

MEMBER SERVICES ADVISORY GROUP

Meeting Agenda

Thursday, August 8, 2024

10:00 – 11:30 a.m.



Location: In San Benito County:

Community Services & Workforce Development – Conference Room
1161 San Felipe Road, Building B, Hollister, CA. 95023

In Santa Cruz County:

Central California Alliance for Health – Board Room
1600 Green Hills Road, Suite 101, Scotts Valley, CA, 95066

In Mariposa County:

Mariposa County Health and Human Services – Catheys Valley Room
5362 Lemee Lane, Mariposa, CA 95338

In Merced County:

Central California Alliance for Health – Board Room
530 West 16th Street, Suite B, Merced, CA 95340

In Monterey County:

Central California Alliance for Health – Board Room
950 East Blanco Road, Suite 101, Salinas, CA 93901

1. Members of the public wishing to provide public comment on items not listed on the agenda that are within jurisdiction of the Advisory Group or to address an item that is listed on the agenda may do so in one of the following ways.
 - a. Email comments by 5:00 p.m. on Wednesday, May 7, 2024 to MSAG@ccah-alliance.org.
 - i. Indicate in the subject line "Public Comment". Include your name, organization, agenda item number, and title of the item in the body of the e-mail along with your comments.
 - ii. Comments will be read during the meeting and are limited to three minutes.
 - b. In person during the meeting when that item is announced.
 - i. State your name and organization prior to providing comment.
 - ii. Comments are limited to three minutes.

MEMBER SERVICES ADVISORY GROUP

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Thursday, August 8, 2024

10:00 – 11:30 a.m.



- 1. Call to Order by Chairperson Beleutz. 10:00 a.m.**
 - A. Roll call
 - B. Establish quorum
 - C. Supplements and deletions to the agenda
 - D. Review Member Services Advisory Group purpose statement
 - i. The MSAG ensures community and member participation in establishing the Alliance's public policy in quality, health equity, disparities, population health, children services, and other ongoing plan functions.

- 2. Oral Communications. 10:05 a.m.**
 - A. Members of the public may address the Advisory Group on items not listed on today's agenda that are within the jurisdiction of the Advisory Group. Presentations must not exceed three minutes in length, and any individuals may speak only once during Oral Communications.
 - B. If any member of the public wishes to address the Advisory Group on any item that is listed on today's agenda, they may do so when that item is called. Speakers are limited to three minutes per item.

- 3. Comments and Announcements by Advisory Group members.**
 - A. Advisory Group members may provide comments and announcements.

- 4. Comments and Announcements by Plan Staff.**
 - A. Plan staff may provide comments and announcements.

- Consent Agenda Items: 10:10 a.m.**
 - 5.** Approve Member Services Advisory Group minutes of February 8, 2024

- 6. Accept Plan Staff Reports:**
 - A. Current Enrollment
 - B. Member Appeals and Grievance Report
 - C. Community Engagement Report

- Regular Agenda Items: 10:15 a.m.**
 - 7. Alliance Language Assistance Services 10:15 - 10:45 a.m.**

Inform: The Alliance Cultural & Language team will present on the language assistance services at the Alliance.

MEMBER SERVICES ADVISORY GROUP

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Thursday, August 8, 2024

10:00 – 11:30 a.m.



8. Alliance Communications Update **10:45 – 11:15 a.m.**

Inform: Linda Gorman, Marketing and Communications Director, will provide an overview of the Alliance's Communications Department.

9. Adjourn

The next meeting of the Member Services Advisory Group, after this August 8, 2024 meeting:

- Member Services Advisory Group
Thursday, November 7, 2024 10 – 11:30 a.m.
Locations for the meeting (linked via videoconference from each location):

In San Benito County:

Community Services & Workforce Development – Conference Room
1161 San Felipe Road, Building B, Hollister, CA. 95023

In Santa Cruz County:

Central California Alliance for Health – Board Room
1600 Green Hills Road, Suite 101, Scotts Valley, CA, 95066

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Members of the public interested in attending should call the Alliance at 800-700-3874 to verify meeting dates and locations prior to the meetings.

MEMBER SERVICES ADVISORY GROUP

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The complete agenda packet is available for review at Alliance offices, and on the Alliance website at <https://thealliance.health/about-the-alliance/public-meetings/>. The Advisory Group complies with the Americans with Disabilities Act (ADA). Individuals who need special assistance or a disability-related accommodation to participate in this meeting should contact the Alliance at least 72 hours prior to the meeting at MSAG@ccah-alliance.org or 800-700-3874. As a courtesy to persons affected, please attend the meeting smoke and scent free.

Member Services Advisory Group



Meeting Minutes

Thursday, May 9, 2024

10 – 11:30 a.m.

In Santa Cruz County:

Central California Alliance for Health
1600 Green Hills Road, Suite 101, Scotts Valley, California

In Monterey County:

Central California Alliance for Health
950 East Blanco Road, Suite 101, Salinas, California

In Merced County:

Central California Alliance for Health
530 West 16th Street, Suite B, Merced, California

In San Benito County:

Community Services & Workforce Development (CSWD) Building
1161 San Felipe Road, Building B, Hollister, California

In Mariposa County:

Mariposa County Health and Human Services
5362 Lemee Lane, Mariposa, California

Members Present:

Alma Mandujano-Orta	Community Advocate
Doris Drost	Consumer
Guadalupe Barajas-Iniguez	Consumer Advocate
John Beleutz	Community Advocate
Juana Chávez de Guízar	Consumer
Michael Molesky	Consumer, Commissioner
Moncerat Politron	Community Advocate
Rebekah Capron	Community Advocate

Members Absent:

Candi Walker	Consumer
Carolina Meraz	Consumer
Francis Wong	Consumer
Humberto Carrillo	Consumer

HEALTHY PEOPLE. HEALTHY COMMUNITIES.

Janna Espinoza	Consumer, Commissioner
Juana Chávez de Guízar	Consumer
Margaret O'Shea	Consumer
Mimi Park	Consumer

Staff Present:

Clarisa Gutierrez	Community Engagement Coordinator
Desirre Herrera	Quality and Health Programs Manager
Gabriela Chavez	Community Engagement Program Manager
Janet Kruppner	Provider Data Manager
Jessie Dybdahl,	Providers Services Director
Jessie Newton, RN	Continuum of Health Manager - Adult
Julie Norton	Behavioral Health Program Manager
Maria Colomer	Community Engagement Coordinator
Maura Middleton	MS Administrative Assistant
Ronita Margain	Community Engagement Director
Stacie Simmons	Community Engagement Program Manager
Veronica Olivarria	Member Services Supervisor

Visitor:

Jamie Berry	Mariposa Community Member
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1. Call to Order by Chairperson Beleutz.

Chairperson Beleutz called the meeting to order at 10:05 a.m.

Roll call was taken and a quorum was present.

An addition to the agenda was added. See topic # 9.

2. Oral Communications.

Chairperson Beleutz opened the floor for any members of the public to address the Advisory Group on items not listed on the agenda.

Jamie Berry, a community member from Mariposa was present. She requested that the Alliance provide more options at events for those that are hard of hearing. She also requested more events in the Mariposa community on topics such as mental health awareness, suicide prevention and women's health and safety. She encouraged the Alliance to provide more information to the community about any upcoming events.

3. Comments and announcements by Member Services Advisory Group (MSAG) members.

Chairperson Beleutz opened the floor for Advisory Group members to make comments.

Advisory Group Member Doris Drost noted that she is receiving feedback from members in the community that they are potentially being released by their doctors but do not know

why. She was reminded to encourage members to call the Member Services department, using the number on the back of their cards and for help getting (re) assigned to a provider.

Community partner Alma Mandujano-Orta updated that Natividad Medical Center has a weekly Farmers Market. They also do outreach in the community and help community members with any needs they may have.

Commissioner Molesky updated that effective May 1, 2024, the 504 Rule to Strengthen Protections Against Disability Discrimination has been enacted. The rule advances the promise of the Rehabilitation Act and helps protect people with disabilities from being discriminated against in any programs or activities funded by HHS.

4. Comments and announcements by Alliance staff.

Chairperson Beleutz opened the floor for Alliance staff to make comments.

No members of the Alliance Staff addressed the Advisory Group

Consent Agenda Items (5 – 6):

Chairperson Beleutz opened the floor for approval of the Consent Agenda.

Action: Consent Agenda approved.

Regular Agenda Items (7 – 8):

7. Community Resources

R. Margain presented on the resources available to the community. The purpose of this presentation was to solicit feedback from the group in regard to the information that is provided on the Alliance website, the e-newsletter called the Beat and the community engagement report, that is provided with the meeting packet. The group was asked if these outlets disseminate information for useful and helpful.

- Not all members of the group are familiar with these channels for information but will now view them, especially the website.
- J. Beleutz noted that he uses the Alliances website regularly for understanding who's providing what and understanding the scope of services for the Alliance offers. He also reviews both The Beat and the community engagement report.
- D. Drost noted that she has received The Beat and enjoyed it and found it useful. She also likes to go back and re-read issues.

8. Alliance Provider Directory

J. Kruppner provided a demo of the Provider Directory, located on the Alliance website. The goal was to gain feedback on understandability and usefulness to members. She moved through the online Provider Directory highlighting areas that would be helpful, such as how to sort, find a provider, change the language etc. As well as how to find information for our providers such as Carelon for Mental Health, VSP for eye care and Pharmacy.

In reviewing the site some committee members noted :

- Nurse Advice Line should be more prominent.
- Track openings for VSP providers somehow.
- Help members understand that they need to contact Carelon, VSP and Delta Dental for their list of providers as our site does not list them.

9. Provider Network Development

J. Dybdahl followed up the Provider Directory presentation by soliciting feedback on the Provider Network. She asked for feedback on the following topics:

- ***What should providers know about the Alliance members; how can we help educate providers?***
 - Better education for the front office staff in order to help better educate the doctor. Doctors often do not seem to be too knowledgeable about the Alliance and services offered. Especially important when providers are developing a treatment plan for members.
 - Refresher training for PSR to update provider offices on new and updated benefits.

- ***What other providers would you like to see in the Alliance network?***
 - Better women's healthcare providers, especially for women over 60.
 - Alternative medicine such as Chinese medicine.
 - More acupuncture providers

Adjourn:

The meeting adjourned at 11:30 a.m.

Respectfully submitted,
Maura Middleton
Administrative Assistant
Member Services Advisory Group Coordinator

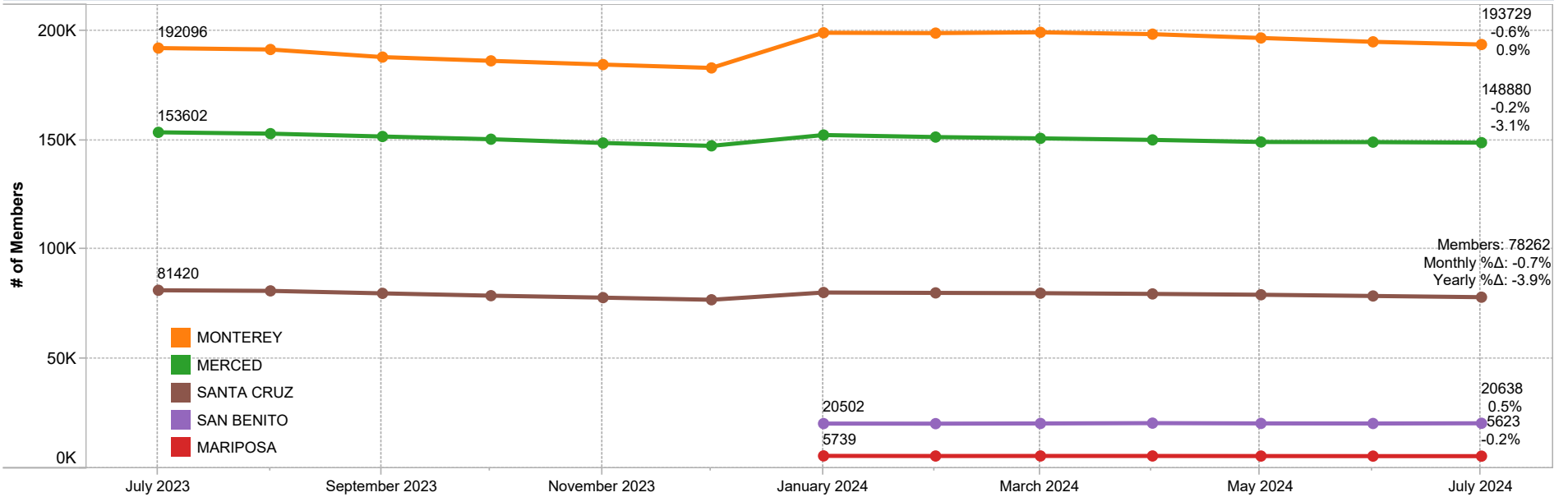


Enrollment Report

County: *None* Program: *None* Aid Cat Roll Up: *None* Data Refresh Date: 7/9/2024 6:07:33 AM

Enrollment Month
7/1/2023 to 7/31/2024

Membership Totals by County and Program, % Change Month-over-Month and % Change Year-over-Year



LOB	County	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024
Medi-Cal	SANTA CRUZ	81,420	81,144	80,013	78,949	78,057	77,082	80,402	80,227	80,099	79,762	79,371	78,814	78,262
	MONTEREY	191,422	190,767	187,297	185,577	183,874	182,328	198,390	198,239	198,589	197,739	195,985	194,227	192,998
	MERCED	153,602	152,994	151,695	150,447	148,730	147,424	152,363	151,439	150,845	150,137	149,186	149,118	148,880
	MARIPOSA							5,739	5,686	5,709	5,705	5,666	5,636	5,623
	SAN BENITO							20,502	20,471	20,559	20,707	20,580	20,543	20,638
IHSS	MONTEREY	674	681	682	683	691	697	700	700	705	720	726	732	731
Total Members		427,118	425,586	419,687	415,656	411,352	407,531	458,096	456,762	456,506	454,770	451,514	449,070	447,132



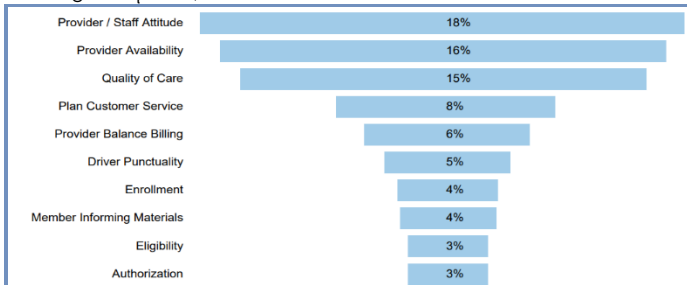
Q1 2024 Appeals and Grievances: 1,156* including Carelon.

Appeals: 5% [80% in favor of Plan; 20% in favor of Member]

Exempt: 48%

Grievances: 44%

Other: 3% [Inquiries, SFH, Etc.]



Analysis and Trends

- ❖ Access issues regarding provider availability in MRY improved.

Highest Grievances Filed by County

1. **Monterey:** 39%
2. Merced: 26%
3. Santa Cruz: 25%
4. San Benito: 6%
5. Mariposa: 4%

Behavioral Health Carelon Grievances: #31

- ❖ **Monterey:** 20
- ❖ Santa Cruz: 5
- ❖ Merced: 6

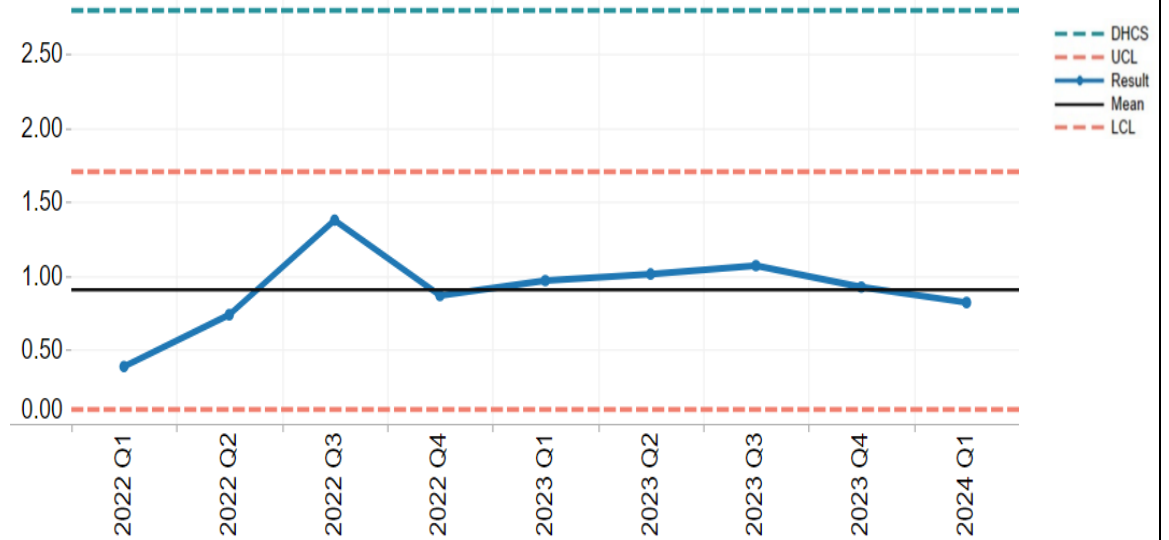
IHSS Summary:

#10

- ❖ Member Grievances: 7
- ❖ Exempt Complaints: 3

In Control
 Not in Control

A lower rate demonstrates a good or positive result when compared to Upper Control Limits (UCL) and Lower Control Limits (LCL). Control limits represent three (3) standard deviations from mean or average performance.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2023 MemberMonths	420,221	421,742	423,195	426,113	427,756	428,853	427,127	425,589	419,667	415,634	411,325	407,472
Case Count	321	425	480	376	488	436	448	459	455	479	369	295
Case Count Per 1000 MM .	0.76	1.01	1.13	0.88	1.14	1.02	1.05	1.08	1.08	1.15	0.90	0.72
2024 MemberMonths	458,015	456,585	456,194									
Case Count	394	385	346									
Case Count Per 1000 MM .	0.86	0.84	0.76									

*Grievances Per 1,000 Member Month



Recent Community Events

Attended as of July 1, 2024

	April - June 2024
Mariposa County	3 events
Merced County	15 events
Monterey County	15 events
San Benito County	7 events
Santa Cruz County	6 events
Total	46 events

Here are a few of the events we attended:

Mariposa County

- Mariposa Butterfly Festival

Merced County

- Week of the Young Child in Merced & Los Banos 2024

Monterey County

- Dia del Nino En el Parque Cesar Chavez

San Benito County

- Jovenes de Antano Senior Center Community Resource Fair

Santa Cruz County

- Kids Day Downtown Santa Cruz 2024



Upcoming Community Events

Planned as of July 1, 2024

July - September 2024	
Mariposa County	3 events
Merced County	11 events
Monterey County	6 events
San Benito County	1 events
Santa Cruz County	6 events
Total	27 events

Here are a couple of the events we will be attending:

Mariposa County

Mariposa Certified Farmers Market

- When: Wednesday, August 7, 2024, 4:30 p.m. – 6:30 p.m.
- Where: 5029 Stroming Road, Mariposa CA
The Mariposa Certified Farmers' Market is committed to our community's health.

Merced, Monterey & Santa Cruz County

National Night Out 2024

- When: Tuesday, August 6, 2024
Merced: 6pm-9pm
Monterey: 4pm-7pm
Santa Cruz: 3pm-7pm
- Where:
Merced: 1045 W. 25th street, Merced, CA 95340
Monterey: Salinas Sports Complex 1034 N. Main St. Salinas CA
Santa Cruz: 451 Green Valley Rd., Watsonville, CA 95076

National Night Out strengthens the relationship between neighbors and law enforcement while bringing back a true sense of community. It also provides a great opportunity to bring local organizations and neighbors together.

San Benito County

Resiliency Health Fair and Youth Listening Circle

- When: Saturday, July 13, 2024, 4 .m. – 6:30 p.m.
- Where: Family Resiliency Center 351 Tres Pinos Rd. Suite 100-A
The Family Resource Center is hosting a community space for youth 12 years of age and older to access community health resources.

Serving Mariposa, Merced, Monterey, San Benito and Santa Cruz counties

www.thealliance.health • 800-700-3874

Alliance Language Assistance Services

Desirre Herrera, Ivonne Muñoz, Osiris Ramon
August 8, 2024

1

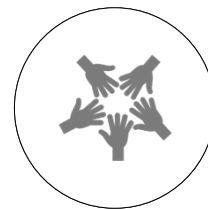
What is the **mission** for Language Assistance Services at the Alliance?



To ensure that all members receive culturally and linguistically appropriate health care services.



To reduce health disparities related to language and cultural barriers.



To improve communication between Alliance staff, Alliance health care providers, and Alliance members.

2

2

What are **Language Assistance Services**?

Alliance members have the right to language assistance services at no cost. These services include:

Interpreting

- Qualified interpreters over the phone
- Qualified interpreters in-person
- Qualified American Sign Language (ASL) interpreters

Translation and alternative formats

- Written information in other languages
- Written information in other formats such as large print, Braille, audio, accessible electronic formats, such as data CD, or other formats

3

3

What is required for **Interpreting Services**?

Interpreting services are available for members when using Alliance covered services.

Examples of covered services:

- Medical appointments
- Phone calls with the medical offices
- Phone calls with the Alliance
- Pharmacy

Interpreting services are available for Alliance staff and providers to use when working with members:

- Phone interpreting service is available for Alliance providers and Alliance staff 24 hours a day 7 days a week in over 200 languages.
- Providers can request in-person interpreters when appointments require longer discussions for medical needs such as complex conditions, new treatment or medications, physical therapy etc.

4

4

When is **Translation Services** used?

Translation services are used by internal Alliance departments to translate written documents to inform of Alliance covered services and any notifications regarding benefits.

Examples of this include:

- Evidence of Coverage (EOC)
- Notice of Action letters (NOAs)
- Grievance letters
- Meeting packets (ex. MSAG, WCMAG)
- Member Newsletters

5

5

What is **Alternative Format Selection (AFS)**?

Alternative Form Selection (AFS) is when a member requests documents in a format that meets their individual needs.

Examples of **alternative formats** are:

- Large print
- Audio CD
- Data CD
- Braille

6

6

How can members **access** Language Assistance Services?

If members would like an **interpreter**:

- Members can inform their doctor's office that they would like an interpreter and which language they need.
- Member can inform the Alliance that they need help getting an interpreter for their medical appointments.

If members would like help with **written documents or need documents in an alternative format** from the Alliance:

- Member Services can help if letters from the Alliance are not in their preferred language or format.

7

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Current Use of Services

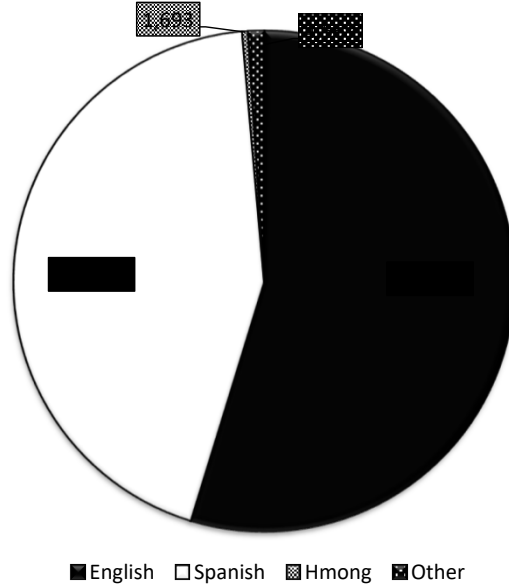
Alliance Language Assistance Services

8

8

Alliance Member Spoken Language

Almost half (45%) of Alliance members speak a language other than English



What is the **utilization** of the **phone interpreting services**?

	2022	2023
Alliance Providers	16,740	18,786
Alliance Staff	9,413	11,075
Total Calls	26,153	29,861

What is the **utilization** of the **in-person interpreting services**?

County	2022	2023
Santa Cruz	1,403	2,086
Merced	652	1,574
Monterey	1,397	1,401
Total Requests	3,452	5,061

2024 data will include expansion counties of Mariposa and San Benito

What is the **utilization** of the **in-person interpreting services**?

2022

- **Spanish: 2,605**
- **ASL: 611**
- Farsi: 71
- Mandarin: 40
- Vietnamese: 29

Total:
3,452
Requests

2023

- **Spanish: 4,429**
- **ASL: 394**
- Russian: 40
- Korean: 28
- Farsi: 25

Total:
5,061
Requests

What is the **utilization** of the **translation** services?

Translation Type	2022	2023
*General	354	447
Notice of Action	4,329	5,678
Grievance	1,706	1,405
Total	6,389	7,530

**General translations can be for Alliance materials, flyers, meeting packets, website updates*

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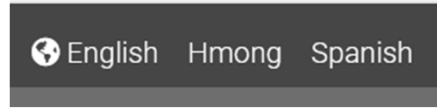
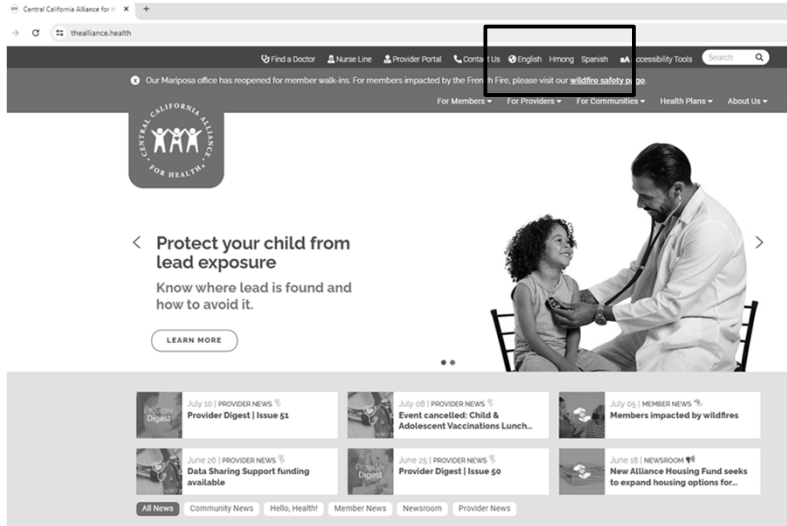
Resources

Alliance Language
Assistance Services

14

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Language Assistance Resources - Alliance Website



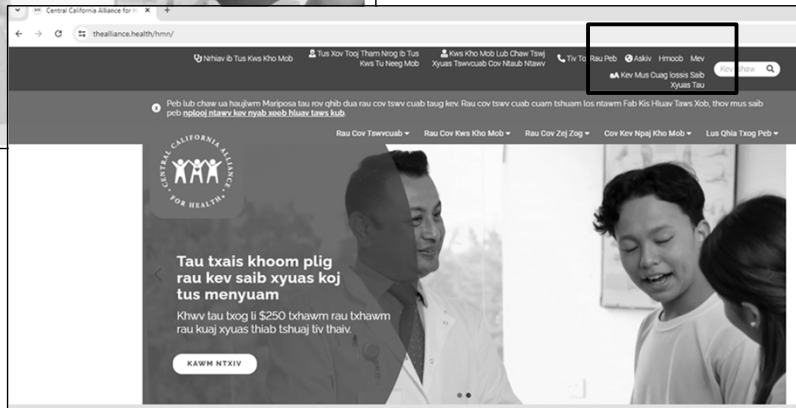
The Alliance website can be switched to Spanish or Hmong.

15

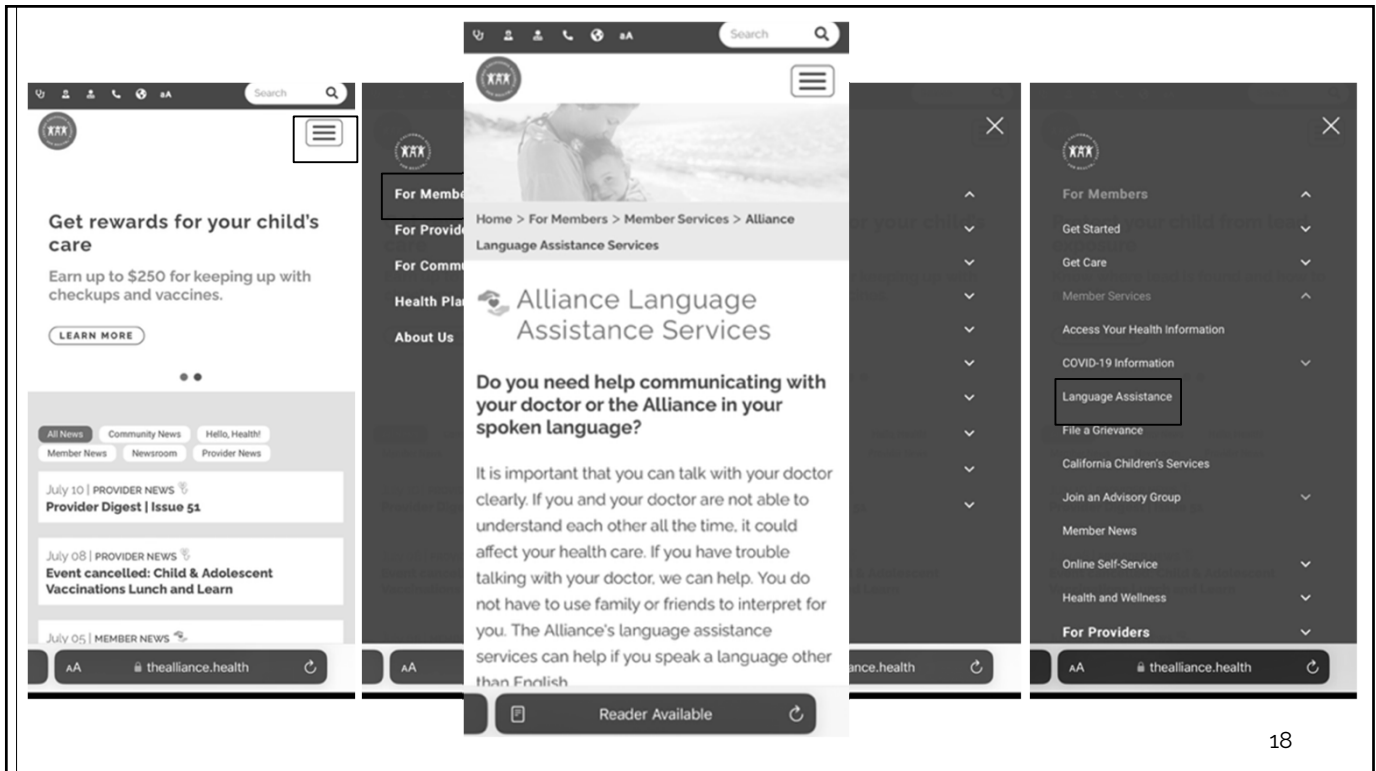
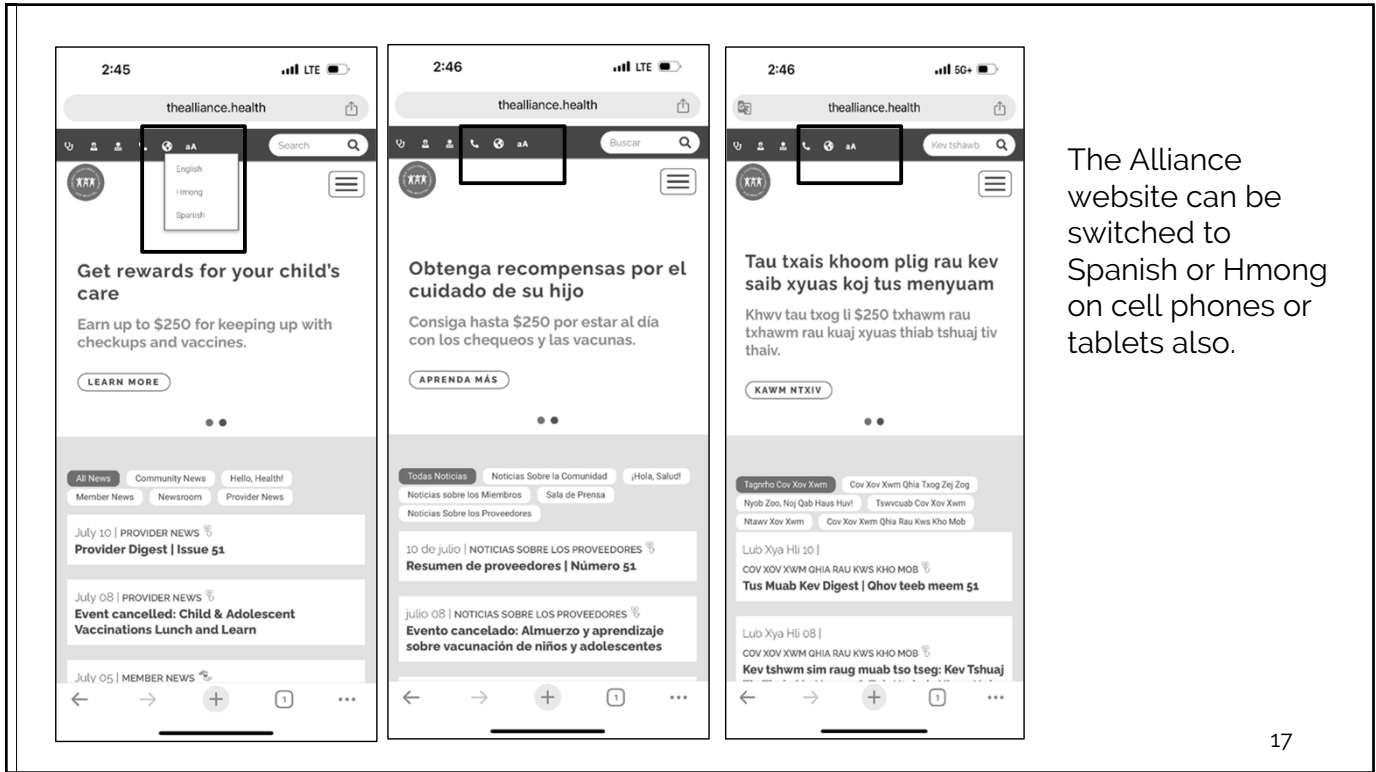
15



The Alliance website can be switched to Spanish or Hmong.



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Language Assistance Resources – Flyers and Materials

The image shows three flyers side-by-side, each with a header image of a doctor and a patient. The first flyer is in English, titled "Alliance Language Assistance Services". The second is in Spanish, titled "Servicios de Asistencia con el Idioma de la Alianza". The third is in Hmong, titled "Alliance Cov Kev Pab Cuam Txhais Lus". Each flyer contains text explaining the services, contact information (800-700-3874), and the Alliance's website. At the bottom of each flyer is the Alliance logo and the slogan "HEALTHY PEOPLE. HEALTHY COMMUNITIES.".

The Alliance has materials about language assistance services available for members in English, Spanish and Hmong.

Language Assistance Resources – Member Newsletter

The image shows three overlapping newsletters. The top one is in English, titled "Living Healthy" and "The Alliance now provides Medi-Cal to Mariposa and San Benito counties!". The middle one is in Spanish, titled "La Vida Saludable" and "¡La Alianza ahora ofrece Medi-Cal a los condados de Mariposa y San Benito!". The bottom one is in Hmong, titled "Nyob Noj Qab Haus Huv" and "Lub Alliance tam sim no muab Medi-Cal rau cov cheeb nroog Mariposa thiab San Benito". Each newsletter features the Alliance logo and various articles and information for members.

The Alliance shares information in the quarterly Member Newsletter.

Newsletters are mailed to members in March, June, September and December.

Language Assistance Resources – Member Newsletter

Language Assistance services information is shared in the Member Newsletter at minimum annually.

The collage shows three overlapping pages from the Alliance Language Assistance Member Newsletter. The top-left page is in English, titled 'About your Provider Directory and Member Handbook'. The middle page is in Spanish, titled 'Acerca del Directorio de Proveedores y el Manual para Miembros'. The right page is in Vietnamese, titled 'Hais txog koj Phau Ntawv Teev Npe Cov Kws Kho Mob thiab Phau Ntawv Rau Tus Tswvcaub'. Each page lists various services and contact information for members.

Your Opinion Matters!

Alliance Language Assistance Services

Language Assistance Services – **Feedback**



- What would you like to see the Alliance do to help keep members informed of language assistance services?
- What do you think providers need to know to stay informed of language assistance services?
- What are barriers to members knowing about these services?

23

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Questions?

Alliance Health Education Line
800-700-3874, ext. 5580

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MSAG – Communications Update

August 2024

AGENDA:

1. Department overview
2. Communications channels
3. 2024 Alliance communication priorities
4. Recent activities
 1. Media campaigns and collaborations
 2. School outreach / community outreach
5. New! Member texting
6. Close/thank you

COMMUNICATIONS
UPDATE

DEPARTMENT OVERVIEW

The Marketing and Communications department aligns and oversees communication activities across the organization. The department oversees the communication strategy and manages Alliance communications channels and tools to deliver timely messages to members, providers, employees and other stakeholders.



ALLIANCE COMMUNICATIONS CHANNELS

- Member and Provider Bulletins (newsletters).
- The Beat – community email newsletter.
- Provider Digest and Flash email newsletters.
- www.thealliance.health website.
- Facebook and LinkedIn social media channels.
- Communications collateral and outreach support – flyers, brochures, fact sheets, promotional material, etc.
- Paid media channels, where appropriate.



Living Healthy
A newsletter for the members of
Central California Alliance for Health



June 2024 | VOLUME 30, ISSUE 2

Stay on track: A guide to kids' vaccines

Keeping your kids healthy now can help them stay healthy in the future. One way to do that is by making sure they're up to date on their vaccines. Here's a quick guide to help you out:

1. Follow the schedule. Stick to your child's vaccine schedule recommended by your child's doctor.
2. Stay on track. Life gets busy, and sometimes we might miss doses. Don't worry! If you fall behind, talk to your child's doctor. They can help get your child back on track.
3. Plan ahead. Appointments can fill up quickly. Call and schedule an appointment today so your child is ready to return to school!
4. Ask questions. Talk to a health care professional you trust. They are there to help you and provide the best advice for your child.



For more information, visit www.thealliance.health/child-vaccines

Remember, scheduling regular checkups with your child's doctor is key to addressing any concerns or questions. Let's keep our kids as healthy as we can!



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2024 COMMUNICATIONS PRIORITIES

- County expansion support.
- Redetermination – ensuring members renew Medi-Cal post pandemic.
- Well-checks back-to-school spring campaign
 - Children
 - Adult preventive care
- Vaccines – summer/fall campaign
 - Infants and children
- Increasing member awareness on benefits and services–
- Grow audience reach on social channels

Los nuevos requisitos indican que ahora usted podría calificar para Medi-Cal. **No importa su estatus migratorio.**

Medi-Cal lo ayuda a usted y a su familia a mantenerse saludables. Aunque se le haya negado Medi-Cal completo recientemente, es posible que ahora sea elegible.

Aplicando no afectará su estatus migratorio.

Para obtener ayuda, llame al 209-237-1610.

New rules mean you may now qualify for Medi-Cal. **Immigration status doesn't matter.**

Medi-Cal helps you and your family stay healthy. Even if you've been denied for full Medi-Cal recently, you may be eligible now.

Applying will not affect your immigration status.

Call Nurse Advice Line

Nurse Advice Line

Feeling sick and have questions? Call 844-971-8907 (TTY: Dial 711) to talk to a nurse.

If you are having a medical emergency, call 911 or go to the nearest emergency room.

What is the Nurse Advice Line?
The Nurse Advice Line is a service available to all Alliance members. You can call if you have questions about your health or your child's health. A registered nurse will help you with what to do next.

The service is available 24 hours a day, 7 days a week at no cost to you.

When do I call the Nurse Advice Line?

Call the Nurse Advice Line when:

- You or your child is sick, and you cannot reach or get an appointment with your doctor.
- Examples: Your child has a fever or rash, is vomiting, or your baby's crying is unusual.
- You are not sure if you should go to the emergency room.
- You have questions about your health or your child's health.
- You are under 18 years old and want to talk in private about your health concerns.

When you call:
If you have your Alliance Member ID card with you, have it ready to tell the nurse your ID number.

Call 844-971-8907 (TTY: Dial 711)
When you call the Alliance Nurse Advice Line about your health questions, you will be entered into a monthly raffle. You could win a \$50 Target gift card!

HEALTHY PEOPLE. HEALTHY COMMUNITIES.
www.medicarehealth.com

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Recent Activities

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BACK TO SCHOOL CO-BRAND CAMPAIGN

- Spring campaign. Bi-lingual paid media campaign.
 - Social media
 - Snapchat and YouTube
 - School flyers
 - Radio ads and interviews
 - DMV ads
 - Partner promotions
- Merced audience, families with kids in school.
- Urges parents to schedule summer check-ups.
- Campaign partners:
 - Merced County of Education.
 - Mercy Medical Center.
 - Mariposa Health and Human Services Agency.



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CAMPAIGN COLLATERAL

- YouTube: YouTube Spring Campaign ad - English



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VACCINE CAMPAIGN

- Late summer/ fall. Bi-lingual media campaign.
 - Social media
 - Geotargeted ads (reaching members where they are)
 - School flyers
 - Radio ads and interviews
 - DMV ads
- Kids and adolescents focus.
- Urges parents to stay on track with vaccines.



SCHOOL OUTREACH / COMMUNITY OUTREACH

- We utilize Peachjar to deliver flyers to 71 schools across our service area.
 - Vaccine reminders
 - Redetermination
 - Well check reminders
 - Flu shot reminders
 - Nurse Advice Line
 - Behavioral Health
- We support all outreach events with flyers and brochures to help inform members of benefits and services.
 - Overview of the Alliance
 - Community resource flyers
 - Transportation, Behavioral health, Nurse Advice Line



NEW! MEMBER TEXTING

Starting 9/1, we will be expanding our member texting program beyond redetermination texts.

– Member heads of household who have a mobile number on file will receive timely and targeted texts from the Alliance on a variety of health-related issues, including but not limited to:

- Vaccine reminders
- Well check reminders
- Health screening reminders
- Redetermination / Medi-Cal renewal
- Nurse Advice Line info
- Flu vaccine reminders
- How to select or change a dr.
- Check-ins after an ER stay
- Behavioral health information



– Members can text STOP at anytime to opt out of these texts and START if they wish to opt back in.

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THANK YOU

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