

**MEMORANDUM
PLACER COUNTY HEALTH AND HUMAN SERVICES
Human Services Division**

TO: Honorable Board of Supervisors

FROM: Richard J. Burton, M.D., M.P.H.
Placer County Health Officer and Director of Health & Human Services
Cheryl S. Davis, Director of Human Services

DATE: May 21, 2013

SUBJECT: Outreach and Education Grant from Blue Shield of California Foundation

ACTION REQUESTED:

Approve a grant from the Blue Shield of California Foundation in the amount of \$87,747 (no net County cost) for the period April 1, 2013 through March 31, 2014 to conduct outreach, education and application support to uninsured Placer County residents to increase their access to healthcare coverage and maximize enrollment in coverage options available through the Affordable Care Act, and authorize the Director of Health and Human Services to sign the grant agreement and any subsequent amendments.

BACKGROUND:

The Blue Shield of California Foundation has previously awarded Placer County two rounds of grant funding that allowed Health and Human Services (HHS) to plan and implement the Medicaid Coverage Expansion (MCE) and obtain 50 percent federal funding to create fiscally sustainable health care services for eligible Placer County residents who are currently without health insurance. Through April 2013, over 3,400 individuals were enrolled in MCE. The enrollment in the 100 percent County-funded medically indigent program, Medical Care Services Program, has dropped from 1,400 persons to 8 persons.

This third grant award from the Blue Shield Foundation will assist HHS to ensure that MCE enrollees transition to the 100 percent federally-funded coverage available under the Affordable Care Act beginning January 1, 2014 and to increase enrollment of uninsured Placer County residents in healthcare coverage.

Activities will include a broad information and outreach effort by HHS working with community and faith-based organizations, safety net providers, health care providers, and employers. This effort will include marketing materials and development of training materials. Using a "train-the-trainer" model, HHS staff will assure that community-based staff can help applicants successfully navigate the application and enrollment process. Finally, our goal is to also develop and implement a model for reaching and enrolling difficult to reach populations, e.g. homeless or mentally ill. HHS in collaboration with community-based partners will develop and utilize innovative materials, processes and strategies to enroll and retain this population.

FISCAL IMPACT:

These funds are not included in the Department's FY 2012-13 Budget, but will be included in a year-end budget revision, as well as in the FY 2013-14 Requested Budget. No County General Fund match is required.

This grant is on file with the Clerk of the Board for review.

