinic and 57 units of affordable housing in Santa Cruz. This innovative, integrated health and housing campus at 1500 Capitola Road opened its clinic doors in December 2022 and will complete housing construction in 2023.

Merced's **Central Valley Coalition for Affordable Housing** completed construction of *The Retreat at Merced* apartments in the fall of 2022. The \$2.5M Capital grant provides housing for 20 Alliance members with on-site case management services such as connecting members to their primary care and behavioral health providers. All 270 apartments are for people with incomes between 30%-60% of the area median income. It is estimated that 75% of all residents at *The Retreat* will be Alliance members.

In 2022, the Alliance successfully transitioned services offered in its Recuperative Care Pilot to Medi-Cal covered services, now officially called Recuperative Care and Short-Term Post Hospitalization Housing under the Community Supports menu of services that address health-related social needs.



1500 Capitola Road, the innovative health and housing campus from **Santa Cruz Community Health, Dientes and MidPen Housing**. (Photo Credit: Kevin Painchaud)

Prevention and Wellness



Provider Recruitment grants strengthen the Alliance’s provider network’s ability to provide culturally and linguistically competent care and to reflect the diversity of Alliance members. (Photo Credit: **Golden Valley Health Centers**, Merced County)

The MCGP supports initiatives to increase prevention and wellness services to members. Through a Capital grant, **Dominican Hospital (Dignity Health)** in Santa Cruz opened a Community Wellness Center for greater access to rehabilitation, wellness and prevention programming. In the fall, they joined the Connected Community Network through the Unite Us platform, a community referral system, which will allow other organizations to refer Alliance members to the center.

Taylor Farms Family Health & Wellness Center in Gonzales received a Capital grant to build a specialty care clinic. In addition to increased specialty care access, it created space for patient diabetes education. The specialty clinic has co-located services for coordinated patient

care with the Alliance on Aging and Visiting Nurse Association and broader involvement in community well-being in Monterey County with a Blue Zones Project office on-site.

Merced Faculty Associates Medical Group (MFA) and **Golden Valley Health Centers (GVHC)** increased capacity to serve members in their primary care practices by hiring new providers with support from the Provider Recruitment program. By adding Christine Viney, NP (MFA Atwater), Neha Mahajan, MD (MFA North) and Maher Gao, MD (GVHC Merced Suites), all clinics reduced next available appointment wait time and patient cycle time while increasing access to preventative screenings and chronic disease management.



Your Health Matters

Outreach Program



Your Health Matters (YHM) is the Alliance's community outreach program. The program is made up of Alliance employees who volunteer their time to make a difference in the lives of our members and the communities we serve. This program informs and educates our members, communities and the public about Alliance programs and services.

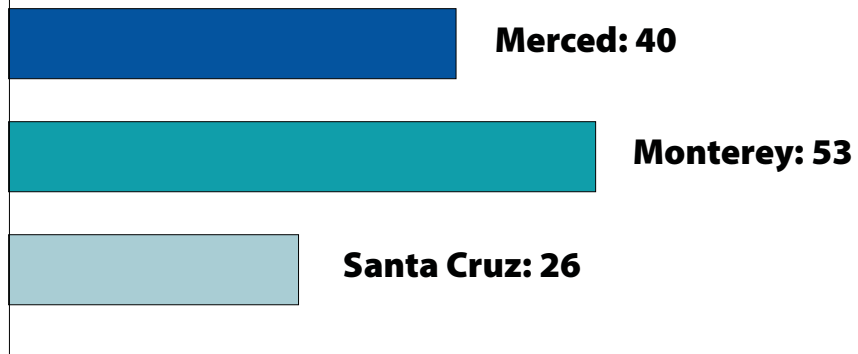
The YHM team resumed in-person outreach activities in 2022 in Merced, Monterey and Santa Cruz counties. During the year, YHM attended 119 community events where staff connected with more than 13,000 members. Our reach grew in 2022 as we attended 46 new community events. These face-to-face interactions provided members the chance to get to know the Alliance, learn about the services and resources that are available to them and have their questions answered in real time.

Community efforts continue with regular calls and collaborative work with county leaders and local organizations. We also continue to keep our community-based organizations and partners up to date through our bi-monthly community newsletter, *The Beat*.

The Alliance attended **119** outreach events.

Reached **13,169** members at in-person events.

Shows
breakdown by
county, for total
of **119** events:





Efforts to increase COVID-19 immunizations in our service areas

The Alliance participated in several COVID-19 pop-up clinics with community partners to incentivize members to get vaccinated through the state-funded Vaccine Incentive Program. The Alliance also co-hosted two community clinics at its Salinas location in Monterey County in partnership with VIDA Monterey County, Visiting Nurse Association, Monterey County Health Department and United Way Monterey County. These clinics provided no-cost COVID-19 and flu vaccines to anyone in the community.

Recognized as a Monterey County VIDA Champion

The Alliance received the VIDA Champion Award for contributions in supporting the Monterey County community during the COVID-19 pandemic. The VIDA collaborative program gave the Alliance and community-based organizations a place to align efforts so that our members received consistent information and access to services when it mattered most.

Championing our members through health literacy

We educated members and potential members about what services were available to them through the Alliance, such as:

- 24/7 Nurse Advice Line.
- Transportation services to get to doctor appointments.
- Urgent visit access to avoid going to the ER.
- Preventative care.
- Language assistance services.
- Medi-Cal eligibility information.

Because those we serve have many needs beyond health care coverage, we also made sure members knew what other resources were available to them through government assistance programs and in their local community.

Through our YHM outreach program, we aimed to not only provide members with the information they need, but also encouraged them to feel empowered to take care of themselves and their families.





About the Alliance

Central California Alliance for Health (the Alliance) is a regional Medi-Cal managed care health plan, established in 1996 to improve access to health care for over 410,000 members in Merced, Monterey and Santa Cruz counties.

For more information, please visit thealliance.health/for-communities