

APPENDIX J OUTREACH AND ENROLLMENT WORK PLAN

Human Service Agency and Health Service Agency aim to improve and increase the County's outreach and enrollment capacity by implementing activities that expand the network of public, non-profit and private organizations involved in providing health coverage options. County activities will place a special emphasis on informing and enrolling children and families into Medi-Cal and Healthy Families (MC/HF) with some of the outlined activities implemented simultaneously throughout the entire County while others phased in by region. Initially, Human Service Agency and Health Service Agency will place more resources and effort into activities in the *[insert area of county]* due to the large number of uninsured Medi-Cal and Healthy Families eligibles residing in this region. Efforts will then shift sequentially to the *[insert area of county]* since the number of uninsured eligible residents decreases from the first to last region. Work plan objectives include:

1. By *[insert month year]*, all Health Service Agency programs that target uninsured eligible individuals will have developed and implemented an outreach and enrollment plan that interfaces with the CHI's efforts.
2. By *[insert month year]*, Human Service Agency and Health Service Agency will expand the network of community-based organizations, faith-based institutions, and school districts focusing on Medi-Cal and Healthy Families outreach and enrollment activities. In addition, the County will incorporate local unions and childcare and senior centers into outreach and enrollment efforts. These groups will be actively involved in working with the CHI to coordinate activities such as mass enrollment events at community centers and faith-based institutions.
3. By *[insert month year]*, Human Service Agency and Health Service Agency will increase health care providers' focus and capacity to provide continuous health coverage for their uninsured clients. All County clinics, free clinics and medical providers serving the uninsured will have implemented a process to outreach and enroll patients into an available health coverage program.

Objective #1: By *[insert month year]*, all Health Service Agency programs that target uninsured eligible individuals will have developed and implemented an outreach and enrollment plan that interfaces with the CHI's efforts.

Activities	Responsible Parties	Timeline
1. Work with WIC sites to ensure all of their uninsured children and families are enrolled into MC/HF.		
a. Give presentations and begin making relationships with WIC staff.		
b. Implement MC/HF referral process at WIC sites to ensure clients are connected with CHI team.		
2. Integrate MC/HF referral process into CHDP activities to ensure its clients are connected with CHI team.		
3. Work with Mental Health Unit to enroll uninsured members and families into MC/HF.		
a. Give presentations and begin making relationships with Mental Health staff.		
a. Implement MC/HF referral process to ensure clients are connected with CHI team.		

Adapted from the San Mateo County CHI

Objective #2 By [insert month year], Human Service Agency and Health Service Agency will expand the network of community-based organizations, faith-based institutions, and school districts focusing on Medi-Cal and Healthy Families outreach and enrollment activities. In addition, the County will incorporate local unions and childcare and senior centers into outreach and enrollment efforts. These groups will be actively involved in working with the CHI team to coordinate activities such as mass enrollment events at community centers and faith-based institutions.

Activities	Responsible Parties	Timeline
1. Target school districts with a high number of children enrolled in school lunch program and serving targeted ethnic populations.		
a. Work with Consumers Union on developing an effective school based outreach plan.		
b. Give presentations and begin to build relationships with Superintendents, nurses, PTA.		
c. Distribute fliers in parent packets or back to school registration packets.		
d. Operate informational tables at back to school nights or kinder/preschool/new student registration days.		
e. Implement MC/HF referral process at selected schools to ensure families can be connected with CHI team.		
f. Develop a mechanism so CHI teams can respond to request for health coverage information.		
2. Develop strong and coordinated relationships with Community Based Organizations groups serving uninsured and underinsured clients.		
a. Identify CBOs to target.		
a. Send mailers with cover letter explaining outreach efforts.		
c. Give presentations and begin making relationships with CBO staff.		
d. Implement MC/HF referral process to ensure CBO clients can be connected with CHI team		
e. Train CBO staff on how to enroll clients in Healthy Families and Medi-Cal.		
f. Work with targeted CBOs to set up times when CBO staff will assist with MC/HF enrollment		
g. Begin out-stationing CHI team at the targeted CBOs and set up scheduled times when they will be present to assist with enrollment		
3. Develop strong and coordinated relationships with Faith-Based Organizations serving uninsured and underinsured clients		
a. Identify faith-based organizations with a high number of uninsured congregants		

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Activities	Responsible Parties	Timeline
b. Send mailers with cover letter explaining out-reach efforts.		
c. Give presentations and begin making relationships with faith based staff.		
d. Work with faith based staff to send mailers to uninsured clients/patrons.		
e. Hold special weekend enrollment times when CBOs and CHI team can assist patrons with health coverage enrollment.		
f. Coordinate mass enrollment fairs with CBOs and faith-based communities.		
4. Work with Child Care Centers and Child Care Coordinating Council (4C's) to enroll uninsured members and families MC/HF.		
a. Give presentations and begin making relationships with child care sites.		
b. Implement MC/HF referral process at Child Care Center sites so that clients can be connected with CHI team.		
c. Train specific child care staff on how to enroll clients in Healthy Families and Medi-Cal.		
d. Work with 4C's to set up times when specific 4C's staff will assist with MC/HF enrollment		
e. Begin out-stationing CHI team at the targeted child care sites and set up scheduled times when present to assist with enrollment		
5. Coordinate a minimum of four mass health enrollment events per year within each targeted region at sites such as clinics, schools, churches, and community centers.		
6. Connect outreach and enrollment activities to existing health-related, community-based collaborative groups.		
a. Identify all health-related collaboratives in all regions of the County.		
b. Give presentations, begin making relationships, and attempt to join collaborative groups.		
7. Work with Union Locals to enroll uninsured members and families into available programs.		
a. Give presentations, begin making relationships with unions and train union staff on MC/HF enrollment process.		
b. Implement MC/HF referral process so union staff can connect members to the CHI team.		
c. Begin out-stationing CHI team at the targeted unions health events and set up times to assist with enrollment.		

Adapted from the San Mateo County CHI

Objective #3 By *[insert month year]*, Human Service Agency and Health Service Agency will increase health care providers' focus and capacity to provide continuous health coverage for their uninsured clients. All County clinics, free clinics and medical providers serving the uninsured will have implemented a process to outreach and enroll patients into an available health coverage program.

Activities	Responsible Parties	Timeline
1. Out-station CHI team members at County Clinics within targeted area		
a. Integrate Community Health Advocate (CHA) into clinic work flow		
b. Team CHA with HSA benefit analyst to work in tandem in enrollment of eligible individuals and families		
c. Train CHA and HSA BAs on enrollment and retention procedures		
2. Work with all non-profit free clinics located in targeted regions of the County		
a. Identify all free clinics		
b. Give presentations and begin making relationships with Clinic staff		
c. Integrate MC/HF referral process into clinic work flow in order to connect clients with CHI team		
d. Begin out-stationing CHI team at clinic sites and set up scheduled times when they will be present to assist with enrollment		
e. Coordinate mass enrollment fairs with clinic sites		
3. Develop strong and coordinated relationships with private medical providers serving the uninsured and underinsured		
a. Identify Provider groups to target		
b. Give presentations and begin making relationships with provider sites		
c. Implement health coverage referral process at selected provider offices to ensure patients can be connected with CHI team		
d. Begin out-stationing CHI team at the targeted provider sites and set up scheduled times when present to assist with enrollment		

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