Consumers Connecting with Health Coverage & CalFresh

- Goals
- Challenges
- Opportunities
- Next Steps...

Goal: "Dual Participation by All Eligible People"

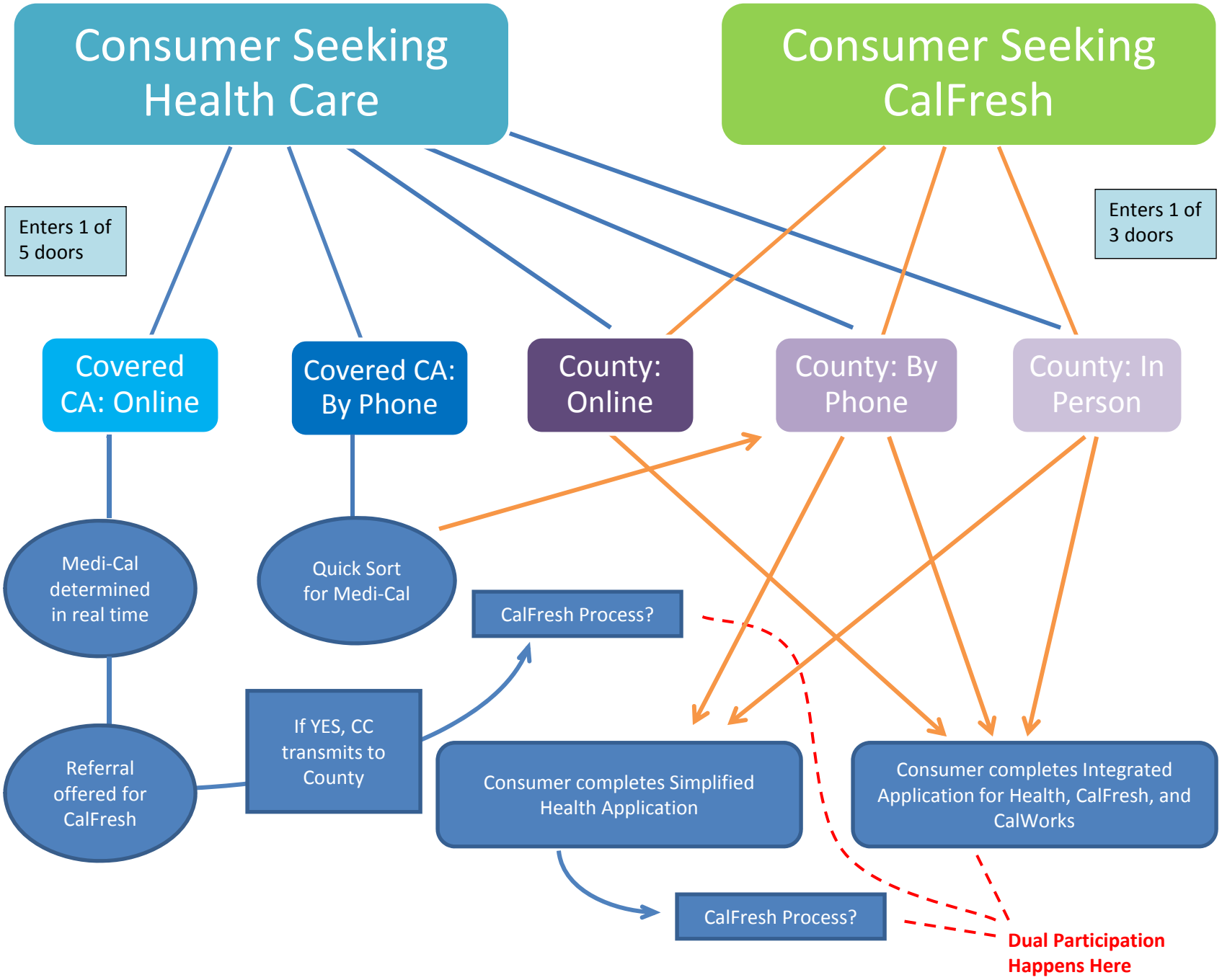
- Shared Vision: Consumers Getting Both Health & Nutrition in One, Modern Customer Service Experience with the County
- Data to Measure: Most Californians participating in one program will be eligible to participate in the other, per CBPP:
  - A large majority (63%) of Medi-Cal (MAGI) participants will be financially eligible for CalFresh.
  - Almost all (more than 90%) of the CalFresh participants under 65 will be financially eligible for Medi-Cal.

Challenges:

- **ACA is complex and fast!**

- Health coverage and CalFresh do have differences, at federal, state, and local level (e.g. household definition, report frequency, income counting, etc.).

- The usual suspects: money, time, collaboration...


Consumer Seeking Health Care
Consumer Seeking CalFresh
Enters 1 of 5 doors
Enters 1 of 3 doors
Covered CA: Online
Covered CA: By Phone
County: Online
County: By Phone
County: In Person
Medi-Cal determined in real time
Quick Sort for Medi-Cal
CalFresh Process?
Referral offered for CalFresh
If YES, CC transmits to County
Consumer completes Simplified Health Application
Consumer completes Integrated Application for Health, CalFresh, and CalWorks
CalFresh Process?
Dual Participation Happens Here

Opportunities

- Major modernizing of health coverage access causing a revolution in county customer service that can impact human services, too. For example:
  - -- New networking of counties' services, e.g. phones
  - -- New federal verification hub for Medi-Cal
  - -- New "real time" determination for (some) Medi-Cal
- Unprecedented funding from fed government (90%) for health system improvements that also benefit other human services, thru end of 2015.
- Large expansion of health coverage eligibility.
- Huge outreach around Covered CA to public.
- CalFresh participation still low - and ready for this big leap.

Next Steps for San Francisco

- Set goals at highest levels: What are SF's dual participation rates for Medi-Cal and CalFresh now? What are the right goals for 2014 & 2015?
- Map opportunities & challenges: What is changing in SF for CalFresh customer service (by Oct, Jan, 2014, 2015)? How could SF provide Same Day Service to boost CalFresh participation? How can SF reduce "churn"?
- Commit to culture of continuous improvement
- *Plus*, drive consortia, state, and federal standards

*** For Informational Purposes: Presentation to the San Francisco Food Security Task Force on August 5, 2013*

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