



California Health Care Options Program

Medi-Cal Managed Care
2015

July 15, 2015

Our Program Objective

- **Health Care Options (HCO) Program objective**
 - *To ensure that all Medi-Cal applicants/beneficiaries are provided accurate, unbiased and current information regarding the health care options available in their geographical locations to enable them to make informed health care choices*



Session Objectives

- ✓ To understand the HCO program role in the Medi-Cal managed care system
- ✓ To understand the enrollment process and its impact on the target population
- ✓ To understand the importance of consistent utilization of the HCO referral process
- ✓ To understand the HCO program services and its delivery system



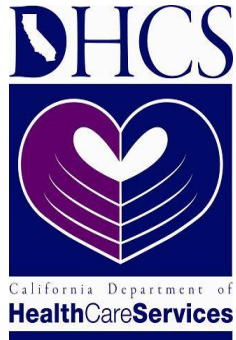


HCO Program Overview

HCO Program Overview

What is the Health Care Options Program?

- A state funded Medi-Cal managed care education and enrollment program



- A program supervised by the California Department of Health Care Services (DHCS)

- A program administered by MAXIMUS Inc., the California enrollment contractor



- *Helping Government Serve the People in California since 1997*



HCO Program Resources

Field Operations Department

- Enrollment Service Representatives (ESRs) provide education, enrollment, and customer service assistance on Medi-Cal Managed Care related issues
- ESRs provide individuals with free, unbiased information in one-on-one settings or group sessions
- ESRs are located in county social services sites, clinics, hospitals, health centers, and community-based health organizations



- **HCO Call Center**
 - ✓ Toll-free language line assistance
 - ✓ 13 threshold languages
 - ✓ Monday – Friday from 8:00 a.m. – 5:00 p.m.



HCO Counties

HCO Program provides customer-centric assistance at 103 Presentation Sites in 35 Counties.

- Alameda
- Alpine
- Amador
- Butte
- Calaveras
- Colusa
- Contra Costa
- El Dorado
- Fresno
- Glenn
- Imperial
- Inyo
- Kern
- Kings
- Los Angeles
- Madera
- Mariposa
- Mono
- Nevada
- Placer
- Plumas
- Riverside
- Sacramento
- San Benito
- San Bernardino
- San Francisco
- San Joaquin
- Santa Clara
- Sierra
- Stanislaus
- Sutter
- Tehama
- Tulare
- Tuolumne
- Yuba





California HCO Demographics

Medi-Cal Population

In California, the HCO program serves an estimated 3 million Medi-Cal participants per year

- The HCO program's target population consists of two classifications of Medi-Cal participants:
 - Mandatory
 - Voluntary
- Mandatory participants *must* join a Medi-Cal health plan
- Voluntary participants *may* join a Medi-Cal health plan



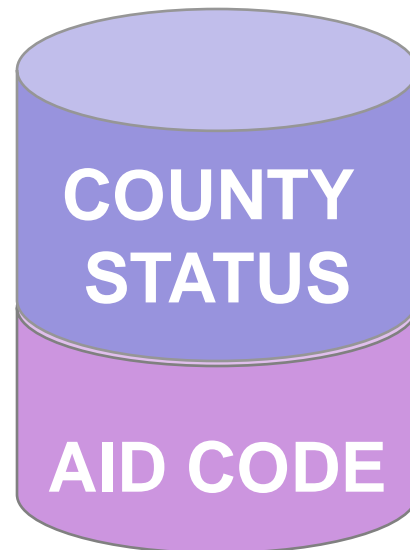
County Model

There are several type of CA HCO program delivery models

- Two-Plan County
- Regional Two-Plan
- Single Plan (Passive)
- Geographic Managed Care (GMC)

- ✓ The aid code determines if the applicant/beneficiary is mandatory or voluntary

What type of HCO Program model is this county?

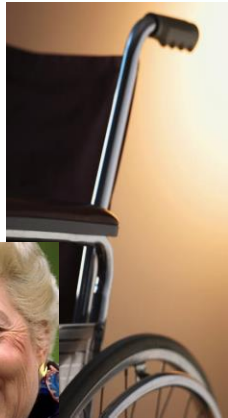


Aid Code Breakdown

Mandatory aid codes are typically assigned to:



- ✓ CalWORKs related Medi-Cal
- ✓ Medi-Cal only with no share of cost
- ✓ Seniors and persons with Disabilities
- ✓ A child receives care through the CCS program



Voluntary aid codes are typically assigned to:

- ✓ Children in adoptive aid programs
- ✓ Foster care



The CA HCO Enrollment Process

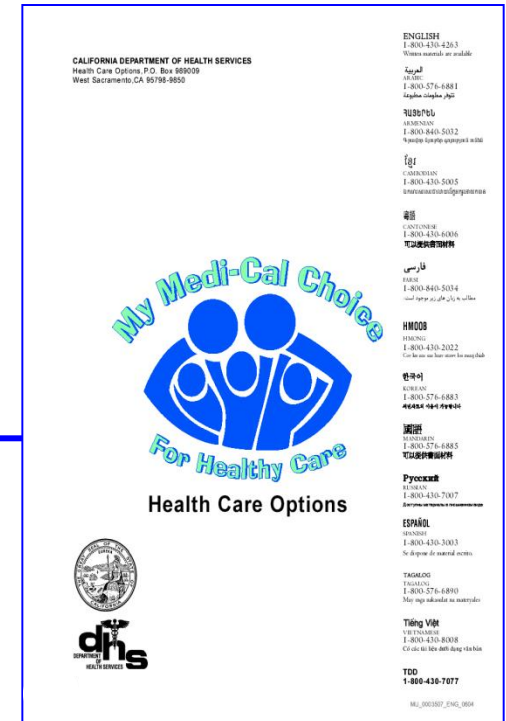
Getting Started

Once eligibility for program enrollment is identified, mandatory Medi-Cal beneficiaries will be mailed an Intent to Assign (IA) Packet containing:

- Their health care options
- Names of affected case members
- What plans are available
- Whether or not they are required to enroll in a Managed Care Plan (MCP)

Informing Packet will contain:

- “My Medi-Cal Choice For Healthy Care” booklet
- Provider directory for each available health plan in their county



Enrollment Material Resources

ESRs present various enrollment materials during the enrollment process that assist the beneficiary in making an informed decision

MCP Provider Directories for each available plan, which list: <ul style="list-style-type: none">- Available medical providers- Available hospitals/clinics- Available pharmacies- Other affiliated providers	Exception Forms <ul style="list-style-type: none">- Informing Packet includes exception (exemption) forms in the event that beneficiary meets qualifications for exception to enrollment
Choice Form <ul style="list-style-type: none">- County-specific and user-friendly enrollment form	Consumer Guide <ul style="list-style-type: none">- Provides MCP rating as determined by DHCS findings
Comparison Charts for each MCP <ul style="list-style-type: none">- Lists summary of hospitals, specialists, and MCP highlights	



Enrollment Path



Medi-Cal Eligibility is determined by local County social services and forwarded to MEDS

CRM downloads Mandatory eligibles from MEDS each evening. CA HCO sends IA packet to the beneficiary informing them they have 30 days to choose an MCP

If beneficiary makes a choice, they will be enrolled into plan of choice within 15-45 days

Participant is a health plan member

If beneficiary does not choose, CA HCO will send a reminder notice giving them 10 days to choose a plan

If the beneficiary still does not choose, it is called a "default" and a plan is assigned by DHCS



Changing Plans or Providers

ESRs also provide assistance with the disenrollment process

- **Beneficiaries have the option of changing plans at any time**
 - ✓ By returning to see the ESR and completing a new Choice form to request disenrollment and enrollment into new MCP
 - ✓ By contacting the HCO Call Center at 1-800-430-4263

NOTE: Beneficiaries can change providers within their MCP by contacting their member services department – a Choice form is not required

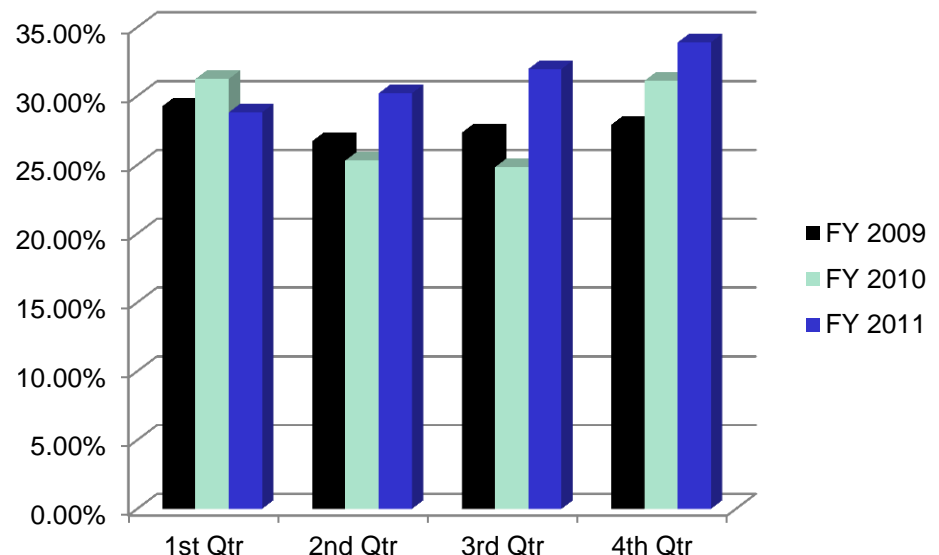
The Default Population

What is a “default?” – an automatic computer assignment into a health plan due to an applicant’s failure to make a choice

- Mandatory participants who do not choose a Medi-Cal health plan within 30 days are automatically assigned a plan by the State
- Between 2009 and 2011, 1,545,249 Californians or approximately one in every four Medi-Cal recipients did not make a health plan choice

Impact of Default

- Defaults can disrupt continuity of health care services, change provider/patient relationships, and cause unintended barriers to care





HCO Referral Process

The HCO Referral Process

Community agencies can partner with the HCO program by consistently referring all Medi-Cal managed care inquiries to your local HCO site by utilizing the HCO referral process

- The HCO referral process is designed to partner with key community agencies to empower their Medi-Cal participants with the best tools and information to make an informed choice
- **Who Should Refer?**
 - County/Eligibility Staff
 - Community-based Organizations
 - Certified Application Assistants (CAAs)
 - Providers
 - Any agency serving the Medi-Cal population



Role of Community Partners

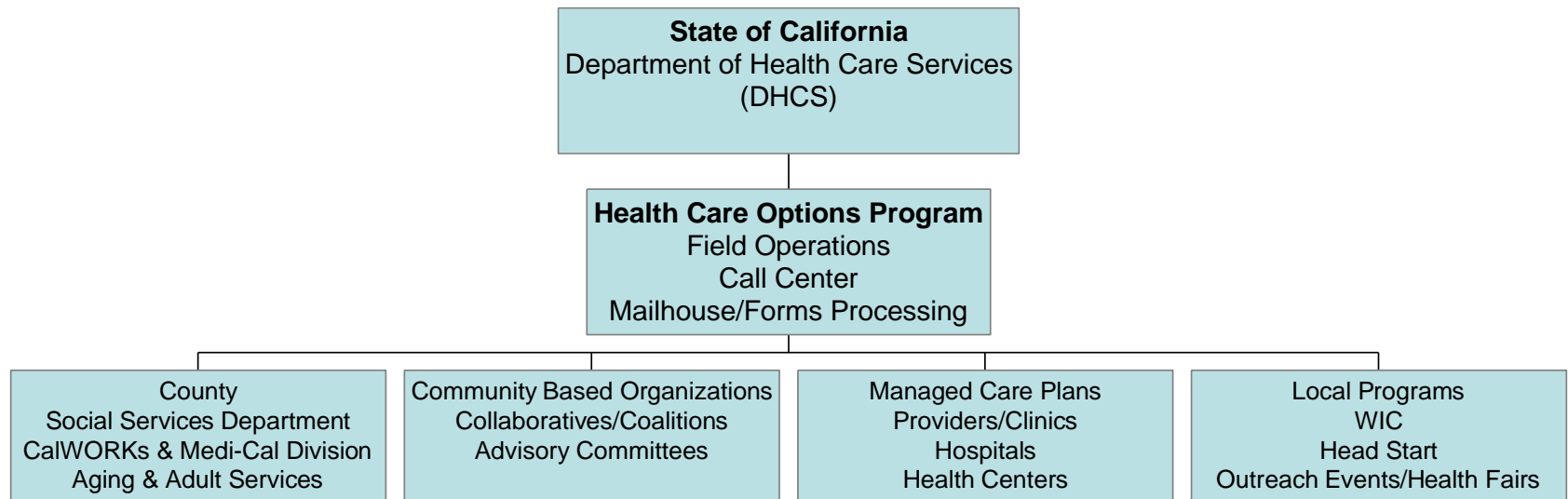
The HCO program collaborates with recognized community partners to increase health plan choice rates and enhance enrollment satisfaction

- Statewide, our community partners are the primary source for client referrals
- ESRs currently provide approximately **40,000** educational presentations ***per month*** at community sites
- The HCO program provides outreach and education services to key eligibility groups and hard to reach beneficiaries with onsite HCO services, participation in health fairs, and other outreach events



Key Community Partners

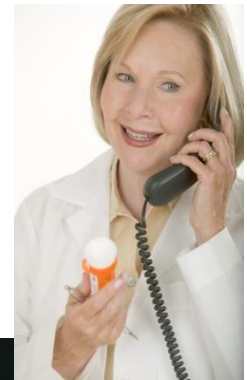
HCO Program Structure



Utilizing the HCO Referral Process

Why Should I Refer?

- Some participants may not be aware they have been defaulted to a health plan until they encounter barriers in accessing their Medi-Cal benefits
- HCO referral participation addresses the following concerns on behalf of your clients:
 - ✓ Enrollment/Disenrollment
 - ✓ Changing Providers
 - ✓ Expedited Disenrollment Request
 - ✓ Customer Service & Problem Resolution
 - ✓ Referrals to Partnering Programs



Who Should Be Referred?

There are two types of applicants/beneficiaries that should be referred to CA HCO

❖ Intake:

- ✓ Onsite Applicants
- ✓ Newly Determined Eligibles
- ✓ Mail-in Applicants
- ✓ eApplication (online)

Note: New applicants can enroll into an MCP while awaiting eligibility determination by county social services

❖ Ongoing:

- ✓ Continuing Eligibles
- ✓ Newborns
- ✓ Case Add-ons
- ✓ Temporarily Discontinued

Note: Medi-Cal beneficiaries should be referred to Health Care Options during their annual redetermination interview by Eligibility Staff



HCO Referral Methods

Community agencies can refer to the HCO program by using the HCO referral process

- Referral processes can differ from county-to-county and are tailored to flow with the County Intake process
- The primary referral method used within the HCO program is the Point-of-Entry (POE) referral process, which has been implemented statewide in all HCO operational counties due to its effectiveness

POINT-OF-ENTRY REFERRAL TYPES
1. Verbal
2. Paper-based
3. Automated



Point-of-Entry Referral

A goal of the POE referral process is to contact applicants during the initial Medi-Cal application phase, which in turn minimizes the possibility of default

- Typically, applicants are referred to onsite HCO staff by designated county staff at the time of Medi-Cal application request or drop-off
- Highlights of the POE referral process
 - ✓ Easy integration to the County Intake process
 - ✓ Streamlines the HCO referral process
 - ✓ Can be used to target the Mail-in applicants
 - ✓ Cost-savings to DHCS since a choice at the point of entry reduces the amount of daily mailing of informing packet

CA HCO will maintain new applicant enrollments in the Customer Relationship Management (CRM) System for up to 120 days pending eligibility



HCO Literature & Forms

HCO Referral

IMPORTANT MEDI-CAL INFORMATION

If you are applying for Medi-Cal benefits, it is important that you receive information on how to receive your Medi-Cal benefits. You must make a choice for you and your family about how you want to receive your health care. If you do not make a choice, the State may make a choice for you.

PLEASE ASK FOR THE **HEALTH CARE OPTIONS ENROLLMENT SERVICES REPRESENTATIVE** AT ANY OF THE LOCATIONS LISTED BELOW. OFFICE HOURS:

Corcoran
Dept. of Human Services
951 Chittenden
Monday - Friday
8:30am - 12:00pm
1:00pm - 4:00pm

Hanford
Dept. of Human Services
1400 West Lacey Blvd. - Building #8
Monday - Friday
8:30am - 12:00pm
1:00pm - 4:00pm

Hanford
Family Health Care Network
329 W. 8th. Street #101
Mo
8:00
1:01

Lemoore WIC
Kings County Public Health
229 C Street

Your Eligibility Worksheet call Health way Medi-Cal recd also return to this

H

CASE NAME _____

ADDRESS _____

TELEPHONE # _____

CLIENT WAITING _____

COMMENTS _____

HCO Flyer

Health Care Options



All mandatory participants: If you are approved to receive Medi-Cal, you will receive a packet in the mail. The packet will have information on the health plans you may choose in your county. Inside the packet you will find a Medi-Cal Choice Form. You must complete the Medi-Cal Choice Form and make a health plan choice. If you do not choose a health plan, one will be chosen for you.

All voluntary participants: You may choose to join a health plan at no cost to you, or keep regular Medi-Cal. If you do not choose a health plan, you will remain in regular Medi-Cal.

Please call one of the numbers below if you are not sure if you are a mandatory or voluntary participant.

If you have any **questions** about your Medi-Cal Health plan choices, please call Health Care Options:

LANGUAGE	TELEPHONE	LANGUAGE	TELEPHONE
ENGLISH	1-800-430-4263	한국어 (Korean)	1-800-576-6883
فارسی (Persian)	1-800-576-6861	اسپانیول (Spanish)	1-800-576-6865
عربی (Arabic)	1-800-840-5062	Русский (Russian)	1-800-430-7007
Tagalog	1-800-430-5065	Бразил (Brazilian Portuguese)	1-800-430-3033
Tagalog	1-800-430-8009	Tagalog	1-800-576-6860
فارسی (Persian)	1-800-840-5062	Tagalog VBI	1-800-430-8008
हिन्दी (Hindi)	1-800-430-3032	LANGUAGE NOT LISTED	1-800-430-4263

Call now to find a location near you where this information can be explained and where you can receive help with completing your Medi-Cal Choice Form.

HCO Mail-in 2-Plan ENG_09.24.07

HCO Brochure



What is Health Care Options?
The Health Care Options (HCO) Program objective is to provide individuals with information that will enable them to make educated health care choices for

What are the services?
The Health Care Options (HCO) program is here to help the Medi-Cal community better understand the health benefits available to them and to work through the next steps to sign up for their desired health care. HCO provides two ways to seek personal support; call a Customer Service Representative (CSR) toll free at 1-800-430-4263 or personally visit an Enrollment Service Representative (ESR) at one of the locations listed on this brochure. HCO provides

ENGLISH
1-800-430-4263
3001 W. Main Street, Suite 1174
العربية
ARABIC
1-800-576-6861
عربي - العربية
한국어
KOREAN
1-800-576-6883
한국어 - Korean
日本語
JAPANESE
1-800-576-6883
日本語 - Japanese

Русский
RUSSIAN
1-800-430-7007
RU: 1-800-430-7007

ESPAÑOL
SPANISH
1-800-430-3003
Se: 1-800-430-3003

TAGALOG
TAGALOG
1-800-576-6860
May mga nag-aalala sa tagalog

Tiếng Việt
VIETNAMESE
1-800-430-8008
Cố định: 1-800-430-8008

TDD
1-800-430-7007



Helping individuals make informed health care choices is our job.

Contact
Health Care Options at
1-800-430-4263



Or visit us on the Web at:
www.HealthCareOptions.dhcs.ca.gov

For more information visit one of the following Presentation Sites:

Department of Social Services

Canyon Country
27233 Camp Pinery Rd.,
Santa Clarita
Chatsworth
21415 Plummer St., West
Valley
Compton
211 E. Alondra Blvd.
Cudahy
8130 S. Atlantic Avenue
El Monte
3350 Aero Jet Avenue or
3352 Aero Jet Avenue
Glendale
4680 San Fernando Rd.
Lancaster
349-B East Avenue K-6

Los Angeles
1740 E. Gage Avenue
2855 Olympic Blvd.
2615 S. Grand Avenue
3835 S. Vanowen Avenue
11110 W. Pico Blvd.
5445 Whittier Blvd.
4077 N. Mission Rd.
10728 S. Central Avenue
2707 S. Grand Street
1819 W. 120th Street
2415 W. 6th Street
2601 Wilshire Blvd.

Norwalk
12727 Norwalk Blvd.
Panorama City
14545 Laurel St.

Pasadena
955 N. Lake Avenue

Pomona
2040 W. Holt Avenue
Rancho Dominguez
2061 East Victoria St.
17600 N. Santa Fe Avenue

Community-Based Site

The Children's Clinic, Long Beach
455 Columbia Street, #201

For more information call (562) 861-8699



Health Care Options
program

Serving Los Angeles County



CA HCO Program Overview



HCO Program Delivery System

HCO Program Delivery Highlights

System Delivery

- ❖ Multi-channel approach
 - Customer Service Portal (website)
 - ✓ Self-service options
 - ✓ Provider Information Network (PIN)
 - ✓ Plan information
 - ✓ Downloadable enrollment forms
 - Telephone Interactive Voice Response (IVR) System with self-service options
 - Telephone enrollment
 - Continued mail and fax support



HCO Website

www.healthcareoptions.dhcs.ca.gov

- How to navigate Medi-Cal managed care system

- County specific presentation schedules

- Enrollment forms

- Provider Information Network (PIN)

- Information available in Spanish

The screenshot shows the homepage of the Medi-Cal Managed Care Health Care Options website. The browser window title is "Welcome to Medi-Cal Managed Care Health Care Options - Windows Internet Explorer". The address bar shows "http://www.healthcareoptions.dhcs.ca.gov/HCOCSPI/Home/". The website has a navigation menu with links: Home, HCO Program, Presentation Sites, Enrollment, Providers & Plans, Surveys, and Useful Links. A search bar is located in the top right corner. The main content area includes a "Welcome to Medi-Cal Managed Care Health Care Options" message, a "MISSION" statement, and a "Hot Topics and the Latest News" section. A sidebar on the left contains "QUICK LINKS" and a "Get Adobe Reader" button. The footer includes logos for DHCS, "Get Healthy California", and "My Medi-Cal Choice For Healthy Care".

Annotations with arrows point to the following elements:

- "How to navigate Medi-Cal managed care system" points to the "HCO Program" link in the navigation menu.
- "County specific presentation schedules" points to the "Presentation Sites" link in the navigation menu.
- "Enrollment forms" points to the "Enrollment" link in the navigation menu.
- "Provider Information Network (PIN)" points to the "Providers & Plans" link in the navigation menu.
- "Information available in Spanish" points to the "en español" button in the sidebar.
- "Plan information" points to the "Providers & Plans" link in the navigation menu.
- "Enrollment process" points to the "Enrollment" link in the navigation menu.

The Goal of HCO

It's All About Choice!

- A critical goal for DHCS and the HCO program is to improve the enrollment choice rate by increasing contact with participants
- The CA HCO program delivery system provides an ideal method to increase informed beneficiary choice while reducing the statewide default rate
- Expanded community partnerships and enhanced relationships with local CBOs create new opportunities to reach our target groups



Wrap-up: Key Points

What you should know

- HCO is a State funded program providing Medi-Cal Managed Care education and enrollment
- Defaults can be prevented through consistent utilization of the HCO referral process
- The Point-of-Entry referral process is the most effective method of referring applicants to onsite CA HCO staff
- The HCO program provides free, unbiased, and language specific services at County offices and CBO locations throughout the State
- State and local community partnerships are vital to the success of the HCO program
- The HCO program is an innovative and technology based service delivery system



- **County Specific HCO Presentation Schedule**
 - Locations, dates, times, and languages for HCO Presentation Sites
- **Aid Code Quick Reference Guide**
 - Aid code list outlines mandatory and voluntary enrollment aid codes
- **HCO Referral Form**
 - Refer any client with Medi-Cal Managed Care inquiries, no appointment is necessary
- **HCO Brochure**
 - Provides HCO contact information for our community partners

What Questions Do You Have?

- **Open Forum**

