



**MEMORANDUM**  
**HEALTH AND HUMAN SERVICES**  
**ADMINISTRATIVE SERVICES**  
County of Placer

TO: Board of Supervisors

DATE: April 5, 2016

FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services

SUBJECT: California State Association of Counties 2015 Merit Awards

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**ACTION REQUESTED**

1. Recognize Placer County for receiving two California State Association of Counties 2015 Merit Awards.

**BACKGROUND**

The California State Association of Counties (CSAC) annually reviews innovative program efforts from counties across the state. Reviews focus on county innovation to implement service delivery models that improve services to residents while preserving limited resources. They also recognize the challenges counties often face with limited resources and complex, prescriptive rules to meet Federal/State mandates. County efforts that improve services and efficiency are highlighted. CSAC will be presenting two CSAC Merit Awards to Placer County for innovative efforts to improve services in the community.

Programs that received a merit award include:

***Campaign for Community Wellness:*** The Campaign for Community Wellness is comprised of over 35 community-based agencies, persons with lived experience, other interested community members and county staff. Known collectively as the Mental Health Services Act (MHSA) Steering Committee, these stakeholders are represented in a collaborative governance process which facilitates shared decision making and accountability between the Health and Human Services (HHS) Department, the contracted service agencies and consumers. Four community lead sub-committees report to a leadership team comprised of two HHS Division Directors and the community chairs. The overarching goal of the Campaign is to transform and support mental health services in Placer County using innovative, collaborative, culturally competent, consumer/family-guided, and recover focused approaches. Each month the committees meet, plan, and implement a host of related events, outreach and education. This process effectively increases accessibility to revenues, reduces county administrative costs, and enhances trust in local government, as consumers and stakeholders share power and authority for MHSA and related decision-making.

***Telephonic Signature:*** To streamline the application process for customers applying for health coverage, Placer County HHS Department's Human Services Division planned for and implemented a completely automated telephonic signature process for Advance Premium Tax Credit and Medi-Cal applicants who applied over the phone. Given the high demand for healthcare coverage, it was imperative that the entire application be completed over the phone, avoiding additional staff time and expense needed to print and mail out the application to obtain an ink signature. With the addition of the automated Telephonic Signature, the application is completed from start to finish while the customer is on the phone. After completing the application, staff review a required attestation statement with the applicant, obtain a verbal confirmation and capture that information in to a recorded "snippet" which is saved as a .wav audio file. This audio file is retained for the same length of time that is currently required for application forms. By developing and utilizing this technology, thousands of Placer County residents were able to complete their healthcare applications in a more efficient, timely manner giving them access to much needed healthcare benefits.

**FISCAL IMPACT**

There is no fiscal impact as a result of this item.

