

STRONGER
BRIDGES TO HEALTH
FORUM 2015

For those who connect the
uninsured to health coverage.
WORKSHOPS • LEARNING • NETWORK



COLLABORATION FOR COVERAGE:

Developing a Winning Strategy for Keeping San Francisco Covered

WEDNESDAY, JULY 15, 2015

**SAN FRANCISCO
HEALTH PLAN™**



Here for you

STRONGER BRIDGES TO HEALTH FORUM 2015

For those who connect the
uninsured to health coverage.
WORKSHOPS • LEARNING • NETWORK



WELCOME

Developing a Winning Strategy for Keeping San Francisco Covered

Dear Colleague,

On behalf of the Golden Gate Health Insurance (GGHI) Network, welcome to the 2015 Stronger Bridges to Health Forum. We are thrilled that you are joining us for our 7th annual forum.

With remarkable gains in health coverage in recent years, we are now at a critical moment. The coming year will require the collaborative effort of many different individuals and organizations to sustain the momentum for enrollment and retention. Together, we can strengthen the foundation for keeping San Franciscans covered.

We will explore the theme, *“Developing a Winning Strategy for Keeping San Francisco Covered”* throughout the day with our keynote address and interactive workshops led by experts in the field. We are incredibly grateful to our distinguished speakers, moderators, and resource fair volunteers who have contributed so much to this forum. We also want to thank our community-based organization partners who work tirelessly throughout the year to help San Franciscans enroll and retain health coverage.

Finally we want to recognize all of the enrollers and application assistants across San Francisco, many of whom are here today. Your work is changing the lives of individuals and families in our diverse community. We hope this forum will provide you with new ideas, new tools, and new partnerships that will enhance the essential work you do.

Thank you for joining us, and for being part of this forum.

Sincerely,
Stronger Bridges to Health Production Team

CONFERENCE SCHEDULE

8:15 a.m.	Registration & Continental Breakfast			
9:00 a.m.	Welcome (Patrons Hall)			
9:10 a.m.	Opening Remarks John F. Grgurina, Jr CEO San Francisco Health Plan Keynote Address Colleen Chawla <i>Deputy Director of Health and Director of Policy and Planning</i> San Francisco Department of Public Health			
10:00 a.m.	Break			
	MORNING WORKSHOPS			
10:10 a.m. to 11:40 a.m.	Inside Medi-Cal Managed Care (Patrons Hall)	One Community, Different Worlds: Culturally Effective Outreach (St. Francis Hall)	Integrating Behavioral Health into Medi-Cal (Room A)	Addressing Demands for Health Literacy Support (Room C)
11:40 a.m.	Resource Fair & Lunch (Patrons Hall)			
	AFTERNOON WORKSHOPS			
12:55 p.m. to 2:25 p.m.	Inside Medi-Cal Managed Care (Patrons Hall)	One Community, Different Worlds: Culturally Effective Outreach (St. Francis Hall)	Integrating Behavioral Health into Medi-Cal (Room A)	Addressing Demands for Health Literacy Support (Room C)
2:25 p.m.	Networking Session: Snack Time Social (Patrons Hall)			
	QUICK SESSIONS			
2:45 p.m. to 3:45 p.m.	Beyond the Rumors: Medi-Cal Estate Recovery (Patrons Hall)	Dream Chasers: Coverage Programs for Undocumented Immigrants (St. Francis Hall)	Healthy Kids 2.0 (Room A)	Stay Covered San Francisco! (Room C)
3:45 p.m.	Closing Remarks & Raffle			

WORKSHOP DESCRIPTIONS

Inside Medi-Cal Managed Care

● Patrons Hall

Now that Medi-Cal managed care plans have been adopted by all 58 counties in California, it is crucial we all have a basic understanding of what this means for consumers and for the community advocates that support them. This workshop will provide you with an inside look to the managed care plans in San Francisco, including how to enroll into a plan and what it means to be covered by a Medi-Cal managed care plan. This workshop will also present recent programmatic updates affecting Medi-Cal recipients and assistors today.

Presenters:

Carlos Garcia, *Northern California Regional Manager, MAXIMUS - Health Care Options*
Janet Paine, *Program Manager, Anthem Blue Cross*
Sean Dongre, *Provider Relations Supervisor, San Francisco Health Plan*

Moderators:

Merrill Buice, *San Francisco Clinic Consortium (Morning Session)*
Christina Ng, *North East Medical Services (Afternoon Session)*

One Community, Different Worlds: Culturally Effective Outreach

● St. Francis Hall

This skills-building workshop will provide participants with an overview of best practices for engaging a diverse community. Understand existing health disparities, expand cultural awareness, and learn how to maximize your interaction with minority communities such as the Chinese, Latino, Homeless and LGBT populations of San Francisco.

Presenters:

Nestor M. Cerda, *Benefits Navigator, San Francisco AIDS Foundation*
Christina Nip, *Administrative Manager, NICOS Chinese Health Coalition*

Moderators:

Johana Lockwood, *San Francisco Health Plan (Morning Session)*
Charlene Chen, *San Francisco Health Plan (Afternoon Session)*

Integrating Behavioral Health into Medi-Cal

● Room A

The Mental Health Parity and Addiction Equity Act (MHPAEA) requires health plans to provide the same level of benefits for mental health and substance abuse services as those for medical care. This workshop will take an in-depth look at the new integration of expanded mental health benefits within the Medi-Cal program. Learn about which services are now covered and how to help consumers access these services in this workshop.

Presenters:

Laura Grossman, *Program Director, Beacon Health Options*
Varun Shankar, *Director of Autism Partnerships, Beacon Health Options*

Moderators:

Christina Ng, *North East Medical Services (Morning Session)*
Johana Lockwood, *San Francisco Health Plan (Afternoon Session)*

Addressing Demands for Health Literacy Support

● Room C

Only 1 in 10 U.S. adults are considered proficient in health literacy. For the rest of the population, low health literacy makes it difficult to access and understand the information needed to make informed health coverage decisions. This workshop will walk through how to explain health insurance terms and rules to the general population and will present tips and tricks for effectively communicating coverage options to consumers.

Presenter:

Maria Romero-Mora, *Program Coordinator, California Coverage & Health Initiatives*

Moderator:

Dori Martini, *San Francisco Health Plan (Afternoon Session)*

QUICK SESSION DESCRIPTIONS

Beyond the Rumors: Medi-Cal Estate Recovery

● Patrons Hall

Have you encountered potential Medi-Cal applicants or beneficiaries who are worried that the government will take away their homes? This session will provide you with the tools to dispel common myths about the Medi-Cal Estate Recovery Program. Use this session to get informed on who the Medi-Cal Estate Recovery Program applies to, what happens to a Medi-Cal beneficiary's estate after death, and important protections for surviving spouses and dependents.

Presenter:

Georgia Burke, *Directing Attorney, Justice in Aging*

Moderator:

Merrill Buice, *San Francisco Clinic Consortium*

Dream Chasers: Coverage Programs for Undocumented Immigrants

● St. Francis Hall

Undocumented immigrants are far less likely to have health insurance and the country's largest percentage of undocumented immigrants live in California. These statistics reveal the urgent need to reach this population and enroll them into available health coverage programs. This workshop will review specific laws and regulations that may impact how undocumented and new immigrants may access health insurance and provide you with the most up to date information regarding DACA, PRUCOL, SB4 and DAPA.

Presenter:

Gabrielle Lessard, *Health Policy Attorney, National Immigration Law Center, Los Angeles Office*

Moderator:

Charlene Chen, *San Francisco Health Plan*

Healthy Kids 2.0

● Room A

No child in San Francisco should be uninsured. Learn about Healthy Kids, a comprehensive, full coverage program available to children who do not qualify for Medi-Cal or are undocumented. Walk away with the screening tools and resources for connecting these precious community members to health care coverage.

Presenter:

Wendy Li, *Supervisor, Enrollment Services, San Francisco Health Plan*

Moderator:

Tinnie Ho, *San Francisco Health Plan*

Stay Covered San Francisco!

● Room C

This session describes the continuum of support available to consumers for accessing, using, and maintaining their health coverage benefits. Topics covered in this workshop include best practices for helping consumers navigate Medi-Cal during the pre and post application process, dealing with pending applications, increasing retention in coverage programs, and facilitating the renewal process.

Presenter:

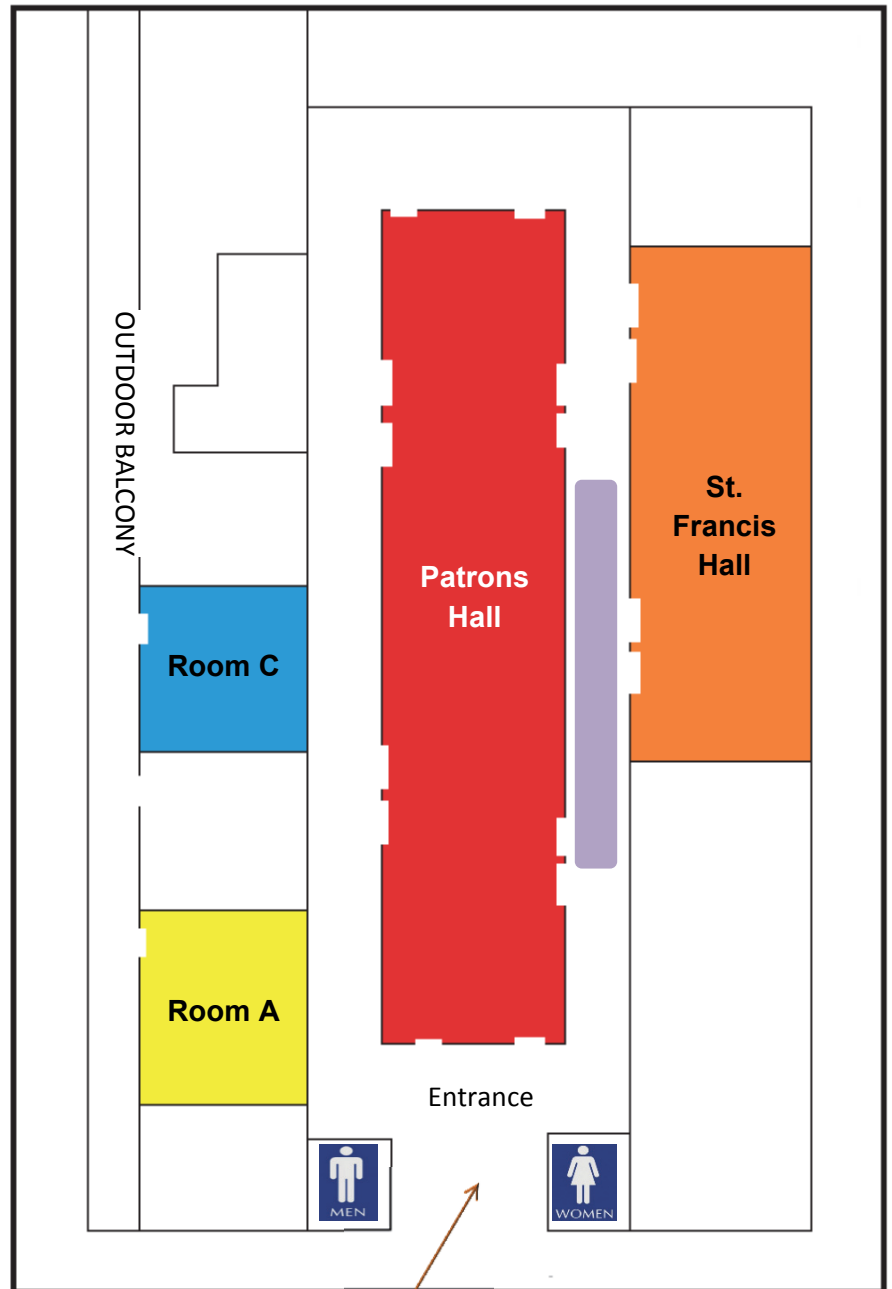
LaShenna Sirles, *Outreach Coordination Liaison, Human Services Agency*

Moderator:

Dori Martini, *San Francisco Health Plan*

FACILITY MAP

Room	Facility Map Legend
Patrons Hall	Opening & Closing Sessions Resource Fair Networking Workshop: Inside Medi-Cal Managed Care Quick Session: Beyond the Rumors: Medi-Cal Estate Recovery
St. Francis Hall	Workshop: One Community, Different Worlds: Culturally Effective Outreach Quick Session: Dream Chasers: Coverage Programs for Undocumented Immigrants
Room A	Workshop: Integrating Behavioral Health into Medi-Cal Quick Session: Healthy Kids 2.0
Room C	Workshop: Addressing Demands for Health Literacy Support Quick Session: Stay Covered San Francisco!
Hallway	Breakfast/ Lunch Service



Registration / Information Desk

SPEAKER BIOS

Georgia Burke

Directing Attorney, Justice in Aging

Georgia directs Justice in Aging's Oakland Office where she focuses her advocacy on issues affecting people who are dually eligible for Medicare and Medicaid benefits. She is part of Justice in Aging's leadership team spearheading stakeholder engagement at the national and state level around the Medicare Medicaid Coordination Office's launch of demonstration projects in ten states. Georgia is a member of the Board of Directors of the Legal Aid Association of California. She joined Justice in Aging in 2005 after almost 20 years in private practice in Washington, D.C. and Oakland, California, devoted to administrative and legislative advocacy. Georgia is a magna cum laude graduate of Georgetown University Law Center.

Nestor M. Cerda Gonzalez

Benefits Navigator, San Francisco AIDS Foundation

Nestor attended the University of Santa Cruz, where he received two bachelors in the social sciences. Shortly after graduation he began working for Covered California as an outreach and education counselor for the Latino community. He later became an enrollment navigator for vision y compromiso. In November of 2014, he began his work with the San Francisco AIDS Foundation, where he worked for the Latino programs as an HIV prevention case manager and outreach coordinator. Working with low income individual, LGBT minorities, and the homeless population to reduce risk behaviors that may increase the risk of HIV infection. He recently started working as a PrEP benefits navigator for SFAF where he works with clients to help determine their eligibility for access to the new and innovative HIV prevention medicine. Nestor has been working in outreach and education with minority populations since 2008.

Colleen Chawla

Deputy Director of Health and Director of Policy & Planning, San Francisco Department of Public Health

Colleen Chawla is Deputy Director of Health and Director of Policy and Planning for the San Francisco Department of Public Health. In this role,

Ms. Chawla is responsible for coordination of City-wide and Department-wide efforts to plan for health and health care delivery in San Francisco, as well as for health policy development and analysis. Her current work is largely focused around successful implementation of the federal Affordable Care Act. Prior to this role, Ms. Chawla held positions in state government relations in the biotechnology sector. Ms. Chawla discovered her interest in health and public health early in her career working for a large non-profit organization serving people living HIV/AIDS. She has worked in the health field continuously since then, focusing on health policy, public health care financing, community and strategic planning, and legislative affairs, with experience in local government, non-profit, and corporate settings. She received her Bachelor of Arts in History from the University of Southern California and her Master in Public Administration/Health Services Administration from the University of San Francisco.

Sean Dongre

*Provider Relations Supervisor,
San Francisco Health Plan*

Sean Dongre is the Provider Relations Supervisor for San Francisco Health Plan. Mr. Dongre has been working for San Francisco Health Plan for 9 years and has extensive knowledge of the Medi-Cal Managed Care field. His duties include maintaining a network of providers who can serve SFHP members for all their health needs. The Provider Relations team also helps members, providers, and staff to understand their rights and responsibilities in the Medi-Cal program.

Carlos Garcia

*Northern California Regional Manager,
MAXIMUS - Health Care Options*

Carlos Garcia is the Northern California Regional Manager for Health Care Options, Field Operations department. Mr. Garcia has worked with Health Care Options for 16 years and has extensive knowledge of the Medi-Cal Managed Care field. Mr. Garcia has been an instrumental part of the Health Care Options Research team, Call Center management, and Field Operations management.

As the Northern California Field Operations Manager, Mr. Garcia oversees 45 enrollment sites in 18 counties in Northern California.

John F. Grgurina, Jr.

CEO, San Francisco Health Plan

John F. Grgurina, Jr. has been the Chief Executive Officer of San Francisco Health Plan (SFHP) since 2008. Prior to leading SFHP, Mr. Grgurina was a Senior Health Policy Consultant working full-time as part of The Institute for Health Policy Solutions technical advisor team serving the California Executive and Legislative branches on the design of market reforms and exchanges in their comprehensive health care reform proposals of 2007.

Mr. Grgurina was the President of PacAdvantage from 2001-07, the nation's largest nonprofit small employer exchange. Prior to PacAdvantage he worked for the Managed Risk Medical Insurance Board (MRMIB) for 9 years in a variety of roles including Chief Deputy Director. MRMIB was a California state agency with the mission of reducing the number of Californians without health coverage. Mr. Grgurina was part of the design team in the creation of the Healthy Families and Health Insurance Plan of California (HIPC) purchasing pools. Prior to MRMIB he was with the California State Department of Finance as a budget analyst on the Medi-Cal and uninsured assignments.

Laura Grossmann

Program Director, Beacon Health Options

Laura Grossmann is Beacon's Program Director working with both San Francisco Health Plan and Alameda Alliance for Health. In this capacity, Laura is the liaison between Beacon and the health plans, acting as the primary point of contact and overseeing all day-to-day operations. Prior to joining Beacon, Laura worked for the California Health Benefits Review Program (CHBRP) at the University of California, Office of the President. At CHBRP Laura worked with researchers across the UC school system to analyze health policy and health insurance legislation for the California State Legislature. Before moving back to the San Francisco Bay Area where Laura was born and raised, she worked in Washington, D.C. at the National Academy for State Health Policy

(NASHP). At NASHP Laura worked on multiple projects focused on health care reform, coverage and access within state Medicaid and Children's Health Insurance Programs (CHIP), and the safety-net delivery system. Laura has a Master in Public Health (MPH) from Johns Hopkins Bloomberg School of Public Health.

Gabrielle Lessard

Health Policy Attorney, National Immigration Law Center, Los Angeles Office

Gabrielle Lessard specializes in the laws and policies affecting access to health care for immigrants and their families, in particular the implementation of the Affordable Care Act and the maintenance and expansion of safety-net services for immigrants left uninsured. She writes articles and policy analyses, provides technical assistance, and presents trainings to legal and social service providers, government agencies, legislative staff, and community-based organizations. Ms. Lessard was previously the legal director of the Insight Center for Community Economic Development, a health policy attorney at NILC, and a Skadden Fellow at the National Economic Development and Law Center. She holds a juris doctor degree from the University of Wisconsin Law School.

Wendy Li

Supervisor Enrollment Services, San Francisco Health Plan

Wendy Li is the Supervisor for Enrollment Service at the San Francisco Health Plan (SFHP). Wendy has over 10 years of program operations experience in the Children's Health Insurance Program (CHIP) in California, including extensive work with the Statewide Healthy Families program and the San Francisco Healthy Kids program. She has worked closely with the program administrators at the California Department of Health Care Services (DHCS) on the Healthy Families program and the San Francisco Department of Public Health (DPH) on Healthy Kids. Wendy currently oversees enrollment services at the SFHP Service Center and program management for Healthy Kids at the San Francisco Health Plan.

Christina Nip

*Administrative Manager,
NICOS Chinese Health Coalition*

Christina is the Administrative and Program Manager at NICOS Chinese Health Coalition. Since 2010, Christina has been offering operational and programmatic support to fulfill NICOS' mission to enhance the health and well-being of San Francisco's Chinese community. Christina has worked closely with trained community health workers through the NIH funded Chinese Lay Health Worker Project, a research and health education project in collaboration with University of California San Francisco and San Francisco State University. Through NICOS' Family-Centered Outreach, Enrollment and Education Project and Chinese Community Health Access and Self-Sufficiency Project, Christina has connected thousands of families and individuals to public health coverage.

Janet Paine

Program Manager, Anthem Blue Cross

Janet Paine is currently employed with Anthem Blue Cross as the Program Manager for the Central California Region Health Plan. Janet has over 30 years' experience in the managed care field where she has worked with preferred provider organizations and a large Federally Qualified Health Center. Her roles have included Managed Care Director, Integrated Services Director and Director of Community Relations. She has also played an integral part in implementing an integrated behavioral health program, complementary and alternative medicine program and patient center medical home

Maria Romero-Mora

*Program Coordinator, California Coverage
& Health Initiatives*

Maria Romero-Mora joined CCHI as Project Coordinator of the Connecting Kids to Coverage Project, a national campaign through the CMS, for which she manages the collaboration, program management, and evaluation of partner organizations based in 7 counties. Maria has ample experience in health insurance education and enrollment having started as a CAA Yolo County in 2007 with the local Community Health Initiative (CHI). Her work included direct engagement with migrant populations to identified safety net

resources, health coverage enrollment, and the development of safety net programs.

Varun Shankar

Director of Autism Partnerships, Beacon Health Options

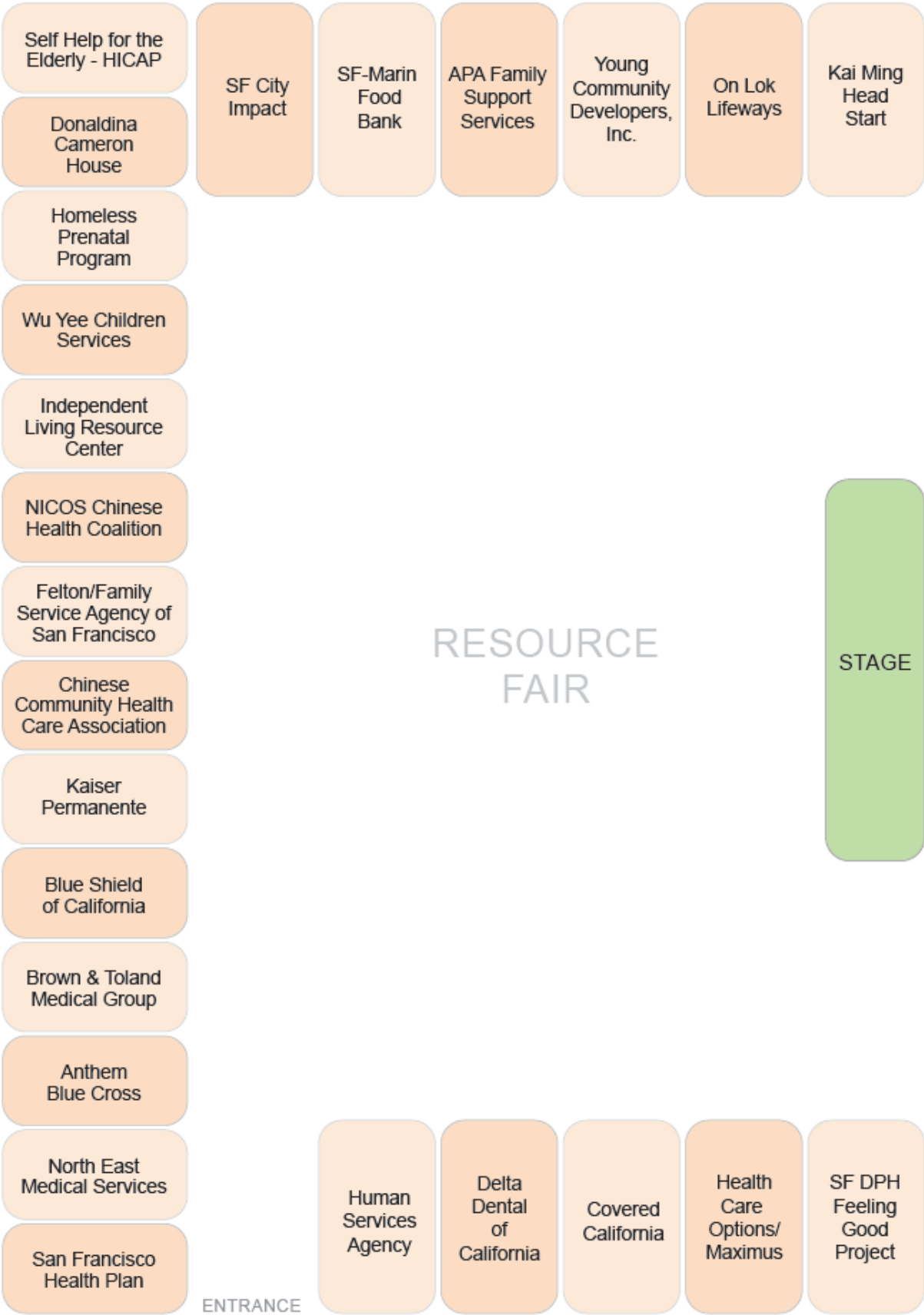
Varun Shankar is the Director of Autism Partnerships for Beacon Health Options. In this role, Varun serves as Beacon's liaison to DHCS and Beacon's plan partners in the implementation of California's Medi-Cal BHT benefit. Prior to this role, Varun worked in a business development capacity to develop client relationships with plans looking to partner with Beacon in the administration of autism services. Before joining Beacon, Varun was a business development consultant for Humana and worked on strategy development for Humana's Medicaid, long-term care, and dual eligible lines of business.

LaShenna Sirles

*Outreach Coordinator Liaison, San Francisco
Department of Human Services Agency*

La Shenna Sirles has worked for the Department of Human Service Agency for more than 17 years. During her 17 years of employment, she has been the MEDS Coordinator for the Foster Care and CalWORK's program, facilitated Medi-Cal, MyBenefitsCalwin and MEDS trainings to HSA employees and Community Based Organizations (CBO) partners. She has served as a member on the Assembly Bill 720 Inmates: Health Care Enrollment Workgroup, and is currently serving on the Assembly Bill 82, Section 71 workgroup and providing direct support to the grantees: Richmond Area Multi Services (RAMS) and Episcopal Community Services (ECS). As the contact person for HSA's CBO partnership, La Shenna has delivered a positive relationship while providing a greater amount of personal support.

RESOURCE FAIR MAP



RESOURCE FAIR DIRECTORY

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NOTES

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ACKNOWLEDGEMENTS

Sincere thanks to all of our **workshop presenters and **keynote speakers**. Without you, this event would not be possible.**

PLANNING TEAM:

Dori Martini, *Community Relations Specialist*

Tinnie Ho, *Community Relations Coordinator*

Charlene Chen, *Senior Manager, Enrollment & Community Relations*

Val Miller, *Director, Marketing, Enrollment & Community Relations*

A special thanks to our moderators and the San Francisco Health Plan staff for helping make this event possible:

Merrill Buice, Christina Ng, Wendy Li, Jimmy Chan, Kersti Abrams, Evelyn Sanchez, and Ann Xiao

ABOUT THE GGHI NETWORK

The Golden Gate to Health Insurance (GGHI) Network was created by the San Francisco Health Plan as a resource for organizations who help individuals and families living in San Francisco obtain health coverage. One of our primary goals is to be an active source of information about public health care programs for San Francisco's application assistants, eligibility workers and community health navigators. The GGHI Network community meetings (held every other month) provides the latest information to help those who work with families, children, adults or seniors to better serve their communities' health access needs.

ABOUT SAN FRANCISCO HEALTH PLAN

San Francisco Health Plan (SFHP) is a licensed community health plan that provides affordable health care coverage to over 130,000 low and moderate-income families.

Members have access to a full spectrum of medical services including preventive care, specialty care, hospitalization, prescription drugs, and family planning services. SFHP was designed by and for the residents it serves, and takes great pride in its ability to accommodate a diverse population that includes young adults, seniors, and people with disabilities.

We were created by the City and County of San Francisco with one purpose: to provide high quality medical care to the largest number of low-income San Francisco residents possible, while supporting San Francisco's public and community-minded doctors, clinics, and hospitals. Our members choose from over 2,600 primary care providers and specialists, nine hospitals and 200 pharmacies – all in neighborhoods close to where they live and work.

SFHP also serves as Third Party Administrator (TPA) for the innovative and highly regarded health access program, "Healthy San Francisco," which has over 12,000 participants accessing health care services through both public and private providers. SFHP partnered with the San Francisco Department of Public Health to develop and implement Healthy San Francisco. Healthy San Francisco is not an insurance program, but provides participants with a primary care clinic – called a "medical home" – that provides preventive, specialty, and urgent care, emergency care, mental health and substance abuse services, laboratory, inpatient services, radiology, and pharmaceuticals.



EVALUATION - July 15, 2015

Please take a few minutes to complete the evaluation

Please tell us about your experience at today's Forum. Your feedback and comments are appreciated.

1. PLANNING: How SATISFIED were you with the following:	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied		
Overall planning and organization of the forum	☐	☐	☐	☐		
Registration process <u>before</u> the forum	☐	☐	☐	☐		
Registration process <u>the day of</u> the forum	☐	☐	☐	☐		
The forum facilities	☐	☐	☐	☐		
The length of the forum (8:15 am – 4:15 pm)	☐	☐	☐	☐		
2. CONTENT: Tell us if you AGREE with the following:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	NA
Overall, the content of the Forum was appropriate and informative	☐	☐	☐	☐	☐	☐
The morning and afternoon workshop was helpful and informative	☐	☐	☐	☐	☐	☐
The quick session was useful and informative	☐	☐	☐	☐	☐	☐
The resource fair was helpful and informative	☐	☐	☐	☐	☐	☐
The networking session was helpful and informative	☐	☐	☐	☐	☐	☐
The selection of workshops topics were useful topics for my area of work	☐	☐	☐	☐	☐	☐
3. OVERALL: Tell us about your overall experience.						
What did you like the most about the Forum?						
What did you like the least about the Forum?						
Would you come back next year if it's held again?	☐ YES ☐ NO ☐ NOT SURE					

THANK YOU FOR COMPLETING THE EVALUATION!

Collaboration for Coverage

Developing a Winning Strategy for Keeping San Francisco Covered

STRONGER BRIDGES TO HEALTH FORUM 2015

For those who connect the
uninsured to health coverage.

Workshops • Learning • Network

GOLDEN GATE



**TO HEALTH INSURANCE
N E T W O R K**

Thank you!