

Covered California Hearing Talking Points (5 minutes)

Beth Malinowski, Associate Director of Policy, CPCA

- CPCA represents over 900 health center sites across California
- Collectively we provide care to over 5 million people through over 15 million encounters each year
- We provide care to this population regardless of their ability to pay
- With over 30% of our patients' uninsured, getting more of our patients covered is a top priority.
- This summer, HRSA, recognizing the important role health centers can play in enrolling their communities, provided \$21 million to over 120 health centers in California
- With this funding, our health centers are creating an infrastructure for enrollment, so that enrollment is not just a task, but a true program of the health center.
- This year, CPCA launched our CaliforniaHealth+ initiative statewide
 - CaliforniaHealth+ is an innovative new vision and brand to educate patients about the benefits of California's community clinics and health centers (CCHCs)
 - Through this initiative we are getting the message out that health centers are "the place to go" to get enrolled, to access coverage and care
 - As part of this campaign, we launched the CaliforniaHealthPlus.com website
 - Here consumers can learn
 - who our health centers are,
 - information on the different coverage options,
 - and find a health center near them to get enrolled at through our health center locator tool.
- Additionally, CPCA is partnering with The California Endowment on its media outreach and enrollment campaign Get Covered or Asegrate.
 - The partnership will help CPCA leverage millions of dollars of paid media resulting in increased visibility for the CaliforniaHealth+ brand and our health centers.
 - Through this partnership, we co-created two PSAs with media partner Univision. These PSAs began showing during August's National Health Center Week.
 - Additionally, Asegrate.com links consumers back to our CaliforniaHealth+ clinic locator to find a site to get enrolled
 - And, lastly, we've produced co-branded collateral materials - posters, appointment reminders, and other giveaways

I would like to take a moment to talk about what else we are doing

- To make sure that our health centers' enrollment staff are best positioned for success, we are working closely with our regional consortia, Covered CA and RHA, to create a Certified Enrollment Counselor Master Trainer program for our health center infrastructure
- We are very excited about the potential for this program and want to commend Covered CA and RHA to their responsiveness in meeting the enrollment needs of our health centers and their patients

In addition to the master trainers and increasing our CEC training capacity, we believe our vision to maximize our success during the 1st open enrollment period will be enhanced by....

- First, streamlining and simplifying the CEE and CEC application and application process.
 - Consider a shorter application for provider organizations such as health centers.
- Second, we thank Covered CA/RHA for having mobile on-site fingerprinting at recent CEC trainings, we see this is a great option and urge that it is continued for all future trainings.
- Third, we want to encourage greater awareness of CalHEERS and its interaction with Medi-Cal Systems
 - As part of the CEE (online) and CEC (in person) training, and in coordination with DHCS, we urge that trainings include a discussion of how CalHEERS and SAWS systems will communicate eligibility and enrollment information.
 - Similarly, we ask DHCS, working with counties, to provide all Medi-Cal providers with information regarding how they can assist their Medi-Cal expansion patients in selecting their Medi-Cal Managed Care Plan and Primary Care Provider (PCP).
- Finally, we look forward to working with the administration to maximize CBO participation in outreach and enrollment funding opportunities
 - CPCA, and our Latino Health Alliance partners, see CBOs as key to accessing diverse and hard to reach populations.
 - Through appropriate requirements of counties seeking the TCE Medi-Cal Enrollment monies, we can encourage counties to partner with CBOs in their region for enrollment success.

Thank you.