



A Message from Jean Fraser, CEO

"Healthy Kids helps us to live with confidence and dignity."

I have this single line - written by a grateful parent of a Healthy Kids member - posted on the wall in my office. On days when the state and national news depress me, or when I wonder if a small plan like ours can make a dent in the vast numbers of uninsured, I read that sentence.

When I came to SFHP in 2000, it was with a mission - to make sure that no parent in San Francisco ever had to make a decision between paying the rent and taking a child to the doctor. Three years later, we're 2,900 children closer to that goal.

Now that we are on our way to universal health coverage for San Francisco children, we've set our sights on three other goals:

- Finding a way to insure at least some of the estimated 125,000 uninsured adults in San Francisco
- Funding projects to get members care faster and easier
- Creating reward programs to promote high quality medical care

I am very proud of what San Francisco Health Plan accomplishes each day. Apparently our members are too with more people choosing SFHP than any other health plan.

I hope you are proud of what we do too. After all, we really are here because of you.

Cheers, Jean



We hear it all the time: "How is Healthy Kids going?" The answer is great! We've already enrolled over 2,900 children, which is over half of the San Francisco kids the Department of Public Health believes are uninsured. We're well on our way to reach our goal of 4000 children.

More proof of the program's success came this year when Healthy Kids was fully funded for 2003/2004 by the City despite the terrible budget times. Many thanks to Mayor Brown, the San Francisco Board of Supervisors, San

Francisco Department of Public Health, and San Francisco First Five Commission who jointly funded Healthy Kids to get us to our goal of 4,000 covered children!

We believe in the adage that imitation is the sincerest form of flattery, so we're proud to tell you that Healthy Kids programs now exist in many of the other counties with governmental HMOs like ours - Santa Clara, San Mateo, Alameda, Riverside, and Los Angeles. We're proud to join these plans in leading the charge toward universal child health insurance.

98% of Healthy Kids' Parents Say: "It's Easy to Enroll!"

A government health care program that makes it easy to enroll?! Is that possible? Members tell us it's not only possible, but also real. In a survey SFHP sent out this spring to all our Healthy Kids households, 98% of the people responding said it was easy to enroll. They also raved about the quality of care they are receiving and SFHP service.

Are there areas to improve? Absolutely. Some members were confused about how to get dental and vision care; others were concerned that they had to wait longer than they wanted to get appointments. These are areas SFHP is addressing. We're changing the information we send to members to make it clearer how to find dental and vision providers. We're also working on the access

issues by funding proposals from our doctors to make it easier and faster for members to get into care. (Learn about our Access Enhancement Fund in this issue of *Here for You*.)

We were happy to get these results, and overwhelmed by the outpouring of handwritten thanks we received with the surveys such as:

"The Healthy Kids program has opened doors. I would not have been able to get services with my income."

"Healthy Kids is the glue that holds our children's health together."

"Healthy Kids helps us to live with confidence and dignity."

"Healthy Kids changed my child's smile."



SFHP Will Fund Projects to Get Members Care Faster & Easier

It's one thing to give people health insurance. It's another to make sure that they can actually get in to see their doctor. A shortage of doctors and nurses in San Francisco is contributing to bottlenecks for privately and publicly-insured people alike.

At SFHP, we've been wondering how to make a difference. Fortunately, we recently received \$800,000 in a one-time settlement from the State Department of Health Services from a lawsuit filed several years ago. We've

decided to put that money toward improving access.

On August 1st, SFHP will release an RFP requesting proposals for ways to make it easier/faster for our members to get into care. Only SFHP providers (including specialists, hospitals, and ancillary providers such as speech therapists) may apply for one-time grants of up to \$200,000.

For an application and program guidelines, call (415) 547-7818 ext.403, or email access@sfhp.org.

Major Grant Awarded to Develop Programs Targeting Teen Obesity

In collaboration with California Department of Health Services Medi-Cal Managed Care Division and the Public Health Institute, SFHP has received a \$100,000 Best Practices in Medical Managed Care Grant from the Center for Health Care Strategies to develop a Teen Obesity Outreach and Prevention Program.

Together, they will increase provider access to, and awareness of obesity prevention, nutrition, and physical activity resources. We will also encourage healthy lifestyles through

physical activity and improved eating habits.

With this grant, SFHP will focus on three areas: Resources and training for primary care providers; building community-based sports and physical activity programs; and developing culturally appropriate educational materials on healthy eating, activities, and body image for teen members.

For more information, contact Rowena Tarantino at (415) 547-7818 ext.230, or rtarantino@sfhp.org.

Are Healthy Parents on the Horizon?

SFHP partners with Blue Shield Foundation and the San Francisco Dept. of Public Health to investigate coverage for parents

While we're proud of insuring San Francisco children, we know that their parents are part of the estimated 135,000 uninsured adults in San Francisco. With the delay in the statewide program to cover parents, the need is even greater.

With this project in mind, we've sponsored legislation to allow SFHP to draw down federal dollars that the state is foregoing - an advantage of a governmental HMO! We also approached the other non-profit health plan headquartered in San Francisco, Blue Shield of California.

Working as a partner with the Blue Shield Foundation and the San Francisco Department of Public Health, SFHP has been examining options for adult insurance. The first approach is trying to cover uninsured parents of existing SFHP members. Many stars have to align for such a program to work; stay tuned for updates.

SFHP Welcomes Michael van Duren, M.D.



We are pleased to welcome Dr. Michael van Duren as Medical Director for SFHP.

Dr. van Duren comes to SFHP from PacificCare of California, where he served as Regional Medical Director for 2 1/2 years. Prior to that, he was Medical Director of Contra Costa Health Plan, and a member of the residency program faculty in the OB/GYN Department of Contra Costa Health Services. While with CCHP, he did much to promote the implementation of immunization programs throughout the county.

"It was my work as a volunteer throughout the mid-80's in Africa, Haiti, and Costa Rica that helped shape my passion and commitment to improving immunization rates among children," says Dr. van Duren. "I look forward to bringing that same passion to the City and County of San Francisco."

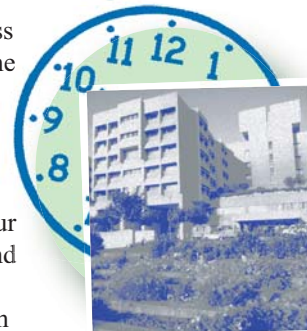
Weekend Hours at Children's Health Center - Big Hit w/ Working Parents

If you're a working parent, you know how difficult it is to take time off in the middle of the day to take your child to the doctor. For low-income families, the cost of the missed work may be an insurmountable barrier - particularly for checkups, which may not seem so urgent.

San Francisco First Five Commission to grant funds to the San Francisco General Hospital Children's Health Center to extend their hours. Since the program started last July, it's been a huge hit. "The first year of the program has been wonderfully successful," said Dr. Shannon Thyne, Medical Director of Children's Health Center. "Not only do the parents love it, but the

doctors do too. Everyone feels less stressed so communication with the patients is better."

This project is a model of how SFHP works with community partners to improve services for our members and for the traditional and safety net providers who form the backbone of the health care system in San Francisco.



SFHP partnered with the San