

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

TO: Honorable Board of Supervisors

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

DATE: April 7, 2015

SUBJECT: Covered California Community Outreach Network MOU

ACTION REQUESTED:

1. Approve and authorize the Director of Health and Human Services to sign a Memorandum of Understanding (MOU) with Covered California, for an indefinite time period, to continue a partnership to conduct public awareness, education, and outreach campaigns to eligible Placer County residents for the benefits and programs available through Covered California, and authorize the Director of Health and Human Services to sign subsequent non-monetary amendments consistent with the current agreement's subject matter and scope of work.

BACKGROUND:

California was the first state to enact legislation in order to establish a health benefits exchange under the Patient Protection and Affordable Care Act of 2010 (the "Affordable Care Act"). Covered California is the marketplace that offers subsidized health care coverage in the form of premium assistance and cost sharing reductions to individuals and families with incomes between 139 percent and 400 percent of the Federal Poverty Level. An additional component of the Affordable Care Act was the expansion of Medicaid, known as Medi-Cal in California. Under the expansion, individuals who are between the ages of 19 and 64 and earn less than 138 percent of the Federal Poverty Level are now eligible for health care coverage under Medi-Cal.

To successfully enroll eligible Placer County residents in healthcare coverage under the Affordable Care Act, Placer County Human Services entered into a partnership with Covered California to utilize messaging and collateral materials (brochures, posters, fact sheets, etc.) to deliver in-person education and outreach services that have been known to increase awareness and promote the value of health insurance enrollment among individual consumers in Placer County.

Since the beginning of Open Enrollment under the Affordable Care Act in October of 2013, the number of Placer County residents enrolled in healthcare coverage has more than doubled to just over 55,000 as of February of 2015.

FISCAL IMPACT:

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

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

