

*Welcome to*



**CenCal** HEALTH™  
The Regional Health Authority



# Identity



# CenCal Health: The Name and Logo Mark

- Contraction of Central California (CenCal), giving it a geographic context.
- The word Health speaks to our service promises.
- The sub title *The Regional Health Authority* assists in the transition from the old name to the new.

# CenCal Health: The Name and Logo Mark



- Inspired by the original logo mark.
- The addition of a second mountain range is symbolic of the multiple territories we now service.
- A sky was added to complete the landscape.
- A new color (gold) was added to symbolize “premium” care and Gold Coast of California.
- The blue, green and gold color scheme is indigenous to our geographic area and engender a sense of well being and vitality.

# Stationery Package

**Krista E. Morley**

Community Relations/Marketing Manager



**CenCalHEALTH™**  
The Regional Health Authority

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## **Mission Statement**

To improve the health and well-being of the people of the central coast by providing access to high quality medical services.

# Stationery Package



# Stationery Package



# Corporate Brochure



*We help families live well.*

#### Our Mission and Values

CenCal Health is a local, community-oriented health plan serving the uninsured and under-insured residents of Santa Barbara and San Luis Obispo counties.

**Our mission is to improve the health and well-being of the people of the Central Coast by providing access to high quality medical services.**

**Our vision is to be a national model for health-care delivery, recognized for excellence in care and service, efficiency and value as a community resource.**

**Our values are reflected in:**

- A continuous pursuit of performance excellence
- Integrity in all interactions
- Respect and compassion for our members
- Excellence in customer service
- Honest, direct, and respectful communication
- Responsible stewardship of resources
- Commitment to the community
- The importance of skilled and dedicated staff



#### What Makes Us Unique

CenCal Health has over 24 years of service and commitment to this community. We continually search for the best way to deliver high quality health services to a member that respects the dignity and needs of our clients and providers.

Every member has a "medical home" primary care physician and has access to our comprehensive programs that target the management of asthma, diabetes, and other chronic conditions.

We assist members in obtaining their initial Health Assessment, on-going assessments, transportation and interpreter services when needed.

[CenCalHealth.org](http://CenCalHealth.org)

CenCal Health also emphasizes and promotes health education and disease prevention:

- Our health education program strives to provide our members with information about ways to improve their own and their family's health.
- Checkups, immunizations and routine tests to prevent illness are encouraged.
- "Staying Healthy" assessments and guidelines are required and administered by members as a requirement of the program.
- Teen and adult member newsletters cover a variety of age-relevant topics that focus on everything from healthy stress and nutrition, to safe driving and relationships, to facts about drinking and disease prevention.
- A database of community resources, identified by service type and location, is regularly maintained and updated for members and providers on CenCal Health's website.
- Finally, our Asthma SMART and Diabetes SMART programs have been developed as the best of many additional, helpful "tools" we're here to take appropriate action" tools CenCal Health hopes to provide in the future.



Providers receive on-going assistance from our family-based staff as well as through the use of tools on our website that enable quick and efficient treatment and referral authorizations, electronic claims submissions, and member-generated case management reports.

Billing Workshops are also available for Providers' billing personnel. These workshops offer training on basic claims submission, use of our website, and other updated information. Claims denials are reviewed so that we may provide tailored assistance and training to provider staff members whenever needed.

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The quality of care for our members is a top priority to CenCal Health. Any reported member or provider concern is addressed immediately.

CenCal Health (as the Santa Barbara Regional Health Authority) has, and intends to continue to receive top awards from the State for exceptional performance as measured by the Healthcare Information Data and Information for (HEDIS). HEDIS is a set of standardized performance measures designed to ensure that physicians and caregivers have the information they need to ensure superior performance of organizations. Since its introduction in 1993, HEDIS evolved to become the gold standard in managed care performance measurement.



# Materials



# Members

## Contracted Provider List Directorio de Proveedores

Effective Month X, XXXX



**CenCalHEALTH**  
The Regional Health Authority

**Contracted Member**  
120 Carillon Dr., Oxnard, CA 93227  
600 California Blvd., Ste. 35, San Luis Obispo, CA 93405

**Members**  
Toll Free 877.624.1862

## Member Handbook

Combined Evidence of Coverage  
and Disclosure for Santa Barbara  
and San Luis Obispo Counties



**CenCal Health**  
120 Carillon Dr., Oxnard, CA 93227  
600 California Blvd., Ste. 35, San Luis Obispo, CA 93405

**Members**  
Toll Free 877.624.1862

## Guía para Miembros

Comprobante de Cobertura  
para condado de Santa Bárbara  
y San Luis Obispo



**CenCal Health**  
120 Carillon Dr., Oxnard, CA 93227  
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**Members**  
Toll Free 877.624.1862

# Members



# Providers

Health Initiative

HEALTHY

Healthy Kids

IHSS Healthcare  
In Home Supportive Services

Prenatal PLUS 1

## Contracted Provider List

 **CenCalHEALTH™**  
The Regional Health Authority

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# Provider Bulletin

The Provider Bulletin is produced as a timely supplemental information service for provider office staff and is published monthly by the Provider Services Department. Questions and/or suggestions for articles should be directed to:

**RADIOLOGY BENEFIT MANAGEMENT PROGRAM**  
On July 1, 2007, enrollment...

## Provider Bulletin

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**CenCalHEALTH**  
The Regional Health Authority

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[CenCalHealth.org](http://CenCalHealth.org)

### INTERPRETER SERVICES

**Good health care requires good communication**

Santa Barbara Regional Health Authority (SBRHA) provides a number of resources to help providers who are charged with serving patients from an increasingly diverse society. SBRHA is committed to ensuring that our members receive culturally and linguistically appropriate health care services.



As part of our commitment, SBRHA provides free access to interpreter services for our health plan's Limited English Proficient (LEP) members. We are grateful that our provider network has so many capable and committed bilingual health care workers who provide language interpretation; however, if a provider or their office staff does not speak a member's language, the health plan or provider cannot require or suggest that the member provide their own interpreter. A friend or family member may be used as an interpreter, if requested by the member after being informed of their right to interpreter services. The use of a family member or friend as an interpreter is generally discouraged and children should never be used. If the member chooses to use a family member or friend in lieu of using one of the interpreters provided by SBRHA, it must be noted in the member's medical record.

The following services are provided at no charge by SBRHA for our LEP members only:

- **Over-the-phone Interpreting**  
The Language Line provides interpreter services that are available 24 hours a day, 7 days a week in over 150 languages. Providers should call the Language Line at (800) 774-4344. Providers will need to provide the Client ID# 295982 and their PIN.
- **On-Site Interpreting**  
Provider A provider can request a Spanish speaking or American Sign Language interpreter by calling the Member Services Resource Coordinator at (800) 421-2560, extension 308. We generally require 2 business days notice; although we will try

*Continued on p. 2*

7) Providers may request a consultation by:

**Telephone**

- The ordering physician's office contacts HealthHelp via the telephone at (888) 318-0276
- Once the consultation is complete, HealthHelp will fax a confirmation sheet with the HealthHelp authorization number to the ordering and imaging provider

HealthHelp is open: Monday through Friday 5:00 AM - 5:00 PM Saturday 5:00 AM - 2:00 PM Pacific Time Zone

If the call is outside HealthHelp's regular business hours, providers may leave a message and HealthHelp will return the call the following business day

**Internet**

The ordering physician's office makes an electronic consultation request via [www.healthhelp.com/SantaBarbara](http://www.healthhelp.com/SantaBarbara).

Once the consultation is complete, the ordering provider may print the authorization sheet with the HealthHelp authorization number from the website or imaging provider may access any HealthHelp authorizations issued to their office or facility via [www.healthhelp.com/santaBarbara](http://www.healthhelp.com/santaBarbara)

Once the ordering physician's office requests a consultation by faxing the Clinical Referral Form to HealthHelp at (888) 7-9660

Once the consultation is complete, HealthHelp will fax a confirmation sheet to the ordering and imaging provider

Once a facility accreditation program assesses the equipment, personnel, and facilities and physician offices that own/lease/operate diagnostic imaging equipment.

Once enrolled, providers may take the assessment online or request a paper assessment to be faxed.

3) The standardized evaluation assesses the equipment, personnel, and policies of all facilities and physician offices that own/lease/operate diagnostic imaging equipment

4) Providers have 90 days to complete the assessment

5) Evaluations are done annually thereafter

6) Changes in imaging equipment or the operating personnel should be reported to HealthHelp

7) For assistance, please call 1-800-506-2560

### SPECIALTY PHARMACY PROGRAM

Effective July 1, 2007, SBRHA will implement a new Specialty Pharmacy Program. This program will cover injectable medications used to treat chronic diseases. SBRHA has chosen McKesson Specialty® as the vendor for this Specialty Pharmacy Program. Prescribing physicians will be contacted directly by McKesson or SBRHA to review any new processes. The following Therapeutic Classes will be covered under the Specialty Pharmacy Program:

- Multiple Sclerosis
- Rheumatoid Arthritis
- Hepatitis C
- HIV (Syngis®)
- Growth Hormone Deficiency
- Psoriasis
- Anticoag
- Hemophilia

For questions regarding the new program under SBRHA's pharmacy benefit, please contact our Pharmacy Department at (805) 685-9525, ext 213.

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SBRHA help better Tools langu section

CALL

**Updates**

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# Provider Brochure

**CenCal HEALTH**  
The Regional Health Authority

**CenCal Health**  
CenCal Health has always been committed to improving the health and well-being of the people of the Central Coast by providing access to high quality medical services in Santa Barbara County. In line with this mission, we are excited about our new partnership with San Luis Obispo County enabling us to administer that County's Medi-Cal program effective March 1, 2006. With the advent of this program, Medi-Cal recipients that reside in both San Luis Obispo and Santa Barbara Counties can look forward to guaranteed primary care and greater access to specialty services.

**Healthy Families (HFP)**  
A comprehensive health insurance program providing health, vision, and dental coverage for children under the age of 19.

- A HFP member must be a resident of Santa Barbara or San Luis Obispo County.
- The child's family must have an annual income between 100% and 250% of the Federal Income Guidelines.
- The program is supported by minimal monthly premiums and the Federal and State government.
- There are no co-payments for preventative health services.
- There are currently over 2000 children enrolled in the HFP program.

**Healthy Kids**  
A comprehensive health insurance program providing health, vision, and dental coverage for children under the age of 19, regardless of immigration status.

- A HK member must be a resident of Santa Barbara or San Luis Obispo County.
- The child's family must have an annual income at or below 200% of the Federal Income Guidelines.
- The program is supported by minimal monthly premiums, grants, and private donations.
- There are no co-payments for preventative health services.
- There are currently over 1200 children enrolled in the HK program.

**Become a Contracted Provider...  
...and Help Families Live Well.**

**CenCal HEALTH**  
The Regional Health Authority

# Website Development



# The Brand Meaning (Our Promises)

- Our name has changed but our mission, and commitment to the highest level of service quality remains the same.
- CenCal Health promises to administer and originate plans and programs that improve the health and well-being of the people in our service areas.
  - We provide access to high quality health care.
  - Our approach to working with members and providers remains simple and straightforward.
  - We help families live well.
  - We believe in preventative health care and health education.
  - We put member care first.
  - We provide highly personal attention to each member.



# The Outreach Strategy for New Identity Roll Out

## External:

- Advertising and Public Relations
  - South County
  - North County
- Direct Mail
  - Members
  - Providers
- Presentations
  - Community organizations, boards, societies, associations, vendors, etc.
- Online
  - New Website

## Internal:

- Employee Education

*Thank you for your commitment and dedication to*

**The Santa Barbara Regional Health Authority**

*Now*



**CenCal**HEALTH™  
The Regional Health Authority

