



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Department Name:** Public Health  
**Department No.:** 041  
**For Agenda Of:** April 22, 2014  
**Placement:** Administrative  
**Estimated Tme:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Department Takashi Wada, MD, MPH, Director and Health Officer,  
Director Public Health Department  
Contact Info: Dan Reid, 681-5173  
Deputy Director, Primary Care & Family Health  
**SUBJECT:** Department of Health Care Services and California Endowment Medi-Cal  
Outreach and Funding

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**County Counsel Concurrence:**

As to form: Yes

**Auditor-Controller Concurrence:**

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors:

- A) Authorize the Chair to enter into an Agreement with the California Department of Health Care Services to receive a grant for Medi-Cal Outreach and Enrollment enhancement and expansion for the period March 12, 2014 through June 30, 2015 in the amount of \$257,976.00.
- B) Authorize the Public Health Department Director or designee, in collaboration with Central Coast Collaborative on Homelessness, to recruit local Community Based Organizations that provide services for homeless clients and to execute agreements with Community Based Organizations as subrecipients of funding under this grant to assist with healthcare coverage outreach and enrollment activities.
- C) Determine that these activities are exempt from California Environmental Quality Act review per CEQA Guideline Section 15378(b)(4), since the recommended actions are government fiscal activities which do not involve commitment to any specific project which may result in a potentially significant physical impact on the environment.

**Summary Text:**

This item is on the Agenda to authorize the Chair to sign an Agreement and accept an award from the California Department of Health Care Services and the California Endowment, and for the Public Health Department (PHD) Director to enter agreements with Community Based Organizations (CBOs) under the grant. This funding is to increase outreach and enrollment to individuals in Santa Barbara County eligible for Medi-Cal. This is one-time funding that must be expended within the time frame (March 12,

2014 through December 31, 2016) and fifty percent (50%) of the funding must be provided to CBOs to ensure community collaborations.

**Background:**

The Patient Protection and Affordable Care Act, commonly called the Affordable Care Act (ACA), was signed into law on March 23, 2010. Several elements of the ACA have gone into effect but the largest expansion of healthcare was implemented on January 1, 2014. Since October 2013, the Public Health Department, the County Department of Social Services and associated partners to date have assisted more than 4,800 individuals and enrolled more than 3,400 individuals in health care coverage.

To further these outreach, enrollment and retention efforts, PHD originally applied for funding from the Department of Health Care Services in October 2013. PHD requested \$600,000 to target disenfranchised and uninsured individuals in Santa Barbara County such as homeless, migrant farmworkers, substance abusers, and limited English proficiency clients through new and existing partnerships with community groups to reach those who should be eligible for health care coverage under Medi-Cal or the Medi-Cal expansion. However, in late January 2014 PHD was notified that it had only been awarded \$257,976 and that 50% must be provided to CBOs to ensure community collaborations in reaching its target populations.

PHD has refocused its proposal for this more limited funding to target homeless and limited proficiency English speaking clients and to engage the Central Coast Collaborative on Homelessness (C3H) to assist with the recruitment and execution of agreements with local CBOs that serve the homeless population. PHD is reviewing options for the most effective and efficient use of this funding and will utilize the funding awarded to the Public Health Department to further develop its Benefits and Referral Center.

The PHD Benefits and Referral Center will be further developed to provide ongoing assistance to patients to enroll and/or retain their enrollment in health care coverage and to encourage them to continue to receive their health care services through the PHD Health Care Centers. This funding will be used to focus on Medi-Cal coverage but the Benefits and Referral Center will also provide enrollment assistance for other health care coverage such as Medicare and/or the plans available under Covered California.

**Performance Measure:**

The Performance Objectives for this grant include additional enrollment assistance for 1,500 homeless clients, and an additional 1,500 limited English proficiency clients and at least 250 re-enrollments for existing or new patients before June 30, 2015. These Objectives will be shared between the Public Health Department and its community partners (CBOs).

This funding requires that 50% be awarded to appropriate CBO partners to achieve the objectives of assisting and enrolling Medi-Cal eligible clients in the county.

**Fiscal and Facilities Impacts:**

**Budgeted:** No

Fiscal Analysis: Approving and authorizing the Public Health Director to accept this Funding Grant will provide funding for the Department's efforts to perform outreach and enrollment to Medi-Cal eligible patients and individuals to assist them in enrolling in health care coverage. Funding in the amount of \$128,988 will be awarded to Community Based Organizations to assist PHD with Medi-Cal outreach and enrollment for homeless clients. The remaining \$128,988 will be used by PHD to retain Medi-Cal certified enrollment counselors and assisters as well as to enhance existing outreach efforts such as community forums, outreach materials in multiple languages, and patient retention efforts. Although the

funding period has started in Fiscal Year 2013-14, due to coordination with CBOs and the full development of work plan tasks and activities, it is not anticipated that much, if any, of the grant will be expended in Fiscal Year 2013-14. Thus, no Budget Revision request is necessary at this time and one will be submitted to amend the Fiscal Year 2014-15 Adopted Budget when posted and available in anticipation of program activities.

This action will not result in the need for any additional facilities.

**Special Instructions:**

Please return an electronic copy of the Minute Order to the PHD Contracts Unit at [PHDRES.ContractsUnit@sbcphd.org](mailto:PHDRES.ContractsUnit@sbcphd.org)

**Attachments:**

Medi-Cal Outreach and Enrollment Allocation Agreement

**Authored by:**

Dan Reid, Assistant Deputy Director, Public Health Department