

Member Advisory Committee (MAC)
San Francisco Health Plan
www.sfhp.org

Meeting Agenda
Wednesday, September 2, 2026
10:00 AM to 12:00 PM

Location
San Francisco Health Plan Office
[REDACTED]

#	Agenda Item	Facilitator	Time
1	Call to Order	Co-Chairs	2 minutes
2	Approval of Minutes: MAC Meeting June 10, 2026	Co-Chairs	2 minutes
3	Co-Chairs Announcements: Member Check-In and Updates	Co-Chairs	15 minutes
4	CEO Updates	[REDACTED]	15 minutes
5	Updates from SFHP Committees: Report on Governing Board Meeting June 16, 2026	Co-Chairs	10 minutes
6	Medi-Cal Budget Updates and Get Out the Care	[REDACTED]	25 minutes
7	CAHPS Survey Results	[REDACTED]	25 minutes
8	Marketing Campaigns and Strategy	[REDACTED]	20 minutes
9	Adjourn	Co-Chairs	5 minutes

Member Advisory Committee (MAC) Meeting Minutes

1. Call to Order

- The meeting was called to order.

2. Approval of Previous Minutes

- The previous meeting minutes were reviewed and approved.

3. Co-Chair Announcements: Member Check-In and Updates

- MAC members discussed a request for team swag.

4. CEO Updates

- UIS Policy Changes and DHCS Requirements
- SFHP provided updates regarding UIS policy changes.
- SFHP is responding to new Department of Health Care Services (DHCS) requirements.
- Discussion centered on enrollment trends and the role MAC members can play in supporting awareness and member engagement.

5. Updates from SFHP Committees

Governing Board

- Reviewed and approved the FY 2026-27 budget.
- Discussed new work requirements and updated UIS policies.
- Member Retention Outreach Campaign
- SFHP shared updates on its retention outreach campaign.
- Members were encouraged to identify organizations that SFHP should engage for outreach efforts.

Quality Improvement and Health Equity Committee (QIHEC)

- All seven care quality measures met performance goals.
- More members engaged in Substance Use Treatment services.
- Improvement was reported in IHA, DEV, and TFL measures.
- SFHP is developing provider incentive programs and monthly reports to identify members who are due for care.
- SFHP is preparing its Community Reinvestment Plan for submission to the state.
- Members shared that incentive programs have been particularly effective for clients at Curry Senior Center.

6. Medi-Cal Budget Updates and Get Out the Care Campaign

A. What Have You Heard About Changes in Medi-Cal?

- Members shared their understanding and concerns regarding upcoming changes:
- One member stated, "Work requirements will go into effect 1/1/27."
- Members expressed concerns about costs, including comments such as "We have to pay," and "We will not be covered or will have to pay more."
- Questions were raised about Fee-for-Service (FFS) Medi-Cal versus Healthy San Francisco.

B. What Questions Would You Ask if You Received a Letter About These Changes?

- Members asked whether there would be fees for basic laboratory services and preventive care. SFHP explained that UIS access may depend on whether a member's PCP participates in FFS.
- All Medi-Cal members will need to complete reverification every six months.
- Members asked when clinics would determine whether they will participate in FFS. SFHP indicated that more information is expected soon.
- PCPs will direct members to participating FFS specialists.
- SFHP clarified that only UIS members, not all Medi-Cal members, are expected to transition to FFS.

C. What Benefits Are Most Important to You and Your Family?

- Dental services
- Chiropractic care

- Annual physical exams
- Physical therapy
- Diagnostic screenings, including X-rays and MRIs
- Members asked what would happen to UIS members with existing chronic conditions. SFHP shared that specialists at UCSF and county clinics will generally continue caring for existing patients, though some specialists may not be accepting new patients.
- Members recommended developing materials stating, "We care and we want to help you."

D. What Changes Are You Most Worried About?

- Several members requested more clarity about potential "fees."
- SFHP explained that it will no longer have access to information for members who transition to FFS, as those members will be managed by the state.
- Members asked whether there would be funding or mechanisms to track UIS members after they move to FFS. SFHP stated it would not be able to track former members once they leave SFHP coverage. San Francisco County may be able to track UIS members through other systems.
- Future SFHP reporting and census counts will not include members who transition to FFS.
- MAC members discussed the need to organize and share information within their communities.

E. What Makes It Hard to Complete Medi-Cal Paperwork?

- Redetermination requirements every six months.
- New work requirements and questions regarding Medi-Cal eligibility.
- HSA offers a portal to identify volunteer and employment opportunities.
- SFHP is exploring ways to connect members to the HSA portal.
- Members requested that the HSA link be shared with MAC members so they can distribute it within their communities.

F. Where Do People in Your Community Go for Help?

- Community Care Partners/Peer Support will provide outreach and help members enroll in services such as CalFresh.
- Community organizations mentioned included:
 - Rafiki Coalition (Bayview)
 - Unidos en Salud (Mission)
 - Code Tenderloin
 - Episcopal Community Services (Crocker Amazon)
 - Curry Senior Center

Additional discussion included:

- Members asked how long the Get Out the Care campaign would continue. SFHP indicated the campaign is expected to continue through February 2027.
- Members expressed interest in volunteering. Volunteer opportunities are available Tuesday through Saturday from 2:00 p.m. to 7:00 p.m. Interested individuals must apply through participating community-based organizations.
- Members asked who would be exempt from future work requirements. SFHP noted that the rules have not yet been finalized.
- Members suggested engaging with "captive audiences" to improve outreach. SFHP

confirmed that these opportunities are being explored.

7. CAHPS Survey Results

A. What Is Considered "Easy" Access to Care?

- Some members reported difficulty contacting providers and scheduling appointments.
- Other members reported positive experiences using MyChart, including the ability to schedule appointments and receive responses within approximately 48 hours, particularly through UCSF.
- Members noted that obtaining appointments with specialists can take a significant amount of time.
- Member suggested communications stating, "We want to make your medical experience better," and encouraged members to use MyChart and other communication channels.
- Additional discussion included educating members about CAHPS survey scoring and encouraging members to appropriately rate their experiences (9 or 10).

B. How Do You Learn About Changes to Your Health Coverage?

- SFHP website
- MAC meetings
- Medi-Cal communications
- Social media
- Additional outreach suggestions included:
 - Bus and Muni advertisements, particularly in the Tenderloin.
 - QR codes linking to additional resources.
 - Virtual information sessions and health fairs with Zoom access.
 - YouTube videos explaining Medi-Cal redetermination.
 - Multilingual posters with QR codes.
 - Outreach through elementary schools.
- Members noted that some individuals seek health coverage information only when an urgent need arises and suggested increasing visibility through public transit advertising.

C. Is Your PCP Sharing Information with Specialists?

- One member reported feeling pressured by a specialist to undergo surgery and had difficulty obtaining a referral to another specialist and connecting with physical therapy services.
- Members noted that interpretation services during phone calls can increase wait times and create communication delays.
- Referral processes were identified as a significant barrier to timely care.
- Members suggested providing providers with best practices for referrals.
- Members recommended warm handoffs between providers and specialists to improve continuity of care.

8. Marketing Campaigns and Strategy

A. How Did You Hear About SFHP?

- Most members reported learning about SFHP while applying for benefits.

B. Have You Seen SFHP Advertisements? Where Should We Add Ads?

- Members reported seeing advertisements downtown but less frequently in the Sunset District.
- Members noted that SFHP advertisements already appear inside buses.
- Suggested locations for additional outreach included:
 - 16th Street and Mission
 - Bus exteriors
 - Universities
 - LGBTQ Center on Market Street
 - Farmers markets
 - Libraries
 - Gyms

C. What Social Media Platforms Do You Use?

- Members reported using:
- YouTube
- WeChat
- Instagram
- TikTok
- LinkedIn

D. What Other Marketing Materials Would Be Helpful?

- Pocket-sized brochures.
- Materials that explain there are multiple Medi-Cal plan options and highlight SFHP's strengths. One member suggested messaging that would "tell people that there are three choices for Medi-Cal and SFHP is the best."

E. What Have We Missed?

- Elementary schools
- Middle schools
- Stickers with QR codes
- Newspapers
- Fold-out pamphlets in clinic waiting areas
- Information about "clinics in your area"
- Additional feedback included:
 - Social media content feels generic and should include more people-centered stories and testimonials.
 - MAC members should be featured on SFHP social media channels.
 - Social media should include more updates, educational content, and how-to information.

F. What Can We Do Better?

- Fixing broken website links.
- Collaborating with community organizations on social media campaigns.

G. Which Community-Based Organizations (CBOs) Should SFHP Engage?

- Project Homeless Connect
- Curry Senior Center
- YMCA
- Sunday Streets
- Farmers Markets

9. Adjournment

The meeting was adjourned.

Please Note These Upcoming SFHP Meetings:

Quality Improvement and Health Equity Committee: September 3, 2026

Governing Board: September 16, 2026

Accessible Meeting Information: Meeting locations are wheelchair accessible. To request accommodation such as ASL interpretation, materials and handouts in electronic format or other accommodation, please contact:

[REDACTED]

Email: [REDACTED]

Please provide at least **48 hours** advance notice to help to ensure availability.