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Navigating through the Landscape of Healthcare

CPHA
California Partnership of Healthcare Advocates
Conference 2017
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Background and Purpose

Wednesday, September 6th, 2017
Sacramento Convention Center

What is the California Partnership of Healthcare Advocates (CPHA)?
CPHA is a statewide planning collaborative made up of a diverse network of healthcare advocacy organizations, clinics, health plans, non-profit organizations and public agencies. The planning collaborative comes together to create a bi-annual statewide conference for California’s health coverage enrollment network that includes Certified Enrollment Counselors (CEC), Navigators, Community Health Workers (CHW), Promotores and other healthcare advocates.

Why come together?
The Affordable Care Act (ACA) has already provided health insurance for over 4 million Californians (Over 3 million as a result of the Medi-Cal Expansion and other Medi-Cal programs; 1.3 million through Covered California Qualified Health Plan). While even more Californians continue to enroll, there are many who will remain ineligible for coverage and many enrollees who do not understand how to use their coverage. As trusted members of the community, California’s health coverage enrollment network will continue to provide the bridge to healthcare coverage for existing and newly eligible adults, children and families. Therefore, it is more important than ever to continue to provide a venue to train this workforce that will play a key role in reaching people who may be eligible for coverage for the first time in their lives.

What is the goal of the Annual CPHA Conference?
Since 2006, the CPHA conference has been the venue where the health coverage workforce can receive health coverage program updates, learn best practices for outreach and enrollment, network with their peers and policymakers and receive pertinent healthcare information to share with their clients. At this year's conference healthcare advocates will also learn about their role in helping consumers utilize and retain their health coverage given the new healthcare landscape in California. There will be updates on Covered California and Medi-Cal as well as workshops on coordinated care, culturally responsive care and managed care.

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Agenda

7:00am - 8:15am  
REGISTRATION, CONTINENTAL BREAKFAST & EXHIBIT VIEWING

8:15am - 8:30am  
Welcome  
Master of Ceremony  
Marisol Aviña, The California Endowment

8:30am - 9:00am  
Keynote Speaker  
Senator Ricardo Lara  
California Senate District #33

9:00am - 9:45am  
Plenary Session I – Exhibit Hall D and E  
Changes to Healthcare Landscape: A Federal and State Perspective  
Speaker: Anthony Wright, Executive Director Health Access  
Moderator: Aaron Reyes  
Community Health Initiative of Orange County

9:45am – 10:15am  
Break, Networking & Exhibit Expo Viewing

10:15am – 11:15pm  
Plenary Session II – Exhibit Hall D and E  
Changes to Healthcare Landscape: A Local Perspective  
Speaker: René Mollow, Deputy Director California Department of Health Care Services  
Moderator: Mayra Alvarez  
The Children’s Partnership

11:15am – 11:25am  
Break, Networking & Exhibit Expo Viewing

11:25am – 12:30pm  
Workshop Session I (See next page for Workshop Sessions)

12:30pm – 1:30pm  
LUNCH Break, Networking & Exhibit Expo Viewing

1:30pm – 2:30pm  
Plenary Session III – Exhibit Hall D and E  
Building Trust Amongst Immigrant Communities  
Panel Speakers: Jose Quezada - American Civil Liberties Union  
Speaker - National Immigrant Policy Center  
Julio Perez - Orange County Labor Federation  
Moderator: Elba Gonzalez-Mares  
The Children’s Health Initiative of Napa County

2:30pm-2:45pm  
Break & Refreshments

2:45pm – 3:45pm  
Workshop Session II (see next page for Workshop Sessions)

3:45pm – 4:00pm  
CLOSING CEREMONY & Raffle
PLENARY SESSIONS

Plenary Session I
Changes to Healthcare Landscape: A Federal and State Perspective
These plenary sessions are designed to provide an overview of changes to the ACA and other public health programs and how this impacts the work of the Enrollment Counselor. Open enrollment 2017 is projected to be very challenging and this session will arm the Enrollment Counselor with the answers that many families in your community may have.

Moderator:
Aaron Reyes

Speaker:
Anthony Wright

Plenary Session II
Changes to Healthcare Landscape: A Local Perspective

Moderator:
Mayra Alvarez

Speaker:
René Mollow, California Department of Health Care Services

Plenary Session III
Building Trust Amongst Immigrant Communities
This session will focus on strategies to improve trust among immigrant communities and agencies who assist them. Participants will also learn best practices in the field and messaging for connecting to immigrant families and encouraging them to enroll. As a community advocate, you will also learn information and receive resources about family preparedness to have available to clients. The workshop will also cover how to be an ally in your place of work and in your community.

Moderator:
Elba Gonzalez-Mares

Speakers:
Julio Perez, Orange County Labor Federation (OCLF)
Sara Dar, California Immigrant Policy Center (CIPC)
Jessica Cabrera Carmona, California Immigrant Youth Justice Alliance/MALDEF
Jose Quezada, American Civil Liberties Union (ACLU)

WORKSHOP SESSIONS I AND II (WORKSHOPS REPEAT)

Understanding Medi-Cal Programs – The Fundamentals
Learn best practices to help consumers navigate the Medi-Cal pre- and post application process, renewing coverage and the latest program updates, including understanding the process of enrollment, income verification, plan selection & FPL break down, PRUCOL and other relevant topics for new Enrollment Counselors.

Speakers:
Liz Ramirez, Maternal, Child Health Access
Donald Nollar, Maternal, Child Health Access
WORKSHOP SESSIONS (cont’d)

Changes and Challenges in Health Care Delivery Systems:
Update from the California Department of Managed Health Care

The California Department of Managed Health Care (DMHC) is responsible for the regulation and oversight of most of the health care service plans in California, including those participating in Medi-Cal Managed Care, Covered CA and the commercial market. Mary Watanabe, Deputy Director, Health Policy and Stakeholder Relations, will provide an overview of DMHC and the role of DMHC in protecting the health care rights of over 26 million consumers. The presentation will include an update on legislation implementation and key priorities for DMHC, including timely access to care, network adequacy, accurate provider directories and new protections against surprise balance billing.

Moderator:
Barbara Wilson, Program Coordinator for the Health Outreach Program for LA County Office of Education

Speakers:
Mary Watanabe, Department of Managed Health Care (DMHC)
René Mollow, California Department of Health Care Services (DHCS)

Working with Health Plan Partners

This workshop will help you better understand how you can partner and work more effectively with your local health plans. Health plan representatives will provide their perspectives in the health care landscape in regards to enrollment and services to the community and share resources for technical questions related to completing the enrollment process and access to care.

Moderator:
Georgina Maldonado

Speakers:
Angela Chung-Seto, Health Net
Rob Spector, Blue Shield
Robert O’Reilly, Molina

Healthcare Navigation Workshop

Health coverage does not equal access to care. This panel will focus on health covered benefits and rights for insured consumers. Panelists will provide information on best practices and models currently used to help consumers navigate and understand how to access care. Topics include connecting individuals to primary and preventative care, establishing a medical home, supporting consumers to get timely access to care and preventing qualified clients from churning out of services.

Moderator:
Aaron Reyes – Moderator

Speakers:
Cyndi Ozuna-Bomar, Omni Family Health
Maritza Valencia, Sacramento Covered

Working with Legal Advocates

This workshop focuses on learning to become the best advocate for the consumer you work with for legal assistance. This includes troubleshooting issues with health plans and immigrant rights resources, and teaching consumers how to be self-advocates.

Moderator:
Yolanda Peneda

Speakers:
Doreena Wong, Health Access Project
Gabriela Lessard, Health Policy Attorney at Los Angeles office of the National Immigration Law Center (NILC)
Amy Williams, Attorney
Tam Ma, Health Access California
Delivering Quality Care

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To learn more, go to: www.iehp.org.

Blue Shield commends the health care advocates of California and is proud to support the 2017 CPHA Conference.

For enrollee tools and resources: www.blueshieldca.com/outreach
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Marisol Aviña joined The California Endowment in February 2013 as a Program Manager for the foundation’s Health Happens with Prevention campaign which aims to increase and improve health access for all Californians. She manages the Prevention Team’s policy work in children’s health coverage, school-based health, community clinics, and policymaker education. Prior to The Endowment, Marisol served as a Senior Consultant to the Assembly Education Committee where she analyzed and advised the chair and members of the Committee on legislation that addressed issues, including curriculum and instruction, student rights, English learners, foster youth, and migrant education. Her commitment to community is exemplified by her service as a Court Appointed Special Advocate (2009-2012) and former member of the Chicano Latino Youth Leadership Project board of directors. Marisol also served as a Legislative Assistant to former Assemblywoman Loni Hancock (2004-2005), and as an Assembly Fellow and Legislative Assistant to Assemblymember Manny Diaz (2002-2004).

California State Senator Ricardo Lara, the son of Mexican immigrants, understands the struggles and sacrifices that working families make in order to help their children succeed. Much of his experience growing up in East Los Angeles has inspired him to pass laws that protect working families and jobs, integrate underserved communities, and work to sustain and promote healthy communities. That’s why one of Ricardo’s top legislative priorities in 2015 was the Health for All Act, a bill that expands access to health care coverage for undocumented Californians. By ensuring that everyone has access to health care, Ricardo believes we can make California healthier, and save taxpayer dollars, by reducing costly emergency room visits for the uninsured. The Health for All Act is just one piece of Ricardo’s commitment to improving health throughout California. He has also authored legislation that would ensure access to important medications for injured workers and provide regulatory relief to our workers’ compensation system. He has championed access to medically necessary care for California’s most vulnerable by providing critical stability to health care provider networks within the Medi-Cal program. Finally, Ricardo has authored and co-authored legislation to prevent interference with pregnancy and family medical leave, create an Office of Multicultural Health to address issues impacting LGBT communities and promoting physician workforce diversity.

Gabrielle Lessard is a Health Policy Attorney at Los Angeles office of the National Immigration Law Center. She specializes in the laws and policies affecting access to health care for immigrants and their families, in particular the implementation of the Affordable Care Act and the maintenance and expansion of safety-net services for immigrants left uninsured. She writes articles and policy analyses, provides technical assistance, and presents trainings to legal and social service providers, government agencies, legislative staff, and community-based organizations. Gabrielle was previously the legal director of the Insight Center for Community Economic Development, a health policy attorney at NILC, and a Skadden Fellow at the National Economic Development and Law Center. She holds a juris doctor degree from the University of Wisconsin Law School.

René D. Mollow, MSN, RN, is Deputy Director, Healthcare Benefits and Eligibility (HCBE) at the California Department of Health Care Services where she has worked since 1995, primarily with Medi-Cal, California’s version of Medicaid. René is responsible for the planning, development, promotion, implementation, and evaluation of health care services and delivery systems under Medi-Cal. HCBE is comprised of five divisions and one office: Benefits, Eligibility, Pharmacy Benefits, Primary and Rural Health, Medi-Cal Dental Services and the Office of Family Planning. René directs and coordinates programs and activities in HCBE to ensure uniform program administration in accordance with state and federal requirements. Additionally, she assists the Directorate and State Legislatures in determining program direction consistent with legislative intent and consults with the Director concerning issues of significant policy impact.

Liz Ramirez is Director of Training and Education for Maternal and Child Health Access. She provides training and education for agencies and low-income people on access to health care, including a “Core” course for agency, school, clinic and social service staff called, “We’ve Got You Covered.” This course explains dozens of health services and programs that help to ensure at least some health care for everyone in Los Angeles County. She has been committed to issues with health care access for over 20 years.
Mary Watanabe is the Deputy Director of Health Policy and Stakeholder Relations at the Department of Managed Health Care (DMHC). She is responsible for fostering proactive and effective relations between DMHC and its stakeholders, while serving as primary advisor to the Director on critical issues and providing strategic planning and policy direction on emerging issues and industry trends. Prior to her appointment at DMHC, Mary served as a Deputy Director for Sales Division at Covered California, where she oversaw the implementation of the Navigator Grant Program, Outreach and Education Grant Program, and the engagement of community organizations to educate consumers and small business owners of health care options available through Covered California. Before joining Covered California, she served for 12 years with the Managed Risk Medical Insurance Board (M RMIB) in the areas of contract development, eligibility and enrollment, and benefits administration and quality monitoring of several public health care programs, including the Healthy Families Program. She holds a Bachelor's in Psychology from California State University, Sacramento.

Doreena Wong is the Project Director for Advancing Justice–LA’s Health Access Project, which works to protect and promote access to public benefits and health care programs for immigrants, and monitors health care reform implementation issues that affect Asian Americans, Pacific Islanders, and Native Hawaiians. Prior to Advancing Justice–LA, she spent 11 years as a Senior Staff Attorney at National Health Law Program (NH eLP), a national public interest law firm, where she specialized in health care issues affecting immigrants and limited English speakers. Doreena is also a well-known social justice advocate who has helped to found several Asian American LGBT rights groups, including API Equality–LA, which she currently co-chairs. In addition, she is a former legal fellow and staff attorney for Asian Law Caucus in San Francisco and has worked for a civil rights law firm in Los Angeles. Doreena graduated from New York University School of Law.

Betzabel Estudillo is the California Immigrant Policy Center’s Health Policy Manager based in Los Angeles. Her work focuses on health care access and quality of care for immigrants and their families and advocating for Health for All. She provides analyses, technical assistance, and trainings for service providers, advocates, organizers, and community members. Betzabel obtained her M.S.W from the University of California, Los Angeles, Luskin School of Public Affairs and a B.A. in Political Science from the University of California, Los Angeles.

Jose Quezada is a board member at the Sacramento Chapter of the ACLU and works on civil liberty projects with the ACLU of Northern California. His focus is on immigrants’ rights and community outreach. He has worked on California’s AB 60 campaign to inform California’s undocumented community on how to obtain a driver’s license. He has also worked with the Hispanic Association of Colleges and Universities to expand funding for programs at Hispanic Serving Institutions in the Sacramento area. He is currently working on informing the public on what their rights are if/when they encounter Immigration officials.

Tam M. Ma is Legal and Policy Director at Health Access California, the statewide health care consumer advocacy coalition working for quality, affordable health care for all Californians. She represents health care consumers in the Legislature and before administrative and regulatory entities. Ms. Ma started her career as a California Senate Fellow and has served as senior staff to Senators Mark Leno and Sheila Kuehl, where she advised the Senators on policy and state budget issues relating to health and human services, consumer protection, housing, women’s issues, and the judiciary. Ms. Ma has been honored by the California Partnership to End Domestic Violence and the California Coalition Against Sexual Assault for her work to strengthen protections for survivors of these crimes. Ms. Ma serves on the board of the Women’s Foundation of California and is a trainer and mentor for its award-winning Women’s Policy Institute. She has also served on the board of the Asian/Pacific Bar Association of Sacramento and is Past President of My Sister’s House, a local domestic violence shelter. Ms. Ma received her B.A. and J.D. from the University of California, Berkeley.
**Speaker Bios**

**Donald Nollar** works as a Health Programs Trainer at Maternal and Child Health Access training Department of Health Services contracted employees and community health care workers about eligibility for health care programs, such as Medi-Cal, Covered California, My Health LA and other State and County health programs. The trainings also focus on program retention and advocacy skills. Mr. Nollar has worked as an advocate for improved access to health care in Los Angeles for the last 25 years.

**Jessica Cabrera Carmona** was born in la Costa Grande of Guerrero and, in 1998, migrated to Stockton, Ca to reunite with her family. Living in Central California has been a challenge and a motivation to improve the lives of undocumented people like herself. For the last four years, Jessica has worked as a community organizer to help pass California Laws that eliminate deportations, support immigrant rights and much more.

**Robert Spector** is responsible for leading Blue Shield of California's partnership with Covered California. In this role, he represents Blue Shield in the various operational, policy and strategy forums with Covered California and other stakeholders. He currently chairs the Covered California Plan Management and Delivery System Reform Advisory Group, whose purpose is to advise on policies and strategies to ensure Covered California offers high-quality and affordable plans and that it operates in ways that promote better value and improves the health care delivery system. Robert has been at Blue Shield since 2005, and led the product development organization before focusing on public and private exchanges. Prior to joining Blue Shield, he was a Senior Manager with Deloitte Consulting, focusing on the public sector / State of California, and health and human services efforts.

**Amy Williams** is a Deputy Director at Legal Services of Northern California (LSNC). Amy graduated from UC Davis School of Law at King Hall in 2005. She specializes in health care and public benefits advocacy. She has a robust community lawyering practice, and she provides free legal services to several non-profit organizations and community groups covering a wide range of issues from community garden ordinances to immigration relief for survivors of domestic violence. Amy founded and staffs free legal clinics at the Sacramento LGBT Community Center and My Sister's House. Amy argued and won a published case in the Court of Appeals, Fuchino v. Buckley, securing low income Sacramento County residents' access to emergency health care for years to come. She speaks nationally on issues of LGBT cultural competency, health access for transgender patients, and public benefits for LGBT families. She co-authored, with the National Center of Lesbian Rights, the first ever LGBT Public Benefits Guide.

**Robert O’Reilly** is the Vice President of Government Contracts for Molina Healthcare of California. He is responsible in this role for managing the state contracts for Medi-Cal, Duals and Covered California. O’Reilly joined the company in early 2015 and served as the Director of Policy before being promoted to his current position in 2017. He is a seasoned health care executive with more than 25 years in the health care industry and more than 15 years of compliance and public policy experience. Before joining Molina, O’Reilly held a position as Director of Compliance at Health Net, where he led several projects related to the company's legislative and regulatory implementation. He also chaired the Executive Steering Committee responsible for the compliance oversight of the Affordable Care Act. O’Reilly earned his Bachelor of Science degree from Ohio University.

**Anthony E. Wright** has served as Executive Director for Health Access, the statewide health care consumer advocacy coalition, since 2002. Health Access has led state and national efforts to win consumer protections, fight budget cuts and invest in our safety net, encourage prevention, and advance coverage expansions and comprehensive health reform. Wright led California’s coalition effort to help pass the Affordable Care Act and state laws to implement and improve it, and campaigns to successfully pass first-in-the-nation laws to ensure timely access to care, and to stop hospital overcharging of the uninsured. As a consumer advocate and community organizer, Wright has been widely quoted in state and national media. He has also worked for New Jersey Citizen Action, the Center for Media Education, The Nation magazine, and in Vice President Gore's office in the White House. Born and raised in the Bronx, Wright graduated from Amherst College magna cum laude in both English and Sociology. He lives in Davis with his wife, Jessica, and his son, Jefferson.
Speaker Bios

**Julio Perez** is the Executive Director of the Orange County Labor Federation. Throughout his tenure at the OCLF, he has worked on a wide range of projects to improve the lives of people in the workplace and in their community. As a son of immigrants, Julio is in tune with the challenges and struggles of immigrant communities to access health care, housing, and good quality jobs. Julio’s work has included working with the Santa Ana Building Healthy Communities project since its inception, Health 4 All, and supporting and maintaining the ACA. Julio has been instrumental in providing Civic engagement classes, coordinating door-to-door organizing, and integrating information dissemination in every event the OCLF organizes. Julio’s vision has always been conscious of the intersectionality of immigration status, health, job quality, and access.

**Maritza Valencia** graduated from California State University, Sacramento obtaining a degree in Health Science with a concentration in Community Health Education in December of 2014. Maritza has worked for Sacramento Covered, a local community non-profit focused on improving the overall health of residents in the Sacramento Region. Maritza started as an intern, was promoted to a Navigator and is currently a Project Manager. She is responsible for overseeing a community database focused on free or reduced-charge health-related services. This Information allows navigators and community partners an opportunity to access and utilize information on other health care resources - all in one central location.

**Angela Chung-Seto** has been with Health Net since the first ACA open enrollment. Before she became a mother of two, Angela was a community health worker at a community clinic serving low-income underserved immigrant communities in Los Angeles and a case manager for HIV positive/AIDS clients at a non-profit social services agency in the Inland Empire. Prior to joining Health Net, she was the Health Education Coordinator and Special Projects manager for an FQHC in Chinatown, Los Angeles. Angela completed her B.A. at U.C. Santa Cruz and received her Master's degree in Public Health at Loma Linda University.

**David Becerra** is the Community Relations Manager for The Coalition of Orange County Community Clinics, a consortium of safety net providers and key partners creating quality health care for vulnerable, underserved communities. David has extensive experience in health insurance enrollment, grants management and health advocacy. Overseeing an enrollment team of over 20 enrollers, David is the liaison between patients and coverage and between patients and access to care at the community health center level. David is part of community efforts to improve access to care, such as Santa Ana Building Healthy Communities, the Health Access and enrollment task force steering committee and is a Co-founder of OC ACTS, a health advocacy organization. David earned a bachelor’s degree in Psychology with a focus in Business from Chapman University.
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Thanks to the *California Coverage & Health Initiatives (CCHI)* and *Community Health Councils (CHC)* for the planning, logistical, and fiscal support that both organizations provided for this conference.
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Thank you for making health care work for all Californians

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