



Community Connections

April 2012



It gives me great pleasure to write to you for the first time. It gives me even greater pleasure that in my first message to you, I have wonderful news to share. Last week, the California Department of Health Care Services announced that it had selected Orange County as one of the four initial sites for its Coordinated Care Initiative: State Demonstration to Integrate Care for Dual Eligible Individuals. If everything goes as planned, beginning January 2013, CalOptima will provide both the Medi-Cal and Medicare services for up to 75,000 individuals who have both Medi-Cal and Medicare coverage in Orange County.



CalOptima is immensely proud that Orange County was selected because this opportunity reflects the impact and influence that all of our community partners have had in CalOptima's programs and efforts. We hope that you will continue to remain engaged with us as we learn more about the demonstration and figure out how to make this work best for our members, providers and community. You have my commitment to keep you informed every step of the way and provide opportunities for you to share your input. Thank you for your ongoing support for CalOptima and the members we serve together.

- Michael Engelhard, CalOptima Interim CEO

Adult Day Health Care Benefit Eliminated,

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Community Alliances Forum Coming Soon, Register Now

Community partners are cordially invited to attend the Community Alliances Forum on Thursday, April 19, 2012, from 9 to 11 a.m. at the Delhi Community Center located at 505 E. Central Ave. in Santa Ana.

CBAS Implementation Begins

On March 30, the Centers for Medicare & Medicaid Services approved implementation of Medi-Cal's Community Based Adult Services (CBAS) program. The CBAS program provides benefits that were previously offered through the Adult Day Health Care (ADHC) benefit. CBAS will deliver necessary medical and social services to 80 percent of the vulnerable ADHC population. For more information, please contact Candice Gomez, director of Long-Term Care Integration, at 714-246-8819 or cagomez@caloptima.org.

Orange County Selected For Duals Pilot

Orange County has been selected as one of four pilot sites for California's Dual Eligibles Coordinated Care Demonstration. Under the demonstration, CalOptima will provide or coordinate all health care services for individuals covered by both Medi-Cal and Medicare. These individuals, also known as "dual eligibles," will begin receiving services in 2013.

The goal of the demonstration is coordinated, member-centered care. The concept of this care is not new to CalOptima, which has taken initial steps to better coordinate services for dual eligibles through OneCare (HMO SNP) and a Multipurpose Senior Services Program. CalOptima has also applied to become a Program of All-Inclusive Care for the Elderly (PACE).

"What wonderful news for our community, especially our dual eligible members who often have many complex health care needs," said Trudi Carter, M.D., CalOptima Chief Medical Officer. "The demonstration gives us the opportunity to improve the care for these members and make a positive impact on their health."

CalOptima was one of 13 plans from 10 counties that responded to a Request for Solutions issued by the California Department of Health Care Services. In addition to choosing Orange County, DHCS selected Los Angeles, San Diego and San Mateo counties

The topic is "Creative Strategies for Healthy Living Through Movement and Music." The forum is an excellent opportunity for community partners to network with other community organizations and learn about health care resources. Pre-registration is highly recommended. To register, please click on this [link](#).

CalOptima Seeks Nominees for 2012 Circle of Care Award

The CalOptima Circle of Care Award recognizes health care professionals, community groups and individuals who go above and beyond in the delivery of health care services to CalOptima members. Since the award's inception in 2000, CalOptima has honored 198 outstanding providers for their extraordinary dedication.

The nomination process begins Monday, April 30, 2012, and ends Friday, June 8, 2012. If you would like to nominate yourself or an outstanding health care provider, please contact Maria Wahab at 714-796-6143 or visit CalOptima's website at www.caloptima.org.

COREC Reaches Goal!

One thousand primary care providers have joined the CalOptima Regional Extension Center (COREC) to access services that will help them transition from paper to electronic health records (EHRs). COREC achieved the 1,000-member goal ahead of the project time line.

COREC's membership includes primary care providers in small practices, as well as providers affiliated with leading medical groups. A number of COREC members are among the first in the country to achieve meaningful use of EHRs, enabling them to collect incentive payments under a nationwide program to improve the quality, safety and efficiency of

as initial participants; more counties may join at a future date. For more information, visit www.CalDuals.org.

Healthy Families Program Receives Marketing Awards



Healthy Families Program team members, from left, Candice Gomez, Cristina Martinez and Adriana Ramos, display their HPRMA advertising awards.

The Healthcare Public Relations and Marketing Association of Southern California (HPRMA) honored CalOptima's Healthy Families Program and The Identity Group, HFP's ad agency, with three awards in its 2010 Golden Advocate competition. HFP's printed advertising inserts and member appreciation thank you packet received Gold Awards, while its outdoor transit advertising campaign earned a Silver Award.

The Golden Advocate Awards, sponsored annually by Southern California's largest association for health care communications professionals, recognize achievements in public relations, marketing, advertising, writing and design. An affiliate of the American Hospital Association and the Healthcare Association of Southern California, HPRMA is a peer organization that represents hospitals, medical groups, health plans, health care ad agencies and public relations firms from California, Arizona and Nevada.

Local Students Cook to Improve School Food

health care. For more information about COREC, please visit www.corecoc.org.

CalOptima Speakers Bureau Program Offers No-Cost Education on Health Topics



The CalOptima Speakers Bureau Program is a no-cost resource available to community organizations, health care providers, government agencies, policy makers and others who would like information about CalOptima, Medi-Cal, Medicare, managed care and a wide range of other health-related topics.

Visit CalOptima's website to download a [request form](#). For more information or questions about the CalOptima Speakers Bureau Program, please contact Phong Ly, community relations specialist, at 714-347-5733 or ply@caloptima.org.

Upcoming Meetings



May

- 5/1: Collaborative to Assist Motel Families Steering Committee and General Meeting
- 5/1: OC Women's Health Initiative Steering Committee Meeting
- 5/2: CalOptima Utilization Management Committee Meeting
- 5/2: AccessOC Board Meeting
- 5/3: Homeless Provider Forum
- 5/3: CalOptima Board of Directors Meeting
- 5/7: Coordinating Council for Older Adults
- 5/7: OC Health Care Agency Mental Health Services Act Steering Committee



CalOptima staff Candice Gomez (left) and Cristina Martinez and the Cooking Up Change winners, from left, Alejandro Hernandez, Ashley Blanco, Katy Clark (chef mentor) and Ivan Lopez celebrate at the event.

For the past nine years, KID HEALTHY has been working in schools, youth agencies, community organizations and after-school sites to combat the rising trend of childhood obesity in Southern California. In collaboration with 20 public and private nonprofit agencies, KID HEALTHY has impacted more than 500,000 students, parents and teachers. This year, as a strategy to engage students and raise awareness about healthy eating, KID HEALTHY joined the Chicago-based Healthy Schools Campaign Cooking Up Change® Series to launch the first Cooking Up Change event in California. On March 8, teams of Santa Ana students from Valley High School's culinary arts program competed to create a healthy school meal on a small budget. Their creation needed to meet high standards of nutrition, taste, presentation and originality.

The winning team will compete in a national competition in Washington, D.C., next month. The winning meal will raise awareness of the ongoing need for resources and standards that support healthy school food. It will also be implemented in the Santa Ana Unified School District's menu, Northgate Gonzalez Markets' Cocina and Kaiser Permanente's Irvine Medical Center Café.

The Cooking Up Change event was well attended and supported by local media, public officials, school districts, businesses and other agencies. CalOptima was a proud supporter of Cooking Up Change and has worked in partnership with KID HEALTHY since its inception. For more information about KID

- 5/7: CalOptima PACE Development Advisory Committee
- 5/8: State Council of Developmental Disabilities - Area Board XI Board Meeting
- 5/9: Alzheimer's Association, OC Chapter - Networking and Education Breakfast
- 5/9: CalOptima Monthly Health Network Forum
- 5/10: CalOptima Provider Advisory Committee Meeting
- 5/10: Health Care Council of OC Meeting
- 5/10: CalOptima Member Advisory Committee Meeting
- 5/11: California Association of Health Insuring Organizations Board Meeting
- 5/15: CalOptima Provider Orientation
- 5/16: Senior Citizen Advisory Council Health/Nutrition Committee Meeting
- 5/16: CalOptima Finance and Audit Committee Meeting
- 5/16: Buddy System Networking Luncheon
- 5/22: OC Senior Roundtable
- 5/22: CalOptima Quality Assurance Committee Meeting
- 5/23: CalOptima Quality Improvement Committee Meeting
- 5/24: CalOptima Quarterly Legislative Lunch

June

- 6/1: Help Me Grow Advisory Committee Meeting
- 6/4: OC Health Care Agency Mental Health Services Act Steering Committee Meeting
- 6/5: Collaborative to Assist Motel Families Steering Committee and General Meeting
- 6/6: OC Aging Services Collaborative
- 6/6: AccessOC Board Meeting
- 6/7: Homeless Provider Forum
- 6/7: CalOptima Board of Directors Meeting
- 6/12: CalOptima PACE Development Advisory Committee Meeting
- 6/12: OC Certified Application Assistors Task Force Meeting
- 6/12: Komen: Unidos Contra el Cancer del Seno Collaborative Meeting
- 6/13: CalOptima and Regional Center of OC Quarterly Roundtable
- 6/13: CalOptima Monthly Health Network Forum
- 6/14: CalOptima Provider Advisory Committee Meeting
- 6/20: Senior Citizen Advisory Council Health/Nutrition Committee
- 6/20: CalOptima and California Children Services Quarterly Roundtable
- 6/28: CalOptima Regional Extension Center Advisory Committee Meeting
- 6/28: CalOptima Health Network Health Education Roundtable

Upcoming Events

May

- 5/1: OC Child Obesity Prevention Summit
- 5/1: Awareness and Education Seminar - Topic TBD
- 5/2: CalOptima New Member Orientation (Health Network and Medi-Medi) - Farsi and Vietnamese
- 5/2: CalOptima New Member Orientation

HEALTHY or Cooking Up Change, please visit www.mykidhealthy.org.

For Community Outreach:

For more information or questions about community outreach, please contact Claudia Hernandez, community relations manager, at 714-347-3262 or chernandez@caloptima.org.

CalOptima Contacts:

CalOptima Customer Service Department

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CalOptima Regional Extension Center

Toll-free: 855-241-1145

Fax: 714-796-6600

Email: corec@caloptima.org

To apply for Medi-Cal, call the Orange County Social Services Agency

Aliso Viejo Regional Center:
949-389-8201

Anaheim Regional Center:
714-575-2400

Garden Grove Regional Center:
714-741-7100

Santa Ana Regional Center:
714-435-5900

(OneCare) - English
5/2-4: Institute for Healthcare Advancement - 11th Annual Health Literacy Conference
5/3: Mental Health Association of OC - Meeting of the Minds Conference
5/5: The G.R.E.E.N. Foundation - Act NOW African American Cancer Care Conference
5/8: North OC Community College District - ESL Program Resource Fair
5/8: CalOptima Health Education Workshop: Weight Management - English
5/9: St. Anselm's Cross Cultural Community Center - Spring Health Fair
5/10: North OC Community College District - ESL Program Resource Fair
5/15: Women's Health Policy Conference
5/16: CalOptima New Member Orientation (OneCare) - English
5/16: Clinton Corner Family Campus - Family Health Fair
5/16: Garden Grove Unified School District - Community Outreach Meeting
5/17: CalOptima Continuing Education Unit Workshop: Topic TBD
5/22: CalOptima Health Education Workshop: Weight Management - English
5/23: CalOptima New Member Orientation (Health Network and Medi-Medi) - Vietnamese and Farsi
5/25: County Community Service Center Health Education Seminar - Topic TBD
5/29: CalOptima New Member Orientation (Medi-Medi) - English and Spanish
5/31: Speakers Bureau Presentation - Brea Senior Center - PACE Overview

June

6/2: Alzheimer's Association, OC Chapter - 2012 Walk to End Alzheimer's
6/3: Anekant Community Center - Anaheim Health Fair
6/4: Speakers Bureau Presentation - Coordinating Council for Older Adults - PACE Overview
6/6: CalOptima New Member Orientation (Health Network) - Farsi
6/6: CalOptima School Nurse Workshop
6/6: CalOptima New Member Orientation (OneCare) - English
6/8: Speakers Bureau Presentation - Senior Citizens Advisory Council - PACE Overview
6/9: OC Supervisor Shawn Nelson - North OC Senior Fair
6/12: CalOptima New Member Orientation (Health Network) - English and Spanish
6/13: Alzheimer's Association, OC Chapter - Networking and Education Breakfast
6/13: CalOptima Health Education Workshop: Diabetes Health - English
6/20: Buddy System Networking Luncheon
6/20: CalOptima New Member Orientation (OneCare) - Vietnamese
6/21: American Red Cross OC Chapter - Lunch and Tour
6/21: CalOptima Continuing Education Unit Workshop: Topic TBD
6/21: CalOptima New Member Orientation (Health Network) - English
6/22: CalOptima Healthy Families Program - Developmental Screening Event



6/26: Speakers Bureau Presentation - OC
Senior Roundtable - PACE Overview
6/27: CalOptima Health Education Workshop:
Diabetes Health - Spanish
6/27: CalOptima New Member
Orientation (Health Network) - Vietnamese
6/29: County Community Service Center
Health Education Seminar - Topic TBD

[Forward email](#)



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