Welcome to





# 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

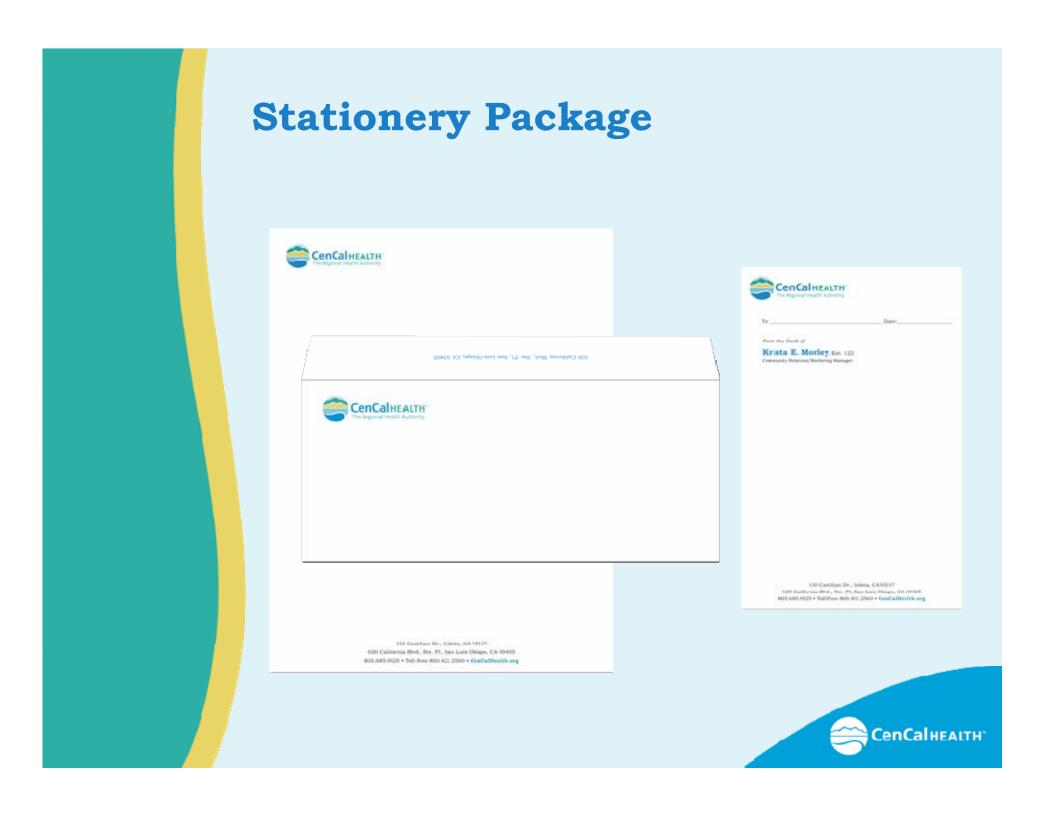


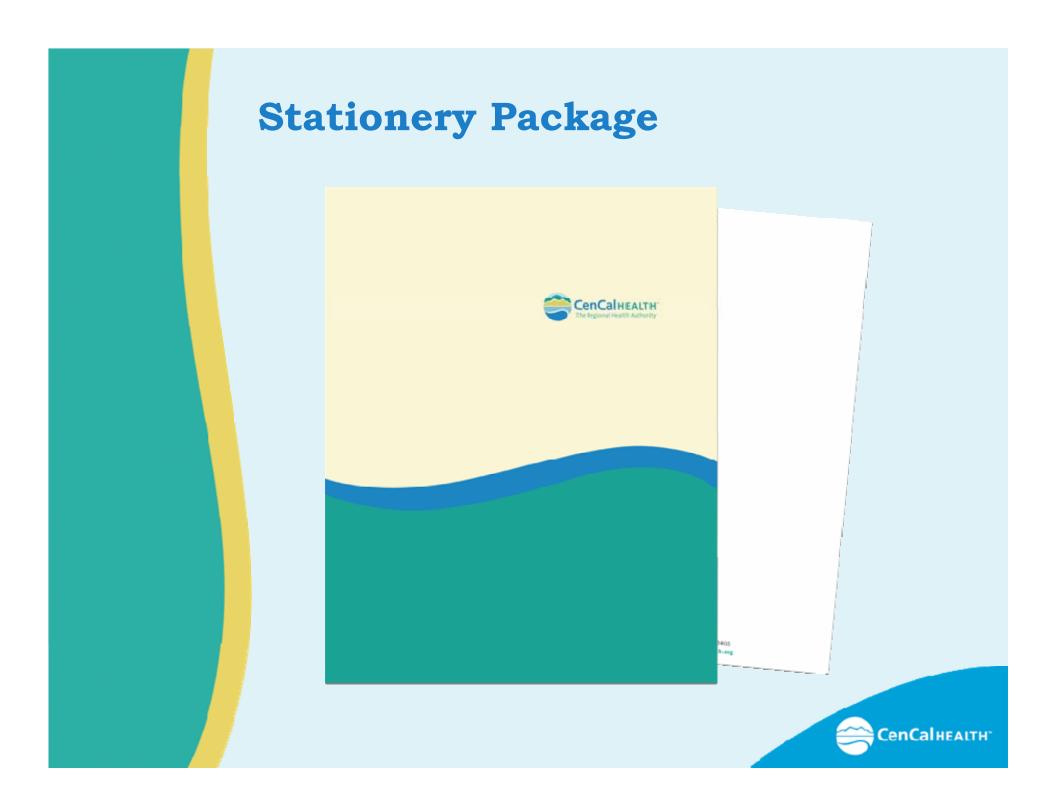
110 Castilian Dr., Goleta, CA 93117 805.685.9525 x122 • Toll-Free 800.421.2560 Email krista@cencalhealth.org Fax 805.685.8292 • ConCallealth.org

#### **Mission Statement**

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







## **Corporate Brochure**



We help families live well.

Day Missing and Values

Countral Healths is a boad, constanting openanted health plant serving the universal and under-insured residents of Surra Barbara and Ras Luis Obispo ununites.

New minimum in the response the basistic and well during of the preside of the Control Count by providing account in high quality moderal account."

Our entries to be a variant model to both our definity, magnitud by pareliness in more and service, efficiency and value as a community resource.

#### Over values are collected in-

- A continuous parent of prefermance receiption - integrity in all internetions - Respect and companyion he our manufactu · Exclusive in content write · Biorow, down, and respectful communication · Suspensible servicebolog of researces · Commission in the community \* The importance of skilled and dedicated staff

Which Maders for Westman

ConCul Health has over 24 years of service and researchment to this constantly. We considerably march for the bend way to deduce high quality builds services by a marrier that respects the changing and seachs of our cliencia and providers.

Every manufact has a "medical losser" (primary care physicial) and has acress to our comprehensive programs that terget the management of asthma, diabeters, and other chronic conditions.

We must a surface a to scheme string their billing from the scheme state. transportation and interpreter services when mended.

#### CenCalHealth.org

Results education and disease provention. Our brails education program wirerer to provide our anesters with information about ways to emprove their even and their family's leads); Cheritage, instructionizes and reaction tests to protect illusing are managinged.

"Working Healthy" assessments and guidelines, are reported as automatice of by members an a requirement of the program.

CereCol Dealth also emphasizes and promotes

a requiring the second seco A database of instance/cy resources, identified be service type and bostime, is regularly inabilitied and updated for menform and providers on CrecCel Build's schutz. providence of Automa Insults & evaluate P Fordelic, we Automa IMAAPT and Disabation SMANT programs have been disadapped on the final of samp additional, heighd? Mary's boxy in takin appropriate actions? Inside ConsCul Health hospes to provide in the Sampy



includy based staff as well as through the tow of tools on our webails thus examine quality and efficient treatment and referred authorization destructs claims televisations, and iteraliar printerial and management reports.

Billing Workshops are also available for Providents' belling personnel. These workshops offer training on basic classes submission, use of our website, and other spelared information. Claim denials are municipal as that we may provide tailored assistence and uniting to provide sight sectors whenever assisted.

The Average of the Av

The quality of care for our members is a top

priority to CenCal Health. Any reported member or provider concern is addressed interediately. ConCel Health (as the Iberia Barbara Reported Bloads Authority) has, and incends to continue to Preview top senarids from the State for exceptional performance as necessarily by the Hashboury mineresenses their and information for (HEDHY) DEEDER is a part of standardiard performance measures designed to measure that granitasers. and convergences have the information they pend in resource temperature the performance of segmentations filmed its introduction in 1993, HE203 restrict to become the gold standard in managed care performance measurement.



## **Materials**





### **Members**

**Contracted Provider List Directorio de Proveedores** 



#### Member Handbook

Combined Endence of Coverage and Disclosure for Santa Barbara



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Calmann Ind., No. 11, Nucl. Lans. Torque, C.S. 1991

#### Guía para Miembros

Comprebante de Cobertura





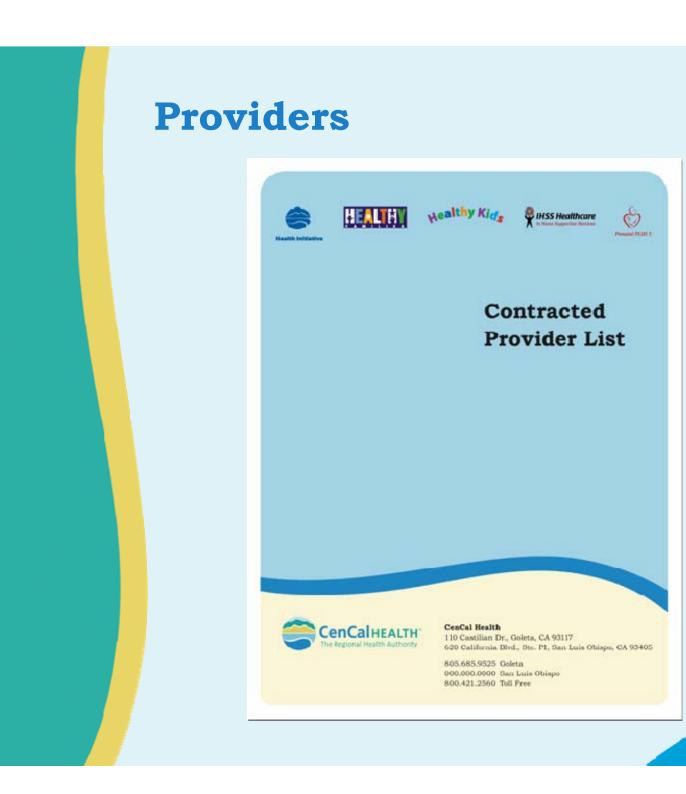
ConCal Builth 110 Cantilian Dr., Onlea, CA 93117 620 Califernia Blvd., fte. PI, San Lais Obispo, CA 93405



## **Members**









### **Provider Bulletin**

The Provider Bulletin is produced as a timely suppliemental information service for provider office staff and is published monthly by the Provider Services Department, Questions and/or autometions for activities in-

interaction Officers

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Goleta, CA 93157

620 California Blvd., Ste. PL

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IN THIS ISSUE

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· Radiology Benefits

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RADIOLOG Y BENEFIT MANAGEMENT PROGRAM

On July 1, 2007, annual ....



#### INTERPRETER SERVICES CenCalHEALTH

### Good health care requires good communication

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

An part of our commitment, SBRHA



provides free access to interpreter services for our health plan's Limited English Proficient the our mentus parates tamanets acquire evolutions (LES) members. We are grateful that our provider network has no many comparison and committee bilingual health care workers who provide language interpretation; however if a provider or their effice staff does not speak a member's language, the bealth plan onsore stand to us the speak or suggest that the member provide or provider cannot require or suggest that the member way be used as their own interpreter. A friend or family member way 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 services, the use of a sately includen 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 SEIGHA, is many be noted in the member's needical 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 2-t hours a day, 7 days a week in over 150 languages, Providers should call the Language Line at (800) 274-4344. Providers will need to provide the Client. ID# 2925982 and their PSN.

 On-Bite Interpreting
Provider can request a Spanish speaking or American sign bangange interpreter by calling the Member Services Resource Chordinator at (SOO) 421-22000, connaiow 308. We generally require 2 business days notice; although we will try Continued in 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 the call is outside HealthHelp's regular usiness hours, providers may leave a message and HealthHelp will return the call kler following frankress day

#### ernet

The ordering physician's office makes an ectronic consultation request via www. ealthhelp.com/SantaBarbara. nce the consultation is complete, pe ordering provider may print the infirmation sheet with the HealthHelp athorization number from the website e imaging provider may access any ealthHelp authorizations issued to their fice or facility via www.healthhelp.com/ entaBarbara

e ordering physician's office requestaonsultation by faxing the Clinical rmation Form to HealthHelp at (888) -9660

or the consultation is complete. athHelp will fax a confirmation sheet h the HealshHelp authorization number he ordering and imaging provider

eR a facility accreditation program acases the equipment, personnel, and of all facilities and physician offices m/lease/operate diagnostic imaging

ties and physician offices who have entited an possibily possessing any diagnostic imaging equipment will fax directing them to HealthHelp's to enroll

28 Once enrolled, providers may take the assessment online or request a paper compensations) in her familie

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

4) Provident have 90 days to complete the and an annual

5) Evaluations are done annually threafter

68 Changes in



imaging equipment or the operating personnel should be reported to HealthHelp

7) For annistance, 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 alterania diseases. SERHA has showen 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
- RSV (Synagis#) · Growth Hormone Deficiency
- · Provinsis
- Antisces

Provider Bulletin

· Hemophilia

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

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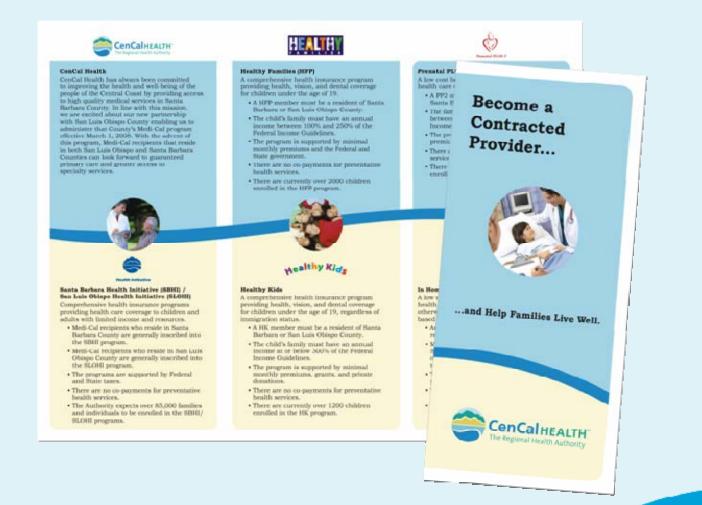
· Specialty Pharmacy Program · Change in WIC Covered Formula Products · Upcoming Advanced Biller Workshop · Claims Corre 2007 CPT-4/HCPCS Codes Update, TARs and RAFs. Non Claim Mail, Billing

Delay Reason Codes, Encounter Forms - Holiday Closure

Formulary

Netification

### **Provider Brochure**





### 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

