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## **CALOPTIMA LAUNCHES NEW WEBSITE FEATURES IN FARSI**

### *More Than 3,600 Members May Access Translated Material*

**ORANGE, Calif. (July 29, 2011)** — Orange County’s Farsi speakers have a new health resource available in their own language. CalOptima today launched translated versions of all pages in the “Medi-Cal Members” area of its website. Currently, CalOptima has more than 3,600 members who speak Farsi. Within Orange County, there are approximately 24,000 Farsi speakers, according to the latest available Census data.

“CalOptima’s new Farsi website pages reflect our ongoing commitment to bridging language and cultural gaps,” says Ladan Khamseh, CalOptima director of Customer Service. “While information in Farsi has been available to Medi-Cal members in print and on the telephone, making our website accessible improves our service to a sizable group of members and helps us connect with other Farsi speakers in Orange County.”

Qualified translators produced more than 20 website pages, featuring information on member benefits, provider selection and health education. The addition of Farsi website pages comes on the heels of a similar initiative that added Spanish and Vietnamese pages to CalOptima’s website a few months ago.

Farsi-speaking users can select their preferred language from a convenient button on the top right of the page at [www.caloptima.org/en/Members.aspx](http://www.caloptima.org/en/Members.aspx). From there, the translated website pages launch. To view the Farsi pages, go to [www.caloptima.org/fa-IR/Members.aspx](http://www.caloptima.org/fa-IR/Members.aspx).

### **About CalOptima**

CalOptima is a county organized health system providing publicly funded health coverage programs for low-income families, seniors and people with disabilities in Orange County, Calif. CalOptima serves its 416,000 members with a network of more than 7,000 primary care doctors and specialists, as well as 30 hospitals. CalOptima provides access to quality health care through three programs, including Medi-Cal, Healthy Families Program and OneCare (HMO SNP).

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