

WEEKLY UPDATE

Coordinated Care Initiative Outreach Weekly Update

Events This Week in CCI Outreach

Would you like to have a "Train the Trainer" presentation for staff at your organization? [Fill out this form](#) and let us know!

3/9 - 11th Feria Anual Salud y Bienestar de Telemundo

El Domingo (Marzo 9, 2014) ocurrió la 11th Feria Anual Salud y Bienestar de Telemundo. Este evento familiar se enfocó en la salud y el bienestar. La admisión fue gratuita y los participantes tuvieron acceso a: Exámenes gratis de salud (glucosa, presión arterial, colesterol, diabetes, BMI, exámenes de la vista, inmunizaciones) Demostraciones de cocina saludable, Clases & demostraciones de ejercicios.

Los participantes tuvieron la oportunidad de asistir a una charla sobre la CCI en Español. [Material en Español](#) sobre la CCI también fue distribuido durante el día a más de 3,000 personas. Este año llegaron 25,000 personas a la feria.



11th Annual Telemundo Health and Wellness Fair - On Sunday, March 9, 2014 the 11th Annual Telemundo Health and Wellness fair took place at the Convention Center in downtown LA. The focus this year was overall health and well-being. Admission was free and those attending had access to free health exams focusing on glaucoma, high blood pressure, cholesterol, diabetes, BMI, eye exams, immunization, demonstrations on healthy cooking, and exercise classes. A 30 minute presentation in Spanish on the CCI was given for participants attending the fair. Materials in Spanish about the CCI were also distributed throughout the day to more than 3,000 beneficiaries and their families. A Spanish version of the CCI Overview is now available in the [Outreach Toolkit](#). This year 25,000 participants attended the fair.



Spotlight On: Rina Cruz

Rina is an outreach coordinator in Los Angeles County and is fluent in Spanish. Rina's interest in health care stems from the work she did as a volunteer in Guyana, where she worked for three years as an Educational Community Promoter and as a Volunteer Leader with the Peace Corps.

In Guyana, Rina worked with community leaders, community members, and Government Ministries to plan, implement, and evaluate the delivery of health education in five regions of the country. The target groups for this initiative were youth living in remote communities; they received health talks with a focus on HIV/AIDS and workshops on life skills and behavior change. Rina graduated from the University of California, Los Angeles with a degree in Latin American Studies.

What's your favorite part of the CCI to explain to beneficiaries?

The best part of the CCI to explain to beneficiaries is the benefits of care coordination. I believe in the program and I think that it will make a difference not only in the life of the beneficiary but in the life of their families as well.

If you could have created any one work of great art-a song, a painting, a movie, etc.- what would it be?

This is hard because I am a music lover, but I have to say that if I could have created any one piece of art it would have to be "The Kiss" by Klimt. I love the vibrancy of the colors, the depiction of the inner struggle of surrendering.



3/6: Inland Empire Ethnic Media Roundtable

The series of ethnic media roundtables highlight the beneficiaries and frontline providers who will be participating in and benefiting from Cal MediConnect and the Coordinated Care Initiative continued in the Inland Empire this week, with a focus on Riverside and San Bernardino Counties.

- Several dual eligible beneficiaries and family caregivers shared stories of the fragmented care they have been receiving, with one caregiver saying she can't wait for enrollment and the improvement coordinated care will provide to their family life.
- Gilbert Saucedo, HICAP Counselor in San Bernardino & Riverside Counties, gave an overview on the CCI and CalMediConnect. Lately, 90 percent of calls to HICAP have been CCI-related, which suggests that beneficiaries are opening their notifications, and seeking help.
- Carolyn Joyce of the Aging and Disability Resource Connection and Community Access Center in Riverside talked about how previous health care changes were not well planned, so beneficiaries were uncertain of changes to come, which is why advocates like the attendees have

If you had a time machine, where would you go and why?

If I had a time machine I would go back to January 5, 2000. I would sit with my grandfather one last time and listen to all the stories he had to tell.

What is your favorite ice cream flavor?

I do not eat ice cream, but I LOVE watermelon gelato.

to be well informed in order to offer help.

- Ramona de Guzman, clinical social worker at Adult Day Health Services of the Loma Linda Medical University said how CalMediConnect will really help people, and that it will make them aware of CBAS and other services that will make a difference in their lives.

This event, which was developed in partnership with New America Media, attracted local Chinese, Filipino, African American and Hispanic media agencies. Stay tuned for future roundtables!



Other Recent Events

Alameda County

- **3/1 - The Congress of California Seniors:** Region 3 hosted a CCI presentation for their membership during one of their monthly Saturday meetings.

Los Angeles County

- **2/26 - CAMPS Annual Convention:** Members of the California Association of Medical Product Suppliers attended a presentation on the CCI that highlighted recent policy changes and key benefits for providers.
- **2/27 - Health Net Stakeholder Workgroup Meeting:** Over 50 local advocates and stakeholders, including LA's five Cal MediConnect health plans, were in attendance at Health Net's Stakeholder Workgroup Meeting. Speakers included Raffie Barsamian, Martha Smith, Sean O'Brien and Jane Tunnay of Health Net as well as Amber Cutler from the National Senior Citizens Law Center and Emma Daugherty for the CCI. The speakers led discussions on Medi-Cal expansion and how to involve members in the policy making process.
- **3/12 - CCI Overview for Pioneer Medical Group:** Overview presentation on the CCI for administrative level staff at Pioneer Medical Group and discussion on how they can engage their members to notify them of upcoming changes.

San Diego County

- **3/10 - Access to Independence Collaboration:** Presentation for members at a regular meeting.
- **3/12 - Arbor Terrace:** PACE and other organizations gathered at Arbor Terrace, an affordable housing complex, to provide CCI educational information and materials for beneficiaries.
- **3/13 - Behavioral Health Work Group:** Monthly meeting on Cal MediConnect
- **3/13 - United Domestic Workers (UDW) Homecare Providers Union:** Meeting to plan community outreach and presentations to reach 25,000 IHSS recipients and 20,000 care providers.
- **3/13 - Healthy San Diego Work Group:** Monthly meeting with health plans and outreach efforts.
- **3/13 - Healthy San Diego Advisory Group:** Monthly meeting to discuss San Diego strategic planning.
- **3/14 - Long Term Care Integration Project Meeting:** The LTCIP Quarterly Stakeholder meeting featured presentations that ranged from a broader look at the CCI from a state level, as well as details on San Diego specific information. The Cal MediConnect health plans and the local HICAP provided information and was available during the engaging question and answer session.

San Mateo County

- **3/12 - Lesley Terrace:** A presentation on the CCI for the residents of Lesley Terrace Senior Housing in Belmont, San Mateo during their Community Learning series.
- **3/13 - City of Pacifica Senior Center:** Presentation on the CCI for seniors during lunchtime.

Santa Clara County

- **2/24 - Santa Clara Communications Committee Meeting:** Health plans and local stakeholders met during this bi-weekly meeting about how to best utilize existing networks for beneficiary outreach.

Statewide Stakeholder Outreach Events

- **3/13 - NSCLC Basics Webinars:** The National Senior Citizens Law Center hosted a webinar for advocates that covered the basics of the Coordinated Care Initiative and Cal MediConnect.
- **3/14 - Stakeholder Update Webinar:** The Department of Health Care Services (DHCS) hosted a stakeholder update webinar. The webinar included updates about the Complaint Tracking Module and the implementation of the Cal MediConnect Ombuds Program.



Looking Ahead

Alameda County

- 3/21 - the Alameda Area Agency on Aging (AAA) will host its bi-monthly Round Table on Assistance and Information for the Elderly on March 21st from 9am to Noon. The agenda will include three main speakers: Dr. Ray Grimm, Ph.D, of Human Services and Senior Services for the City of Fremont, Marlene Petersen, Executive Director of Senior Support Program of the Tri-Valley, and Ange Watson-Haiiam, Fair Housing Specialist for ECHO Housing.
- 4/4 - Alameda County HICAP New Volunteer Training begins on April 4th, and CCI outreach coordinators have been invited to present to new HICAP counselors and train them on how to direct questions about Cal MediConnect.

Los Angeles County

- 3/20: Communications Workgroup Meeting

Riverside & San Bernardino Counties

- 3/19 - 3/20: California Association of Health Facilities CCI training
- 3/25: Inland Empire CCI Advisory meeting

San Diego County

- 3/17: Mini - Resource Fair at Cedar Gateway Apartments/ North Park
- 3/17: Latino Networking Connection monthly meeting
- 3/18: Mini - Resource Fair at Gateway Apartments/ Barrio Logan
- 3/18: Mini - Resource Fair at La Entrada Apartments/ Barrio Logan
- 3/19: Mini - Resource Fair at Los Vientos / Barrio Logan
- 3/19: Spring Into Healthy Living Event
- 3/20: Mini - Resource Fair at Ten Fifty B / Downtown
- 3/20: Mini - Resource Fair at Mission Apartments / Downtown
- 3/20: Healthy San Diego presentation on Cal-MediConnect
- 3/21: UDW staff and administrator presentation on CCI

San Mateo County

- 3/20: Presentation for community members at the Menlo Park Community Center during the Senior Brown Bag Lunch (thank you to Airel Tinajero for the invitation!).
- **3/21: Health Coverage Resource Fair** from 10 a.m. to 2 p.m at the College of San Mateo (1700 W. Hillsdale Blvd., San Mateo). Representatives from the Health Plan of San Mateo, HICAP, and many other local organization will provide information on health insurance, housing, county services, health services and Medi-Cal. For more information call (650) 349-2200. There is no cost for this event.

Santa Clara

- 4/16: Sourcewise, the HICAP agency of Santa Clara county, will host a large event at the Santa Clara Convention Center entitled "Know Your Options:

Make Informed Decisions About Healthcare." Speakers will discuss Medicare and Cal MediConnect in Santa Clara county. Registration for this event is free, and you can request translation services for Mandarin, Vietnamese, Spanish, and Russian. To register for this event, click [here](#).

Doing an event on the CCI? Let us know! Email info@calduals.org and put "Weekly Update" in the subject line.



New This Week

New on CalDUALS.org!

- A Spanish version of the CCI Overview is now available in the [Outreach Toolkit](#).
- All Weekly Updates can now be found on the [Stakeholder Process page](#). Also added to this page are the transcripts from the three stakeholder calls that took place in February.
- [The Calendar](#) has new features including a link to Subscribe so that you receive an update about upcoming events on the calendar. To have your event posted to the calendar please email info@calduals.org



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