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IMPORTANT PUBLIC HEALTH AND SAFETY MESSAGE REGARDING PARTICIPATION AT ALAMEDA ALLIANCE FOR HEALTH COMMITTEE MEETINGS

STATE OR LOCAL OFFICIALS CONTINUE TO IMPOSE OR RECOMMEND MEASURES TO PROMOTE SOCIAL DISTANCING.

AS A RESULT OF THE COVID-19 VIRUS, AND RESULTING ORDERS AND DIRECTION FROM THE PRESIDENT OF THE UNITED STATES, THE GOVERNOR OF THE STATE OF CALIFORNIA, AND THE ALAMEDA COUNTY HEALTH OFFICER, THE PUBLIC WILL NOT BE PERMITTED TO PHYSICALLY ATTEND THE ALAMEDA ALLIANCE FOR HEALTH MEETING TO WHICH THIS AGENDA APPLIES.

YOU MAY SUBMIT COMMENTS ON ANY AGENDA ITEM OR ON ANY ITEM NOT ON THE AGENDA, IN WRITING VIA MAIL TO “ATTN: ALLIANCE MEMBER ADVISORY COMMITTEE” 1240 SOUTH LOOP ROAD, ALAMEDA, CA 94502; OR THROUGH E-COMMENT AT cbrazil@alamedaalliance.org. YOU MAY WATCH THE MEETING LIVE BY LOGGING IN BY COMPUTER. CLICK THE LINK PROVIDED IN YOUR EMAIL OR MAY LISTEN TO THE MEETING BY CALLING IN TO THE FOLLOWING TELEPHONE NUMBER: **1-408-418-9388, CODE: **2493 043 4158**. IF YOU USE THE LINK AND PARTICIPATE VIA COMPUTER, YOU MAY, THROUGH THE USE OF THE CHAT FUNCTION, REQUEST AN OPPORTUNITY TO SPEAK ON ANY AGENDIZED ITEM, INCLUDING GENERAL PUBLIC COMMENT. YOUR REQUEST TO SPEAK MUST BE RECEIVED BEFORE THE ITEM IS CALLED ON THE AGENDA. IF YOU PARTICIPATE BY TELEPHONE, YOU MAY SUBMIT ANY COMMENTS VIA THE E-COMMENT EMAIL ADDRESS DESCRIBED ABOVE OR PROVIDE COMMENT DURING THE MEETING AT THE END OF EACH TOPIC.**

PLEASE NOTE: THE ALAMEDA ALLIANCE FOR HEALTH IS MAKING EVERY EFFORT TO FOLLOW THE SPIRIT AND INTENT OF THE BROWN ACT AND OTHER APPLICABLE LAWS REGULATING THE CONDUCT OF PUBLIC MEETINGS, IN ORDER TO MAXIMIZE TRANSPARENCY AND PUBLIC ACCESS. DURING EACH AGENDA ITEM, YOU WILL BE PROVIDED A REASONABLE AMOUNT OF TIME TO PROVIDE PUBLIC COMMENT. THE COMMITTEE WOULD APPRECIATE, HOWEVER, IF COMMUNICATIONS OF PUBLIC COMMENTS RELATED TO ITEMS ON THE AGENDA, OR ITEMS NOT ON THE AGENDA, ARE PROVIDED PRIOR TO THE COMMENCEMENT OF THE MEETING

Meeting Name:	Member Advisory Committee		
Date of Meeting:	September 16, 2021	Time:	10:00 AM – 12:00 Noon
Meeting Chair and Vice Chair:	Melinda Mello, Chair, and Natalie Williams, Vice Chair	Location:	Call in or video call only.
Call In Number:	Phone Number: 1-408-418-9388 Code: 2493 043 4158	Webinar:	WebEx link is provided in your email.

I. Meeting Objective

Advise Alameda Alliance for Health on the development and implementation of its cultural and linguistic accessibility standards and procedures.

II. Members

Name	Title	Name	Title
Melinda Mello	Alliance Member, Chair	Natalie Williams	Alliance Member, Vice Chair
Maria Archuleta	Alliance Member	Bassam Jammal	Alliance Member
Roxanne Furr	Alliance Member	Mimi Le	Alliance Member
Irene Garcia	Alliance Member	Brenda Burnell	A/C Child Health & Disability Prevention
Erika Garner	Alliance Member	Amy Sholinbeck	Asthma Coordinator, Alameda County Asthma Start
Charlene Harrison	Site Director, Native American Health Center		

III. Meeting Agenda

Topic	Responsible Party	Time	Vote to approve or Information
Welcome and Introductions a. Member Roll Call b. Alliance Staff	Natalie Williams, Vice Chair	5	Information

Alameda Alliance for Health
Member Advisory Committee Meeting Agenda

c. Introduce Guests			
Approval of Minutes and Agenda			
1. Approval of Minutes from December 3, 2021	Natalie Williams , Vice Chair	3	Vote
2. Approval of Agenda	Natalie Williams , Vice Chair	2	Vote
Alliance Reports			
1. Alliance CEO Update <ul style="list-style-type: none"> Corporate Strategic Plan Vaccination Incentive Program 	Scott Coffin , Chief Executive Officer Matt Woodruff , Chief Operating Officer	35	Information
2. Hepatitis C	Helen Lee Director, Pharmacy	10	Information
3. Grievances and Appeals <ul style="list-style-type: none"> 1st & 2nd Quarter Fiscal Year 2022 	Jennifer Karmelich Director, Quality Assurance	10	Information
4. Outreach Report <ul style="list-style-type: none"> 2nd Quarter Fiscal Year 2022 Online provider directory survey 	Michelle Lewis Manager, Communications and Outreach	15	Information
New Business			
1. Chair and Vice-Chair Nominations	Linda Ayala , Health Education Manager	15	Vote
2. Health Education Annual Review	Linda Ayala , Health Education Manager Jessica Jew , Health Education Specialist	15	Discussion
Open Forum	Natalie Williams , Vice Chair	8	Discussion
Adjournment	Natalie Williams , Vice Chair	2	Next meeting: June 16, 2022

Americans with Disabilities Act (ADA): It is the intention of the Alameda Alliance for Health to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the Alameda Alliance for Health will attempt to accommodate you in every reasonable manner. Please contact **Cindy Brazil** at **510.747-6166** at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.



MEMBER ADVISORY COMMITTEE (MAC)
Thursday, December 2, 2021 10:00 AM - 12:00 PM
 DRAFT

Committee Member Name	Role	Present
Maria Archuleta	Alliance Member	X
Roxanne Furr	Alliance Member	
Irene Garcia	Alliance Member	X
Erika Garner	Alliance Member	X
Charlene Harrison, Native American Health Center	Safety Net Provider	X
Bassam Jammal	Alliance Member	X
Mimi Le	Alliance Member	X
Melinda Mello	Alliance Member, Chair	X
Colleen Payne, A/C Child Health & Disability Prevention	Community Advocate	
Amy Sholinbeck	Asthma Coordinator	X
Natalie Williams	Alliance Member, Vice Chair	X

Other Attendees	Organization	Present
Brenda Burrell	A/C Child Health & Disability Prevention	X
Ed Ettleman	CHME	X
Bernie Zimmer	CHME	X

Staff Member Name	Title	Present
Alex Alvarez	Outreach Coordinator	X
Linda Ayala	Manager, Health Education	X
Scott Coffin	Chief Executive Officer	X
Richard Golfin III	Chief Compliance Officer	X
Jessica Jew	Health Education Specialist	X
Helen Lee	Senior Director of Pharmacy Services	X
Michelle Lewis	Manager, Communications & Outreach	X
Isaac Liang	Outreach Coordinator	X
Steve O'Brien, MD	Chief Medical Officer	X
Benita Ochoa	Lead Pharmacy Technician	X
Rosa Reyes	Disease Management Health Educator	X
Amy Stevenson	Clinical Manager, Health Homes	X
Stephanie Wakefield	Senior Director of Quality	X
Matt Woodruff	Chief Operations Officer	X

Krisza Vitocruz	Director Compliance Privacy & Special Investigations	X
Katrina Vo	Communications & Content Specialist	X

Agenda Item	Responsible Person	Discussion	Action	Follow-Up
Welcome and Introductions	Melinda Mello, Natalie Williams	Welcomed attendees. L. Ayala took attendance.	M. Mello called the meeting to order.	
Approval of Agenda and Minutes	Melinda Mello, Natalie Williams			
1. Approval of Minutes from September 16, 2021		Approval actions took place later in the meeting after quorum was present.	Minutes from the previous meeting approved by consensus.	
2. Approval of Agenda		M. Lewis amended "Holiday Gift Bags" to "Alliance Care Bags for the Unhoused." L. Ayala announced that the Grievances and Appeals report will not be presented today but will be combined with the next quarter.	Today's agenda approved by consensus.	
Alliance Reports				
1. Alliance CEO Update	Scott Coffin Matt Woodruff Steve O'Brien, MD Helen Lee	S. Coffin presented the Alliance operations update. <ul style="list-style-type: none"> The Alliance honors and remembers Supervisor Wilma Chan. Meeting attendees are encouraged to watch a video created by the Alliance. There will be a public memorial event on December 8th. There was a net loss of \$7.5 million in October, and year-to-date (July to August) the net loss is \$3.5 million. The final budget for the fiscal year will be presented to the Board of Governors on December 10th. CalAIM and Medi-Cal Rx are both launching on January 1, 2022. The Alliance mission and vision are currently in the process of being updated. M. Woodruff presented an update on COVID-19 vaccination incentives and response plan.		

		<ul style="list-style-type: none"> • The State awarded Alliance up to \$8.4 million for vaccine response. The Alliance must achieve an 85% overall vaccination rate of at least one dose to receive full funding. Currently, 69.7% of Alliance Medi-Cal members 12 years and older have received at least one dose. • Current activities include gap reports to providers, billboard, gift cards, calls, and mailings. <ul style="list-style-type: none"> ○ To date, the Alliance has sent 5 \$50 gift cards to members who completed the vaccine. The Alliance is starting to offer a \$25 gift card for members who refer other members to complete the vaccine. ○ The Alliance has been active on social media, averaging about 1.5 messages per day. • Planned activities include IVR and live calls, bus and BART ads, and partnerships for outreach and vaccine services for Santa Rita Jail, neighborhoods, schools, CVS pharmacies, and homebound members. <ul style="list-style-type: none"> ○ The Alliance is partnering with trusted sources in the community like providers and faith-based organizations to provide information to members. • Questions from MAC members: <ul style="list-style-type: none"> ○ A. Sholinbeck: Can members get incentives from Alliance and clinics offering gift cards? M. Woodruff replied that they can. Alliance members get a gift card for the first dose and can call Alliance Member Services to request one to be mailed. Member Services gets information weekly on who received a vaccine. 		
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		<ul style="list-style-type: none"> ○ M. Archuleta: What about the booster shot? M. Woodruff replied that the gift cards are only for unvaccinated members. <p>S. O'Brien presented on member vaccination rates.</p> <ul style="list-style-type: none"> • The vaccination rate for Alliance members is about 70%, the same as the U.S. in general. Alameda County overall is 95% while the world is 54%. • Vaccination rates by network are influenced by the number of kids. Ages 5 to 11 recently became eligible. • Black (African American) and American Indian or Alaska Native are the ethnicities with the lowest vaccination rates. • Unvaccinated members make up a greater percentage of hospitalized members with COVID. • Questions from MAC members: <ul style="list-style-type: none"> ○ B. Jammal: Does the vaccine protect against the omicron variant? What about masking? S. O'Brien replied that we don't know how protective the vaccine is against this variant but still recommend getting the vaccine to boost immunity and taking other safety precautions. The recent case in San Francisco was someone vaccinated but was also mild. So far, there are no new requirements around masking, but individual businesses can set their own. ○ M. Archuleta: How to decide on sending children to school when there are immunocompromised people at home? S. O'Brien recommended talking to the pediatrician. Many people have let vaccinated kids go back to school. 		
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		<ul style="list-style-type: none"> ○ M. Le: After getting a booster shot, when can I get a flu shot? S. O'Brien replied that they can be given at the same time. <p>H. Lee presented on the Medi-Cal Rx transition.</p> <ul style="list-style-type: none"> • Effective January 1, 2022, the California Department of Health Care Services (DHCS) will manage Medi-Cal pharmacy benefits with Magellan. • Members were notified via the Alliance newsletter, website portal, and letters from DHCS. The Alliance also mailed a letter yesterday. • Most members will not have to change their medications, but their doctor will discuss any changes if needed. • For members with dual Medicare and Medi-Cal coverage, the transition will not affect current Medicare Part D pharmacy coverage. • For help or more information, contact Magellan at the Medi-Cal Rx Call Center toll-free at 1.800.977.2273. • Questions and comments from MAC members: <ul style="list-style-type: none"> ○ M. Archuleta: Why am I receiving calls from Medicare plans saying they can offer better benefits? H. Lee replied that people with Medicare can select a plan to sign up with or choose fee-for-service. Medicare plans are currently advertising for open enrollment. If you have questions about dual coverage and copays, call the Alliance Member Services Department at 1.510.747.4567. S. O'Brien added that the Alliance will not be reaching out to advertise. 		<p>L. Ayala will share phone</p>
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		<ul style="list-style-type: none"> ○ N. Williams: Has also been hearing about confusion with dual coverage and copays or losing Alliance coverage. M. Woodruff recommended calling Alameda County HICAP (Health Insurance Counseling & Advocacy Program) or AAA (Area Agency on Aging) to get neutral help or advice. ○ A. Sholinbeck: Will counties all have the same formulary? Can we provide feedback? H. Lee replied that there will be one Contract Drugs List (CDL) for the whole state. It is posted online but will not be finalized until January 1 and from then will be continuously updated. The State will be taking feedback from an advisory group. Members are encouraged to contact Magellan directly. S. O'Brien commented that the State CDL should be less restrictive than the Alliance because they get better discounts buying statewide. ○ B. Jammal: What changes in benefits are there when I reach age 65? L. Ayala recommended connecting with Alliance Member Services or Case Management for individual questions. <p>N. Williams added an update on the Brown Act for meetings, presented by L. Ayala.</p> <ul style="list-style-type: none"> • There are new Brown Act requirements from the State regarding public meetings. The meetings should be open and make sure that everyone has a chance to speak, even when the meeting is virtual or telephonic. • In MAC meetings, we will continue to ask for comments at the end of each presentation. 		<p>numbers for HICAP and AAA with MAC members.</p> <p>H. Lee will share an information sheet about Medi-Cal Rx.</p> <p>L. Ayala will help connect B. Jammal to Alliance Case Management.</p>
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<p>2. Outreach Report</p>	<p>Michelle Lewis</p>	<p>Presented Outreach Report for Q1 FY 2022 (July through September).</p> <ul style="list-style-type: none"> • The Alliance completed over 2,000 outreach calls and conducted over 400 member orientations. • The Outreach team participated in five virtual community events with the Oakland Housing Authority and responded to 181 website inquiries. <p>Presented on Alliance Care Bags for the Unhoused project.</p> <ul style="list-style-type: none"> • The Alliance is creating 1,500 care bags for people experiencing homelessness. • Last year, the Alliance added protective equipment and cut back on food. This year, there will be more non-perishable food items included. • MAC members and Alliance staff who would like to request bags to distribute should email Michelle at mlewis@alamedaalliance.org or call Alliance Member Services. 		<p>M. Lewis will mail the correct version of the Outreach Report.</p>
<p>New Business</p>				
<p>1. Timely Access Report</p>	<p>Stephanie Wakefield</p>	<p>Presented the Q2 CG-CAHPS Timely Access Survey results.</p> <ul style="list-style-type: none"> • The CG-CAHPS (Clinical Group-Consumer Assessment of Healthcare Providers and Systems) survey asks members about their care in the previous six months. An Alliance vendor sends a paper survey to about 16,000 members per quarter and follows up by phone. • In-office wait time standard is 60 minutes. The Q2 2021 rate was 92%. All delegates were above the goal of 80%. The rate increased after 2019 because of a change in the standard and survey tool. • Call return time for providers standard is 1 business day. The Q2 2021 rate was 77%. Alameda Health Systems and CHCN scored 		

		<p>below the goal of 80%. The trend has been stable after a standard requirement change in 2019.</p> <ul style="list-style-type: none"> • Answer call time for providers standard is 10 minutes or less. The Q2 2021 rate was 78%. Alameda Health Systems and CHCN scored below the goal of 80%. The rate decreased in 2021. • The action steps from the survey are to track and trend rates, share results with delegates for improvement opportunities, and issue corrective action plans to non-compliant providers. • Questions and comments from MAC members: <ul style="list-style-type: none"> ○ N. Williams: Why was the call return time standard changed to 1 business day? S. Wakefield replied that this helped with the data and gave providers more time to respond. ○ C. Harrison: Appreciate the sensitivity to staffing challenges in clinic. 		
2. Attendance Review	Linda Ayala	<p>Conducted a second roll call for today's meeting. Reviewed the MAC attendance policy and 2021 attendance.</p> <ul style="list-style-type: none"> • The MAC attendance is reviewed every year in December. If a meeting is missed, the Alliance will call the member to find out the reason for the absence, then send a letter if needed. • In 2021, there were no significant attendance issues. C. Harrison was unable to attend a couple of meetings because of clinic duties. • Questions and comments from MAC members: <ul style="list-style-type: none"> ○ N. Williams: As long as members communicate with the Alliance, it isn't an issue. 		

		<ul style="list-style-type: none"> ○ M. Mello: At the next meeting in March, we will recognize long-term MAC members with a certificate of appreciation. We will also discuss chair or co-chairs for next year if anyone else is interested in those positions. 		
3. COVID-19 Vaccine Outreach	Melinda Mello Natalie Williams Linda Ayala	<p>N. Williams asked MAC members to discuss reasons why people do not want to get the COVID vaccine and what information the Alliance can give to help people.</p> <ul style="list-style-type: none"> • M. Mello: Autoimmune and other health problems, or already had COVID • M. Archuleta: Mistrust of government, for example inserting a chip • B. Jammal: Scared of vaccine, people hear many rumors, but has been able to help someone get the vaccine <p>L. Ayala summarized the findings of the COVID-19 vaccine focus groups.</p> <ul style="list-style-type: none"> • The Alliance held two focus groups, one with MAC members and the second with African American members living in Oakland. • The findings helped inform Alliance vaccine response strategies. This included information on what motivated people to get the vaccine, what prevents people from getting the vaccine, and what would help motivate people to get the vaccine. • Comments from MAC members: <ul style="list-style-type: none"> ○ M. Archuleta: \$100 gift card would sound good to people. L. Ayala clarified that the \$100 was for participating in the focus group, and the Alliance is offering \$50 for getting the vaccine. M. Woodruff added that public health sites are also giving \$50 per vaccine. 		
Open Forum	Melinda Mello, Natalie Williams	No items were raised in open forum.		

Adjournment	Melinda Mello, Natalie Williams	Next meeting: March 17, 2022	M. Mello adjourned the meeting at 11:57AM.	
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Meeting Minutes Submitted by: Jessica Jew, Health Education Specialist Date: 12/3/2021

Approved By: _____ Date: _____
Melinda Mello, Chair, Member Advisory Committee

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Alliance CEO Update

Presented to the Alameda Alliance Member Advisory Committee



*Matt Woodruff, Chief Operating Officer
Scott Coffin, Chief Executive Officer*

March 17th, 2022

Agenda

- ▶ Vaccine Incentive Program Update
- ▶ Corporate Strategy & Priorities in 2022

Vaccine Incentive Program Update

Matt Woodruff, Chief Operating Officer

Vaccination Progress Report

- ▶ The Alliance as of March 4th, 2022:
 - ▶ 74.4% of Medi-Cal members 12 years and older are vaccinated (fully/partially) based on internal claims and encounter data (please note: there is a lag in CAIR2 data)
 - Medi-Cal: 176,665 of 237,374 people
 - ▶ 83.3% of older adults (65 and older) are vaccinated
 - ▶ 79.7% of members 50 – 64 are vaccinated
 - ▶ 70.32% of members 26 – 49 are vaccinated
 - ▶ 72.5% of members 12 – 25 are vaccinated
 - ▶ 69.2% American Indian Alaskan Native
 - ▶ 57% Black/African American Members
- ▶ Averaging approximately 1,000+ vaccines a week

Vaccination Progress Report

Measure (and weight)	Baseline Rate (Aug. 29, 2021)	Achievement Rate (Oct. 31, 2021)	Achievement Rate (Jan. 2, 2022)	Reported by
Measure 1: Percent of homebound Medi-Cal beneficiaries who received at least one dose of a COVID-19 vaccine (5% weight).	68.9%	70.6%	75.8%	Alliance
Measure 2: Percent of Medi-Cal beneficiaries ages 50-64 years of age with one or more chronic diseases who received at least one dose of a COVID-19 vaccine (5% weight).	79%	82.4%	84.6%	Alliance
Percent of Medi-Cal beneficiaries ages 12 years and older who received at least one dose of a COVID-19 vaccine (35% weight).	62.5%	70.5%	72.2%	DHCS
Percent of Medi-Cal beneficiaries ages 12-25 years who received at least one dose of a COVID-19 vaccine (10% weight).	57.1%	66.8%	69.2%	DHCS
Percent of Medi-Cal beneficiaries ages 26-49 years who received at least one dose of a COVID-19 vaccine (5% weight).	58.4%	65.7%	68.2%	DHCS
Percent of Medi-Cal beneficiaries ages 50-64 years who received at least one dose of a COVID-19 vaccine (5% weight).	70.2%	76.9%	78.3%	DHCS
Percent of Medi-Cal beneficiaries ages 65+ years who received at least one dose of a COVID-19 vaccine (5% weight).	75.9%	81.8%	82.4%	DHCS
Percent of Medi-Cal beneficiaries ages 12 years and older from the race/ethnicity group with the lowest baseline vaccination rate who received at least one dose of a COVID-19 vaccine (15% weight).	42.4% (Black/African American)	52.3%	54.7%	DHCS
Percent of Medi-Cal beneficiaries ages 12 years and older from the race/ethnicity group with the second-lowest baseline vaccination rate who received at least one dose of a COVID-19 vaccine (15% weight).	59.3% (American Indian/Alaskan Native)	64.4%	67.9%	DHCS

Vaccination Progress Report

▷ Remaining Reporting Dates

- ▶ Intermediate outcome measures reporting date is March 6th, 2022 (due April 20th)

Measure 1: Percent of homebound Medi-Cal beneficiaries who received at least one dose of a COVID-19 vaccine (5% weight).							
Baseline Rate (Aug. 29, 2021)	Achievement Rate (Oct. 31, 2021)	Target Rate (Oct. 31, 2021)	Oct. Target Rate Missed by	Achievement Rate (Jan. 2, 2022)	Target Rate (Jan. 2, 2022)	Jan. Target Rate Missed by	Target Rate (Mar. 6, 2022)
68.9%	70.6%	75.8%	5.2%	75.8%	82.7%	6.9%	89.6%
Measure 2: Percent of Medi-Cal beneficiaries ages 50-64 years of age with one or more chronic diseases who received at least one dose of a COVID-19 vaccine (5% weight).							
Baseline Rate (Aug. 29, 2021)	Achievement Rate (Oct. 31, 2021)	Target Rate (Oct. 31, 2021)	Oct. Target Rate Missed by	Achievement Rate (Jan. 2, 2022)	Target Rate (Jan. 2, 2022)	Jan. Target Rate Missed by	Target Rate (Mar. 6, 2022)
79%	82.4%	86.9%	4.5%	84.6%	94.9%	10.3%	100.2%

Vaccination Progress Report

Number of members being vaccinated vs the number of members calling to claim their incentive.

- ▶ As of February 28, 176,665 of eligible Alliance members have been fully or partially vaccinated, and 179 or .10% of eligible members have called to claim their gift card.

How are homebound vaccines being administered; how many have been completed and how can physicians refer members who are homebound?

- ▶ Homebound outreach and vaccination team – The list of Alliance homebound members has been sent over to the county homebound team and they started calling and setting up in home appointments in January
- ▶ The county homebound team will reach out to new homebound members based on updated lists from the Alliance.

Provider incentive program

- ▶ The provider incentive is currently tracking at approximately \$50,000 by the end of the program

Vaccination Progress Report

Finished Projects

- ▶ Live after-hours outbound calls to unvaccinated members 12+ started on December 14th, 2021, 4 pm to 7 pm, and Saturdays 10 am to 1 pm
 - ▶ More than 8,552 out of 14,140 calls completed (reached intended members)
 - 60.5% successful answer rate
 - Top 5 completed call disposition summary (January 31st through February 5th)

Hung-up on Agent	Not Interested	Already Vaccinated	Wrong Number	Will Self-Schedule
11%	7%	4%	2%	2%

- 1% scheduled an appointment with agent assistance
 - ▶ Texting campaign as a follow-up to live calls began on January 7th, 2022
- ▶ Member Connect Newsletter will start mailing in late March 2022, to over 150K+ member households and include vaccine information.
- ▶ Billboard, Bart, bus, and ethnic radio ads continue to provide weekly impressions, since December 20th, 2021.
- ▶ Haller's Pharmacy pop-up clinics started in January 2022.

Vaccination Progress Report

Ongoing Projects

- ▶ The Alliance, Alameda County Public Health Department Partnership (Scheduled to end about April 2022)
 - ▶ As of February 3, 2022, 1,543 Santa Rita Jail residents have been at least partially vaccinated
 - ▶ Hyperlocal neighborhood outreach, including County door to door outreach
 - As of January 2022, the DOOR (Direct Outreach to Our Residents) team has conducted 353 hours of outreach, distributed 8,120 flyers, and made 1,156 encounters with 287 agreeing to get vaccinated.
 - ▶ School-based clinic outreach with the Alameda County Office of Education.
 - Alliance will continue to share clinics through, social media, live calls, print postcards and flyers through February 28, 2022.
 - ▶ Homebased Vaccines
 - Alliance homebound member information is shared with the County homebound team to conduct live outreach calls.
 - As of Friday, February 4th, 538 Alliance members were unvaccinated
 - The county is currently booked through March 5th to complete homebased vaccinations and is working to expand network capacity to complete homebound vaccinations.
 - The live calls and homebound vaccines started in January 2022
- ▶ Dr. Lenoir and the African American Wellness Project (AAWP) launched radio, social media and T.V. public service announcement campaign mid-December 2021 through February 2022.
 - ▶ Dr. Lenoir and the AAWP will conduct a physician forum on February 10th to encourage provider engagement with patients

Vaccination Progress Report

Summary

- ▶ Program ended February 28, 2022
- ▶ State will extract data as of March 6, 2022
- ▶ Alliance turns in final report in April and August 2022
- ▶ Currently the Alliance is ranked 4th in the State on vaccine efficacy

Vaccination Progress Report

Completed projects

- ▶ Automated outbound calls to unvaccinated members households started on January 7th
 - ▶ 5 – 11 years old member calls completed at the beginning of February
- ▶ Third Postcard Mailing:
 - ▶ January 14th, 2022, to more than 38,000 parents and guardians of unvaccinated members 5 to 11 years old
 - ▶ February 4th, 2022, to more than 163,000 vaccinated 12+ Friends and Family members
- ▶ Alliance delivered 500 Back to School Safe backpack kits with vaccine resources, reusable face masks, hand sanitizer, and school supplies to Alameda County Center for Healthy Schools and Communities on January 26, 2022.
- ▶ Provider Pulse Newsletter was published in December 2021 and included vaccine incentive information.
- ▶ Alameda County Care Alliance (ACCA) provided with vaccine informational flyers to conduct a “We Care About Your Health” campaign to the congregations and family members of its 42 churches in January and February
- ▶ UCSF partnership launched school forums and text messaging campaigns to reach 5,000+ pediatric patients and families through school forums and text messaging campaigns.
- ▶ The Alameda County Community Food Bank extended a call Friday to its more than 400 members to solicit interest in collaboration with the Alliance vaccine incentive program.
- ▶ Alliance distributed more than 1,500 posters and flyers with the County QR code for vaccination sites to provider offices, FQHCs, Community Clinics during first week of January.

Vaccination Progress Report

Completed projects

- ▶ The Alliance, Haller's Pharmacy, Alameda County Public Health Department and Alameda Fire Department vaccinated 318 people at a pop-up vaccine clinic at Mastick Senior Center on Saturday, January 29.
- ▶ ACPHD launched hyperlocal media campaign in December. Achieved more than 10 million impressions via digital and social media, streaming audio and TV, cable, billboard and ethnic media.
- ▶ UCSF partnership launched school forums and text messaging campaigns to reach 5,000+ pediatric patients and families with children 5 to 11 years old through school forums and text messaging campaigns.
- ▶ The Alameda County Community Food Back called more than 400 members to solicit interest in collaboration with the Alliance vaccine incentive program.
- ▶ Alliance distributed more than 1,500 posters and flyers with the County QR code for vaccination sites to provider offices, FQHCs, Community Clinics during first week of January.
- ▶ The Alliance, Haller's Pharmacy, Alameda County Public Health Department and Alameda Fire Department vaccinated 318 people at a pop-up vaccine clinic at Mastick Senior Center on Saturday, January 29.
- ▶ ACPHD launched hyperlocal media campaign in December. Achieved more than 10 million impressions via digital and social media, streaming audio and TV, cable, billboard and ethnic media.
- ▶ UCSF partnership launched school forums and text messaging campaigns to reach 5,000+ pediatric patients and families with children 5 to 11 years old through school forums and text messaging campaigns.

Corporate Strategy & Priorities in 2022

Scott Coffin, Chief Executive Officer

Corporate Strategy

- ▶ Board approved the 3-year Strategic Plan & 10-year Strategic Roadmap

- ▶ Lines of Business:
 - ▶ Medi-Cal (300,000+ adults & children)
 - ▶ Group Care (6,000+ IHSS Workers)

- ▶ 2022-2025 strategic priorities

- ▶ Mission, Vision, and Values

Mission, Vision, and Values

MISSION

Improving the health and well-being of our members by collaborating with our provider and community partners to deliver high quality and accessible services. Improving the health and well-being of our members by collaborating with our provider and community partners to deliver high quality and accessible services.

VISION

All residents of Alameda County will achieve optimal health and well-being at every stage of life.

VALUES

Teamwork: We actively participate, support each other, develop local talent, and interact as one team.

Respect: We put people first, embracing diversity and equity, striving to create a positive work environment, excellent customer service, and value all people's health and well-being.

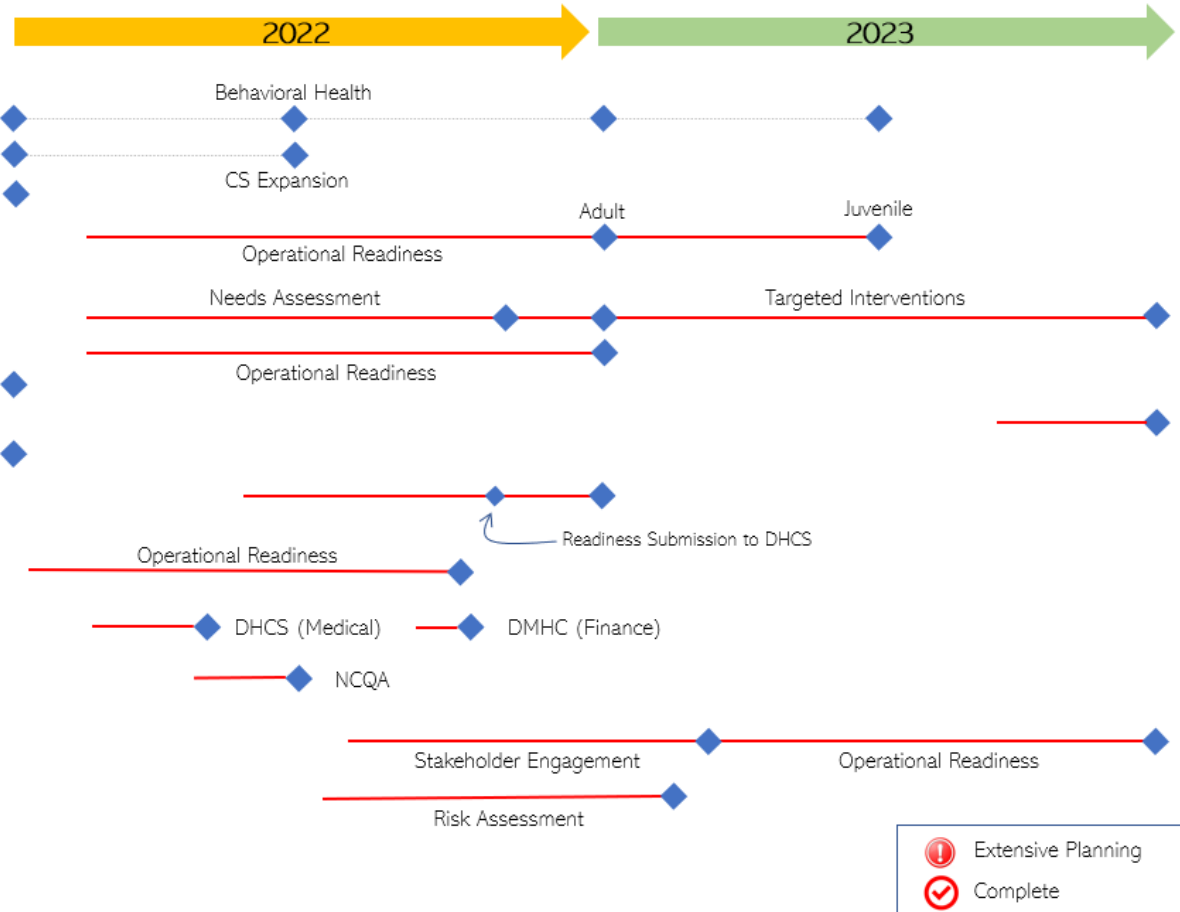
Accountability: We work to create and maintain efficient processes and systems that minimize barriers, maximize access and sustain high quality.

Commitment & Compassion: We are empathic and care for the communities we serve including our members, providers, community partners and staff.

Knowledge & Innovation: We collaborate to find better ways to address the needs of our members and providers by proactively focusing innovative resources on population health and clinical quality.

Integrated Planning

Corporate Initiatives 2022-2023



Medi-Cal / CalAIM

- ✅ Enhanced Care Management
- ✅ Community Supports
- ✅ Major Organ Transplants
- Coordinated Re-Entry / Justice Foster Care (TBD)
- Behavioral Health in Schools
- ⓘ Long-Term Care
- ✅ Medi-Cal Rx
- Undocumented Adults
- Mandatory Medi-Cal Enrollment
- Population Health

- ⓘ Insource Mental Health/Autism
- ⓘ Regulatory Audits
- ⓘ Accreditation

Single Plan Model

Medicare D-SNP

2022 Priorities

- ▶ Readiness for insourcing of mental health & autism spectrum services on 10/1/22
- ▶ Readiness for long-term care transition on 1/1/23
- ▶ ECM Populations of Focus
- ▶ Expansion of Community Supports services
- ▶ CalAIM Incentive Programs
- ▶ Justice Involved (coordinate re-entry)
- ▶ Student Behavioral Health
- ▶ Population Health
- ▶ Staff Recruiting & Retention
- ▶ Diversity, Equity, and Inclusion
- ▶ Single Plan Model
- ▶ Medicare Assessment

**Thank You to each MAC Member for
your service to the Alliance's
Members, Providers, and Staff.**



Hepatitis C

Member Advisory Committee

3/17/2022

What is “Hepatitis C”?

- ▶ No. 1 cause of liver cancer and liver transplants
- ▶ Liver disease caused by the hepatitis C virus
 - ▶ Acute: Short-term, up to 6 months
 - ▶ Chronic: More than 6 months (this is common)
- ▶ Spread through contact with blood
 - ▶ For example: sharing drug needles or from unsterile tattoo equipment, being born to a mother with hepatitis C, unprotected sex



FDA-approved Treatments for Hepatitis C

- ▶ There's no one-size-fits-all option.
- ▶ There are many different types, or "genotypes," of hepatitis C. Type 1 is the most common in the United States.
- ▶ Not all meds work on all types. Medicine can cure most people with hepatitis C in 8 to 24 weeks.
- ▶ Which medicine is best for you also depends on whether or not you have been treated before.

Hepatitis C Testing

- ▶ Getting a blood test is the only way to know if you have hepatitis C
- ▶ The U.S. Preventive Services Task Force recommends hepatitis C testing in **adults ages 18 to 79 years**

Why should you get tested for hepatitis C?



**Hepatitis C is a
leading cause
of liver cancer.**



**Millions of Americans
have hepatitis C.
Many don't know it.**



**Hepatitis C
can be cured.**

**All adults should get tested for hepatitis C.
Talk to your doctor—it could save your life.**



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

cdc.gov/knowmorehepatitis



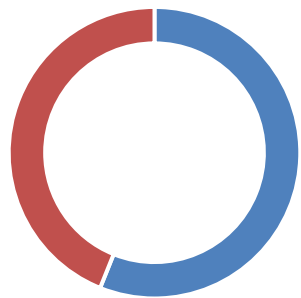
Hepatitis C at the Alliance

▶ Members with Hepatitis C during 2021

▶ 1,226 Medi-Cal members (0.39%)

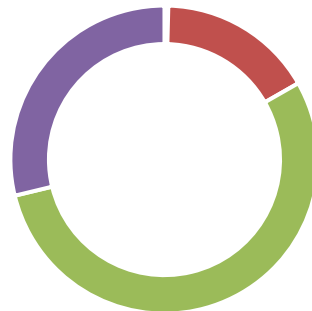
▶ 22 Group Care members (0.32%)

Gender



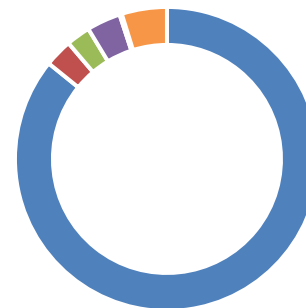
■ Male ■ Female

Age



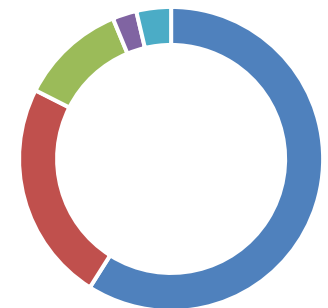
■ Under 19 ■ 19 to 44
■ 45 to 64 ■ 65+

Language



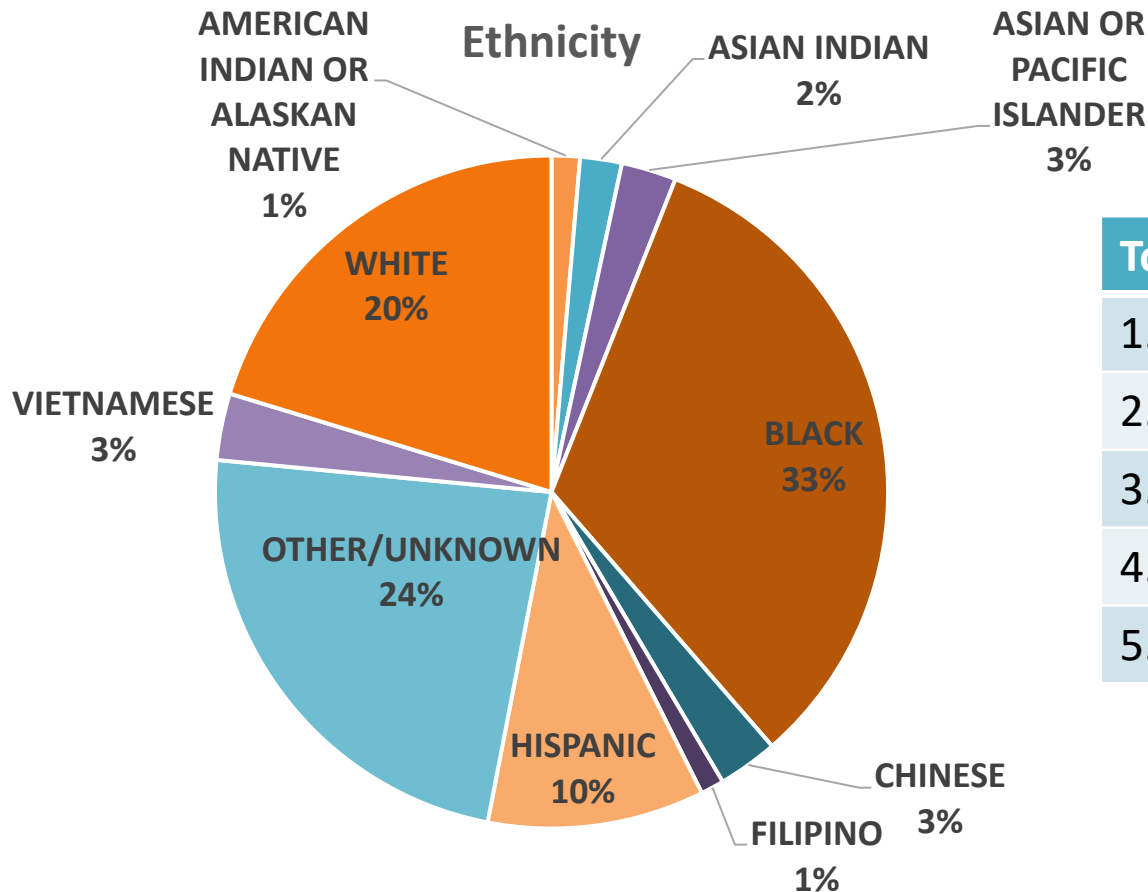
■ English ■ Chinese
■ Spanish ■ Vietnamese
■ Tagalog ■ Other

County Region



■ North ■ Central
■ South ■ East
■ Not AC

Hepatitis C at the Alliance



Top 5 Clinics

1. Highland Wellness (12%)
2. Eastmont Wellness (6%)
3. Hayward Wellness (4%)
4. LifeLong East Oakland (4%)
5. LifeLong Downtown Oakland (4%)

Grievance and Appeals Report

To:	Member Advisory Committee Meeting
Date:	March 8, 2022
From:	Jennifer Karmelich - Director, Quality Assurance
Reporting Period:	Resolved Q3 2021

Purpose: In accordance with Title 28 of the California Code of Regulations §1300.69(f) Enrollees and subscribers participating in establishing public policy shall have access to information available from the plan regarding public policy, including financial information and information about the specific nature and volume of complaints received by the plan and their disposition.

Standards/Benchmark:

Case Type	Total Cases	TAT Standard	Benchmark	Total in Compliance	Compliance Rate	Per 1,000 Members*
Standard Grievance	2,685	30 Calendar Days	95% compliance within standard	2,551	95.0%	
Expedited Grievance	5	72 Hours	95% compliance within standard	4	80.0%	
Exempt Grievance	3,683	Next Business Day	95% compliance within standard	3,671	99.6%	
Standard Appeal	170	30 Calendar Days	95% compliance within standard	169	99.4%	
Expedited Appeal	7	72 Hours	95% compliance within standard	7	100.0%	
Q3 2021 Total Cases:	6,550		95% compliance within standard	6,402	97.7%	6.03

*Goal is to have less than 1 complaint per 1,000 members, (calculation: the sum of all unique grievances for the quarter divided by the sum of all enrollment for the quarter multiplied by 1000.)

*The Plan did not meet the goal of 95% cases in compliance for expedited grievances, as one expedited case was not closed timely.

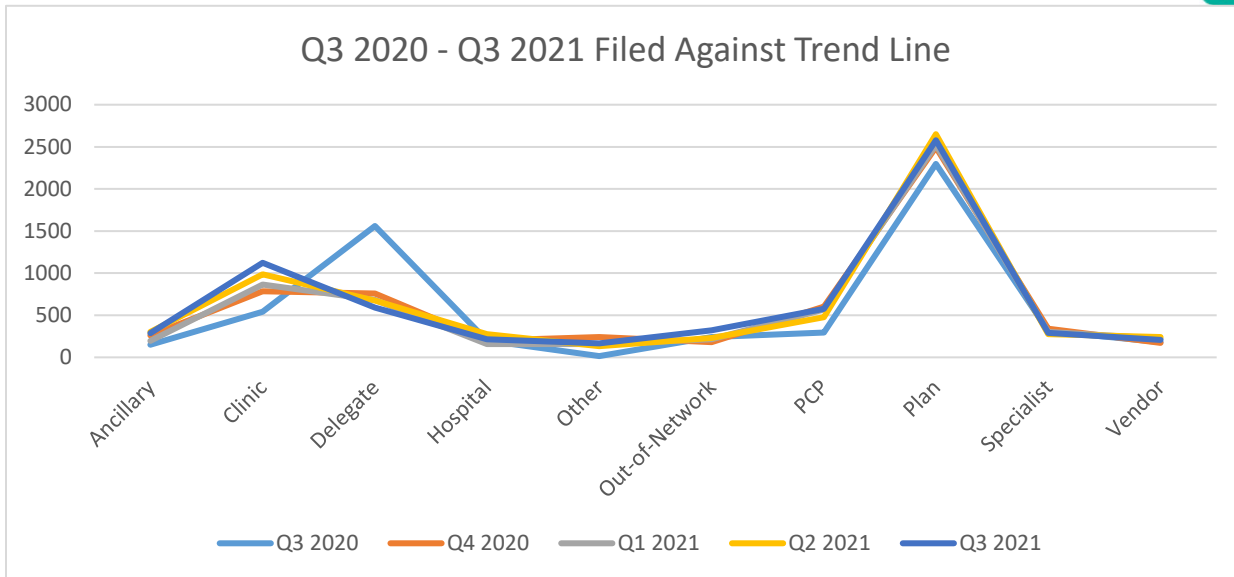
Appeal Data/Analysis:

Prior Authorization Appeals	Filed Against:				Grand Total
	Beacon	CFMG	CHCN	Plan	
Inpatient Appeal			1	5	6
Outpatient Appeal			26	56	82
Pharmacy Appeal				75	75
Retro Appeal			1	11	14
Grand Total:	0	0	30	147	177
Overtured %:	0%	0%	20.0%	28.5%	27.1%

Grievance Data/Analysis:

Filed Against:	Grievance Type					Grand Total
	Access to Care	Coverage Dispute	Other	Quality of Care	Quality of Service	
Ancillary	58	179		10	40	287
Clinic	602	121	10	66	325	1124
Delegate	65	98	316	15	96	590
Hospital	12	183		10	9	214
Mental Health Facility	1	3			2	6
Mental Health Professional	1				1	2
Other	16	43	5	3	99	166
Out-of-Network	20	283	1	3	13	320
PCP	298	15		46	218	577
PCP Non-Physician Medical Practitioner	3			2	3	8
Plan	580	758	724		516	2578
Specialist	161	24	3	22	80	290
Specialist Non-Physician Medical Practitioner	2					2
Vendor	33	19	3	1	153	209
Grand Total	1852	1726	1062	178	1555	6373

- Grievances filed against the Plan:
 - Access to Care
 - Telephone/Technology: Members not receiving their ID cards, difficulty accessing member portal, unable to reach AAH staff by telephone.
 - Coverage Disputes
 - Disputes related to benefit, billing and reimbursement requests
 - Other
 - Enrollment: PCP Auto assignments
 - Quality of Service
 - Complaints against our internal departments, G&A, Member Services and Case Management regarding customer service.



- Decrease in grievances against the Plan: There was a slight decrease in grievances filed against the Plan for the quarter. This was due to a decrease in Quality of Service, Coverage Dispute - Benefit and PCP auto assignment complaints.

Grievances filed against our Delegated Networks/Vendors:

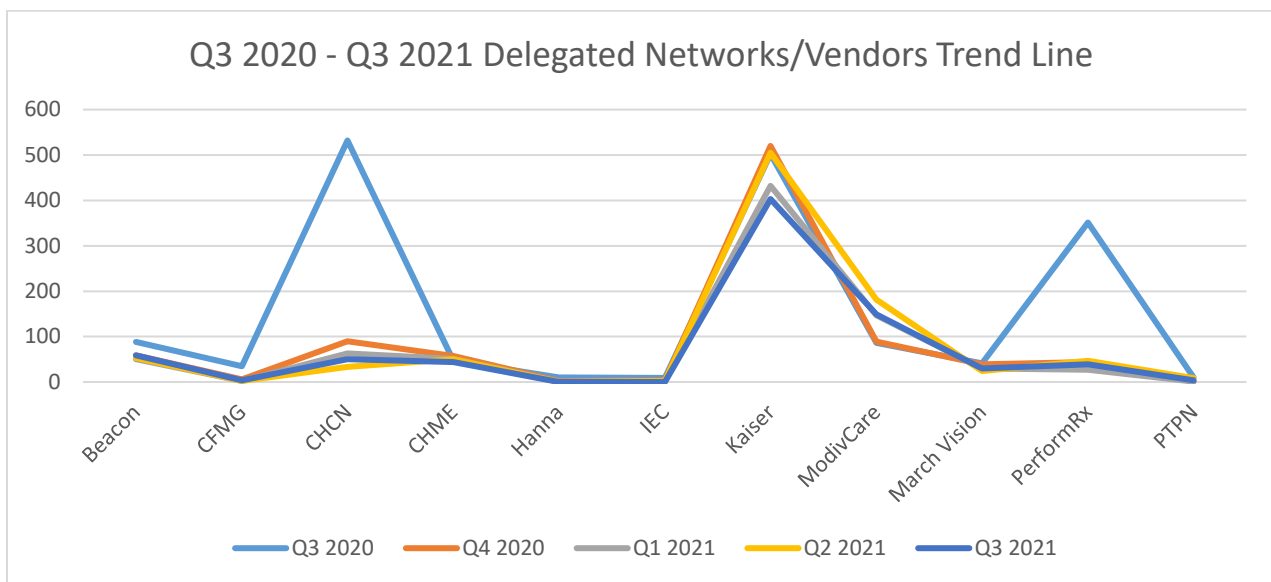
Delegated Network is a subcontractor with a Health Plan that has been given authority to perform functions, our delegates are listed below:

- Beacon Health Strategies – Behavioral Health Benefit Provider
- Children First Medical Group (CFMG) – Alliance Provider Network
- Community Health Center Network (CHCN) – Alliance Provider Network
- California Home Medical Equipment (CHME) – DME Benefit Supplier
- Kaiser – Fully Delegated Provider
- March Vision Care Group – Vision Benefit Provider
- PerformRx – Pharmacy Benefit Provider

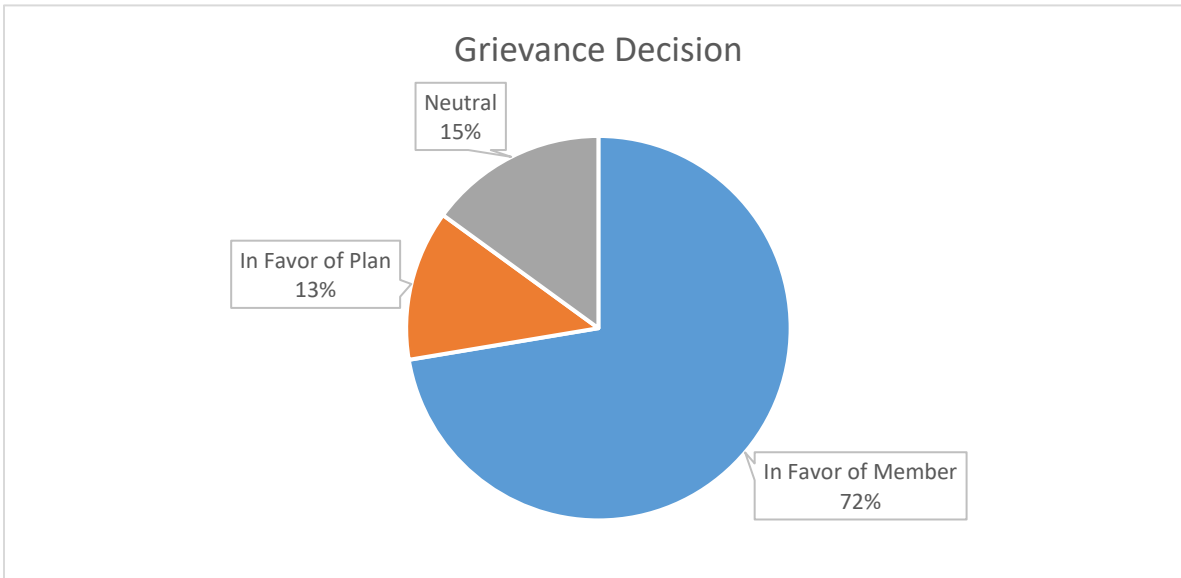
Filed Against:	Grievance Type					Grand Total
	Access to Care	Coverage Dispute	Other	Quality of Care	Quality of Service	
Delegate	65	98	316	15	96	590
Beacon	24	5	5	6	19	59
CFMG	3				1	4
CHCN	23	5	4	3	15	50
Kaiser	7	51	303	6	36	403
March Vision	5	6	4		15	30
PerformRx	1	31			7	39
PTPN	1				3	4
Solera	1					1
Vendor	33	19	3	1	153	209
CHME	12	9			23	44

Filed Against:	Grievance Type					Grand Total
	Access to Care	Coverage Dispute	Other	Quality of Care	Quality of Service	
Cyacom	1				4	5
Human Arc					3	3
ModivCare	18	8	3	1	119	149
Optum	2	2			4	8
Grand Total	98	117	319	16	249	799

- Against Kaiser: Most grievances due to Kaiser enrollment, a member does not meet the KP enrollment criteria.



- Decrease in grievances filed against Kaiser: Although the Alliance continues to receive significant amounts of Kaiser complaints due to Kaiser enrollment requests, the Alliance identified another decrease in grievances filed against Kaiser in Q3 2021.
- Decrease in grievances filed against ModivCare: The Alliance continues to receive complaints against ModivCare, but have noticed a decrease in complaints compared to Q2 2021. Complaints related to transportation providers being late/no show to transport the members to and from their appointments.



*Neutral decisions are decided when it is a he/she said complaint and the complaint cannot be substantiated either way.

Tracking and Trending:

- There were 6,101 unique grievance cases resolved during the reporting period, with a total of 6,373 grievances including all shadow cases.
- All grievances related to quality of care were forwarded as a Potential Quality Issue (PQI) to the AAH Quality department, upon further investigation, the PQI nurse and Alliance MD assign severity levels, action codes and outcome codes as deemed appropriate.
- Grievances filed against our Delegates/Vendors have been provided to the groups during our quarterly Joint Operation Meetings.

Issues/Recommendations:

Action Items:

Action Item:	Responsible Party:	Completed:

Grievance and Appeals Report

To:	Member Advisory Committee Meeting
Date:	March 8, 2022
From:	Jennifer Karmelich - Director, Quality Assurance
Reporting Period:	Resolved Q4 2021

Purpose: In accordance with Title 28 of the California Code of Regulations §1300.69(f) Enrollees and subscribers participating in establishing public policy shall have access to information available from the plan regarding public policy, including financial information and information about the specific nature and volume of complaints received by the plan and their disposition.

Standards/Benchmark:

Case Type	Total Cases	TAT Standard	Benchmark	Total in Compliance	Compliance Rate	Per 1,000 Members*
Standard Grievance	2,475	30 Calendar Days	95% compliance within standard	2,361	95.3%	
Expedited Grievance	16	72 Hours	95% compliance within standard	16	100.0%	
Exempt Grievance	3,129	Next Business Day	95% compliance within standard	3,121	99.7%	
Standard Appeal	157	30 Calendar Days	95% compliance within standard	154	98.0%	
Expedited Appeal	6	72 Hours	95% compliance within standard	5	83.3%	
Q4 2021 Total Cases:	5,783		95% compliance within standard	5,657	97.8%	6.06

*Goal is to have less than 1 complaint per 1,000 members, (calculation: the sum of all unique grievances for the quarter divided by the sum of all enrollment for the quarter multiplied by 1000.)

*The Plan did not meet the goal of 95% cases in compliance for expedited appeals, as one expedited case was not closed timely.

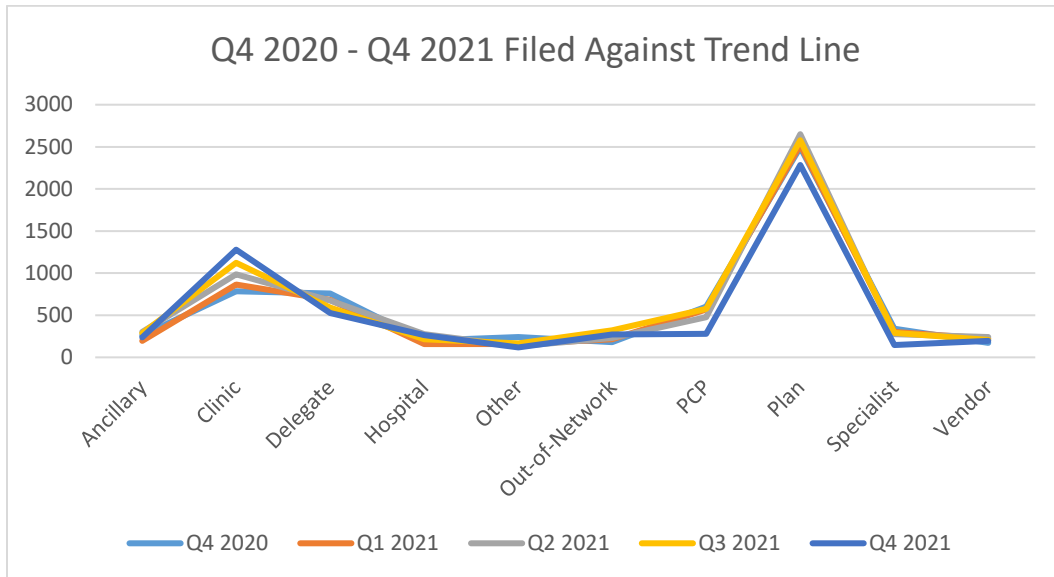
Appeal Data/Analysis:

Prior Authorization Appeals	Filed Against:				Grand Total
	Beacon	CFMG	CHCN	Plan	
Inpatient Appeal				3	3
Outpatient Appeal			35	35	70
Pharmacy Appeal				70	70
Retro Appeal			9	11	20
Grand Total:	0	0	44	119	163
Overtured %:	0%	0%	29.5%	35.2%	33.7%

Grievance Data/Analysis:

Filed Against:	Grievance Type					Grand Total
	Access to Care	Coverage Dispute	Other	Quality of Care	Quality of Service	
Ancillary	58	144	1	5	29	237
Clinic	731	70	17	67	392	1277
Delegate	46	82	296	8	93	525
Hospital	42	174	4	22	21	263
Mental Health Facility	2	1	2	1	4	10
Mental Health Professional	2	1	1		2	6
Other	11	23	5	2	77	118
Out-of-Network	19	232	1	9	12	273
PCP	159	4	1	24	91	279
PCP Non-Physician Medical Practitioner	1			1		2
Plan	386	895	592	1	410	2284
Specialist	86	3		20	39	148
Specialist Non-Physician Medical Practitioner		1				1
Vendor	25	11	5		156	197
Grand Total	1568	1641	925	160	1326	5620

- Grievances filed against the Plan:
 - Access to Care
 - Telephone/Technology: Members having difficulty accessing/navigating through member portal, not receiving their member ID cards timely, unable to reach AAH staff by telephone.
 - Coverage Disputes
 - Disputes related to benefit, billing and reimbursement requests
 - Other
 - Enrollment: PCP Auto assignments
 - Quality of Service
 - Complaints against our internal departments, G&A, Member Services and Case Management regarding customer service.



There was a slight decrease in grievances against the Plan in Q4 2021 compared to Q3 2021.

Grievances filed against our Delegated Networks/Vendors:

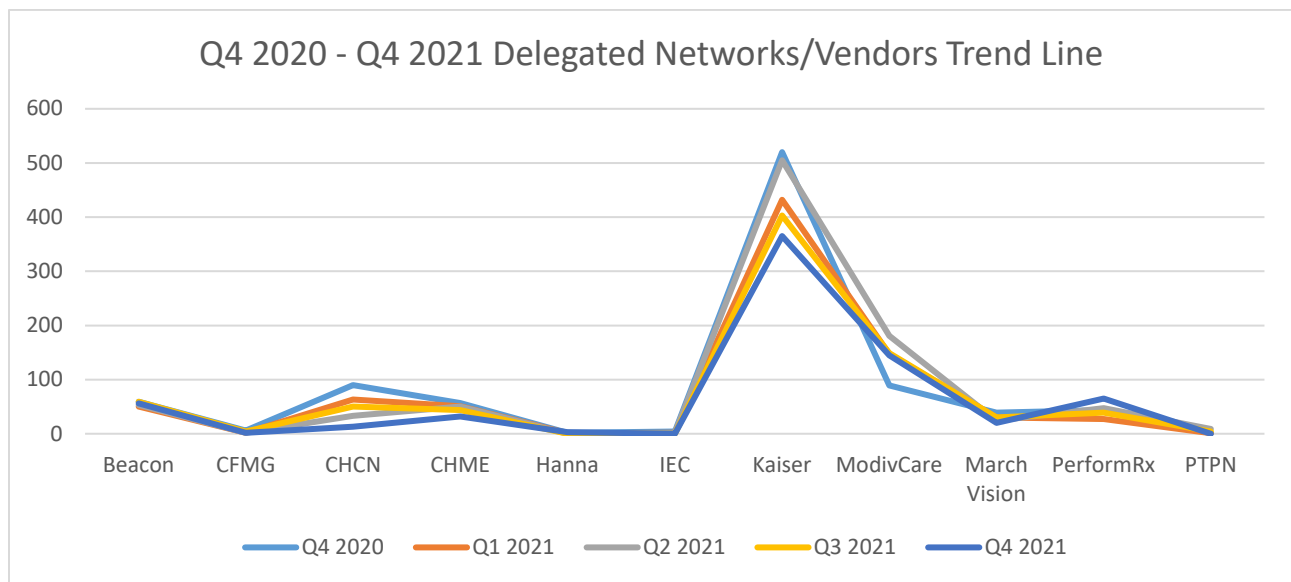
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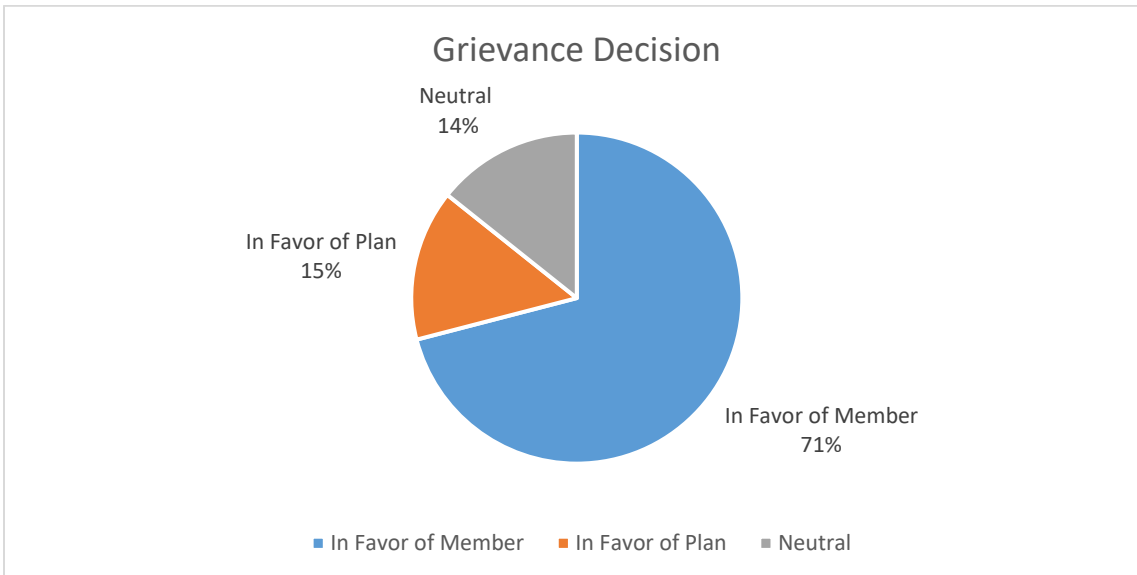
Filed Against:	Grievance Type					Grand Total
	Access to Care	Coverage Dispute	Other	Quality of Care	Quality of Service	
Delegate	46	82	296	8	93	525
Beacon	27	3	3	4	19	56
CFMG					2	2
CHCN	5	1	1	2	4	13
Kaiser	9	29	285	2	40	365
March Vision	3	8	3		6	20
PerformRx		41	3		21	65
Solera	2		1		1	4
Vendor	25	11	5		156	197
CHME	8	1			23	32
Cyramcom					1	1
Hanna	2				1	3
ModivCare	13	3	5		124	145

Filed Against:	Grievance Type					Grand Total
	Access to Care	Coverage Dispute	Other	Quality of Care	Quality of Service	
Optum	2	7			5	14
Teladoc					2	2
Grand Total	71	93	301	8	249	722

- Against Kaiser: Most grievances due to Kaiser enrollment, a member does not meet the KP enrollment criteria.



- Decrease in grievances filed against Kaiser: Although the Alliance continues to receive significant amounts of Kaiser complaints due to Kaiser enrollment requests, the Alliance identified another slight decrease in grievances filed against Kaiser in Q4 2021.
- Decrease in grievances filed against ModivCare: The Alliance continues to receive complaints against ModivCare, but have noticed a slight decrease in complaints compared to Q3 2021. Complaints related to transportation providers being late/no show to transport the members to and from their appointments.



*Neutral decisions are decided when it is a he/she said complaint and the complaint cannot be substantiated either way.

Tracking and Trending:

- There were 5,375 unique grievance cases resolved during the reporting period, with a total of 5,620 grievances including all shadow cases.
- All grievances related to quality of care were forwarded as a Potential Quality Issue (PQI) to the AAH Quality department, upon further investigation, the PQI nurse and Alliance MD assign severity levels, action codes and outcome codes as deemed appropriate.
- Grievances filed against our Delegates/Vendors have been provided to the groups during our quarterly Joint Operation Meetings.

Issues/Recommendations:

Action Items:

Action Item:	Responsible Party:	Completed:

COMMUNICATIONS & OUTREACH DEPARTMENT

ALLIANCE IN THE COMMUNITY

2021 | ANNUAL OUTREACH REPORT

ALLIANCE IN THE COMMUNITY

2021 | ANNUAL OUTREACH REPORT

Between **January 2021** and **December 2021**, the Alliance initiated and/or was invited to participate in a total of **10** virtual events throughout Alameda County. The Alliance completed six (**6**) virtual community events, more than **8,552**-member orientation outreach calls and completed **1,959** member orientations by phone. The Alliance reached a total of **2,534** people and spent a total of **\$2,500*** in donations, fees, and/or sponsorships during 2021. In addition, since March 2021, the Outreach team completed **451** Alliance website inquiries.

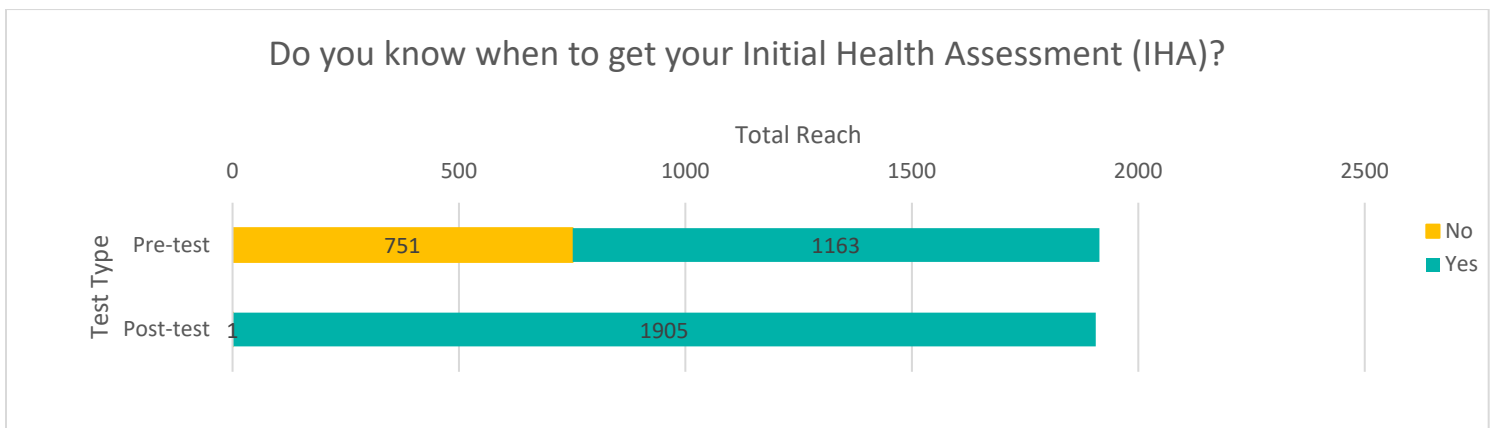
The majority of people reached at member orientations (MO) are Alliance Members. Approximately 20% of the people reached at community events are Medi-Cal Members, of which approximately 82% are Alliance members based on Managed Care Enrollment Reports. Additionally, the Outreach Team began tracking Alliance members at community events in late February 2018. Since July 2018, **24,589** self-identified Alliance members were reached during outreach activities.

On **Monday, March 16, 2020**, the Alliance began assisting members by telephone only, following the statewide Shelter-in-Place (SIP) guidance to protect the general public from the Coronavirus Disease (COVID-19). As a result, the Alliance proactively postponed all face-to-face member orientations and community events until further notice.

On **Wednesday, March 18, 2020**, the Alliance began conducting member orientations by phone. As of **Friday, December 31, 2021**, the Outreach Team completed **16,957**-member orientation outreach calls and conducted **4,764** member orientations (**28%** member participation rate).

The Alliance Member Orientation (MO) program has been in place since August 2016. In 2019, the program was recognized as a promising practice to increase member knowledge and awareness about the Initial Health Assessment, by the Department of Health Care Services (DHCS), Managed Care Quality and Monitoring Division (MCQMD). We have steadily increased program participation. Our 2019 6-month average participation rate was **111** members per month. Between **Monday, March 18**, through **Friday, December 31, 2021**, **4,764** net new members completed our MO program by phone.

After completing a MO **99.9%** of members who completed the post-test survey in 2021 reported knowing when to get their IHA, compared to only **61%** of members knowing when to get their IHA in the pre-test survey.



All report details can be reviewed at: **W:\DEPT_Operations\COMMUNICATIONS & MARKETING_OFFICIAL FOLDER\Reports\C&O Reports\Outreach Reports\FY 21-22\Q2\3. December 2021**

ALLIANCE IN THE COMMUNITY
2021 | ANNUAL OUTREACH REPORT

2021 TOTALS



6 COMMUNITY EVENTS	578 TOTAL REACHED AT VIRTUAL COMMUNITY EVENTS
0 MEMBER EDUCATION EVENTS	0 TOTAL REACHED AT MEMBER EDUCATION EVENTS
1959 MEMBER ORIENTATIONS	1959 TOTAL REACHED AT MEMBER ORIENTATIONS
0 MEETINGS/PRESENTATIONS	0 TOTAL REACHED AT MEETINGS/PRESENTATIONS
10 TOTAL INITIATED / INVITED EVENTS	578 TOTAL MEMBERS REACHED AT EVENTS
1965 TOTAL EVENTS	2537 TOTAL REACHED AT ALL EVENTS



- | | | | | |
|----------|---------------|-----------|------------|-------------|
| ALAMEDA | CASTRO VALLEY | FREMONT | NEWARK | SAN LEANDRO |
| ALBANY | VALLEY | HAYWARD | OAKLAND | SAN LORENZO |
| BERKELEY | DUBLIN | LIVERMORE | PLEASANTON | UNION CITY |

TOTAL REACH 50 CITIES

**Cities not listed represent the mailing addresses for members who completed a Member Orientation by phone. The italicized cities are outside of Alameda County. The C&O Department started including these cities in the FY20 Q3 Outreach Report. Please see event details for complete listings of cities.*



\$2,500

TOTAL SPENT IN DONATIONS, FEES & SPONSORSHIPS*

** Includes refundable deposit.*

COMMUNICATIONS & OUTREACH DEPARTMENT

SOCIAL MEDIA AND WEBSITE REPORT

2021 | ANNUAL SOCIAL MEDIA AND WEBSITE REPORT

The Alliance Communication and Outreach (C&O) Department created the Social Media and Website (SM&W) Report to provide a high-level overview of stakeholder engagement through various digital media platforms. Between January 2021 and December 2021, the Alliance:

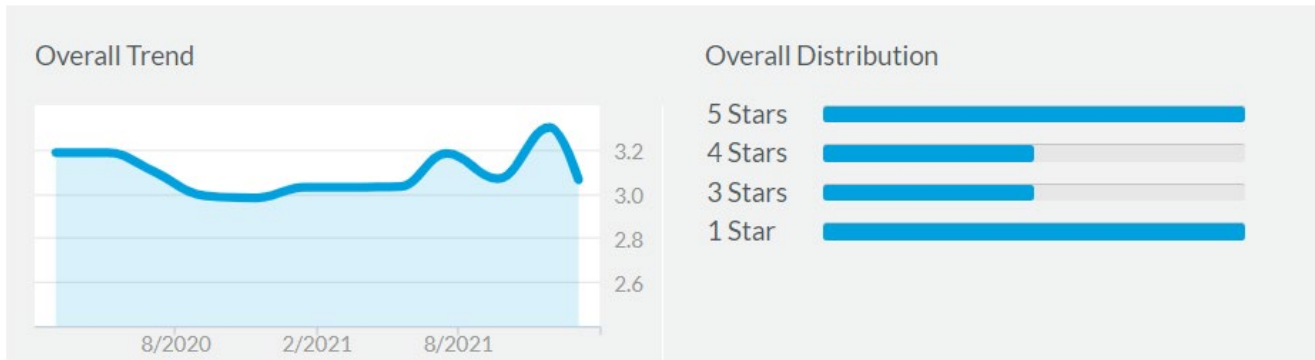
1. Alliance Website:
 - Received 115,332 unique visits
 - Received 112,471 new user visits
 - The top 10 website page visits were as follows:
 - i. Homepage
 - ii. Providers
 - iii. Members
 - iv. Find a Doctor
 - v. Members Medi-Cal
 - vi. Medi-Cal Benefits and Covered Services
 - vii. Contact Us
 - viii. New Member ID Card
 - ix. Careers
 - x. Find a Hospital
2. Glassdoor Page:
 - Maintained a 3.1 out of 5-star overall rating
 - Maintained an 78% CEO Approval
 - Received seven (7) crowdsourced Glassdoor Reviews
3. Facebook Page:
 - Completed 118 original posts
 - Increased page likes to 544 compared to 532 in 2020
4. Instagram Page:
 - Debuted page June 10, 2021
 - Completed 69 original posts
 - 133 followers
5. Twitter Page:
 - Completed 103 tweets
 - Increased followers to 335 compared to 297 in 2020
6. LinkedIn Page:
 - Increased followers 3.1k compared to 2.8K followers in 2020
 - Completed 50 posts
 - Received 717 clicks
7. Yelp Page:
 - Appeared in Yelp searches 1,319
 - Received eight (8) crowdsourced reviews
 - Completed eight (8) crowdsourced review responses

GLASSDOOR OVERVIEW:

Alameda Alliance for Health Ratings and Trends

About Glassdoor ratings

Ratings may vary depending on what filters are applied, but ratings include reviews in all languages. [Learn More](#)

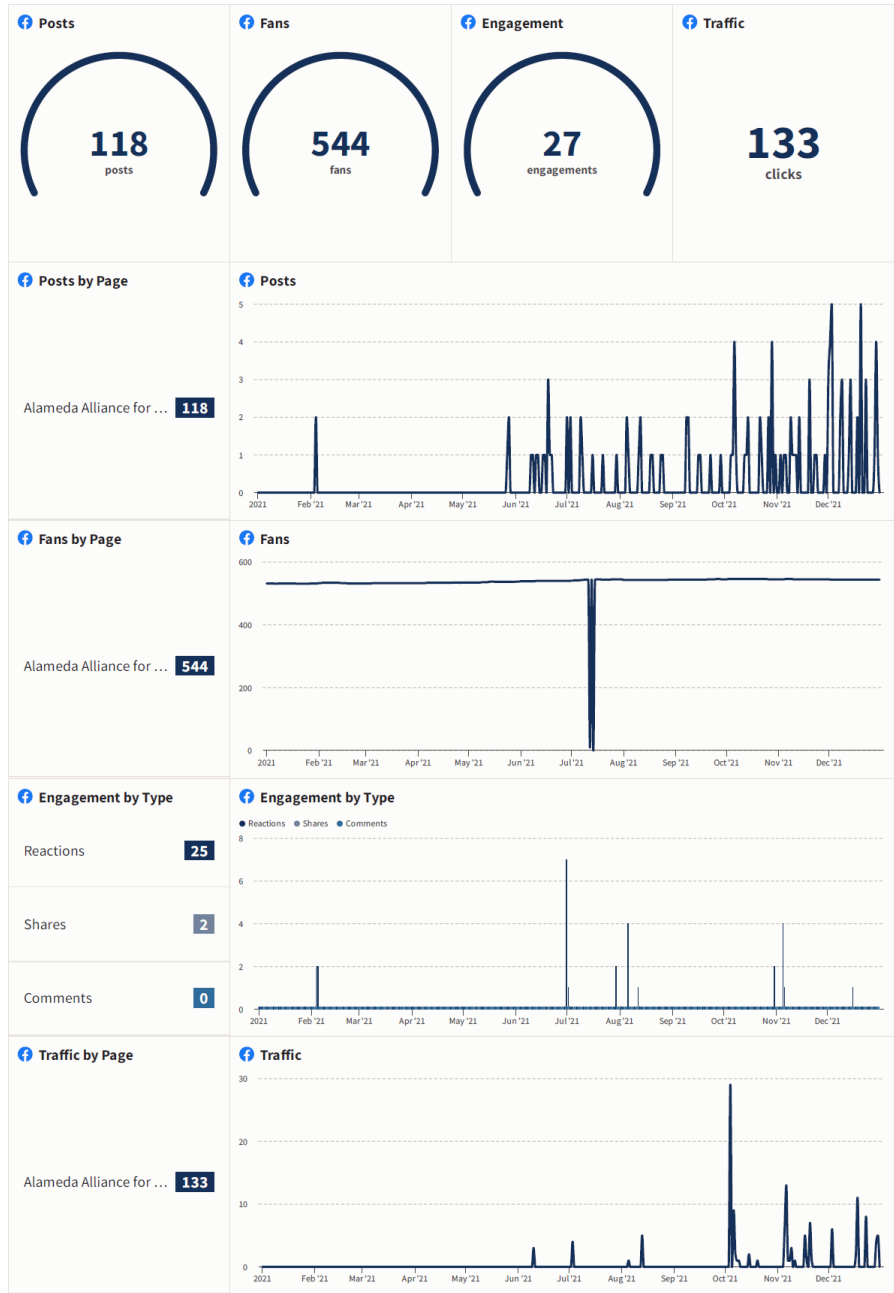


All details can be reviewed at: [W:\DEPT_Operations\COMMUNICATIONS & MARKETING OFFICIAL FOLDER\Reports\C&O Reports\Social Media Reports\FY 2021-2022\Q2\4. Annual 2021](#)

ALLIANCE SOCIAL MEDIA AND WEBSITE REPORT

2021 | Annual Report

FACEBOOK OVERVIEW:

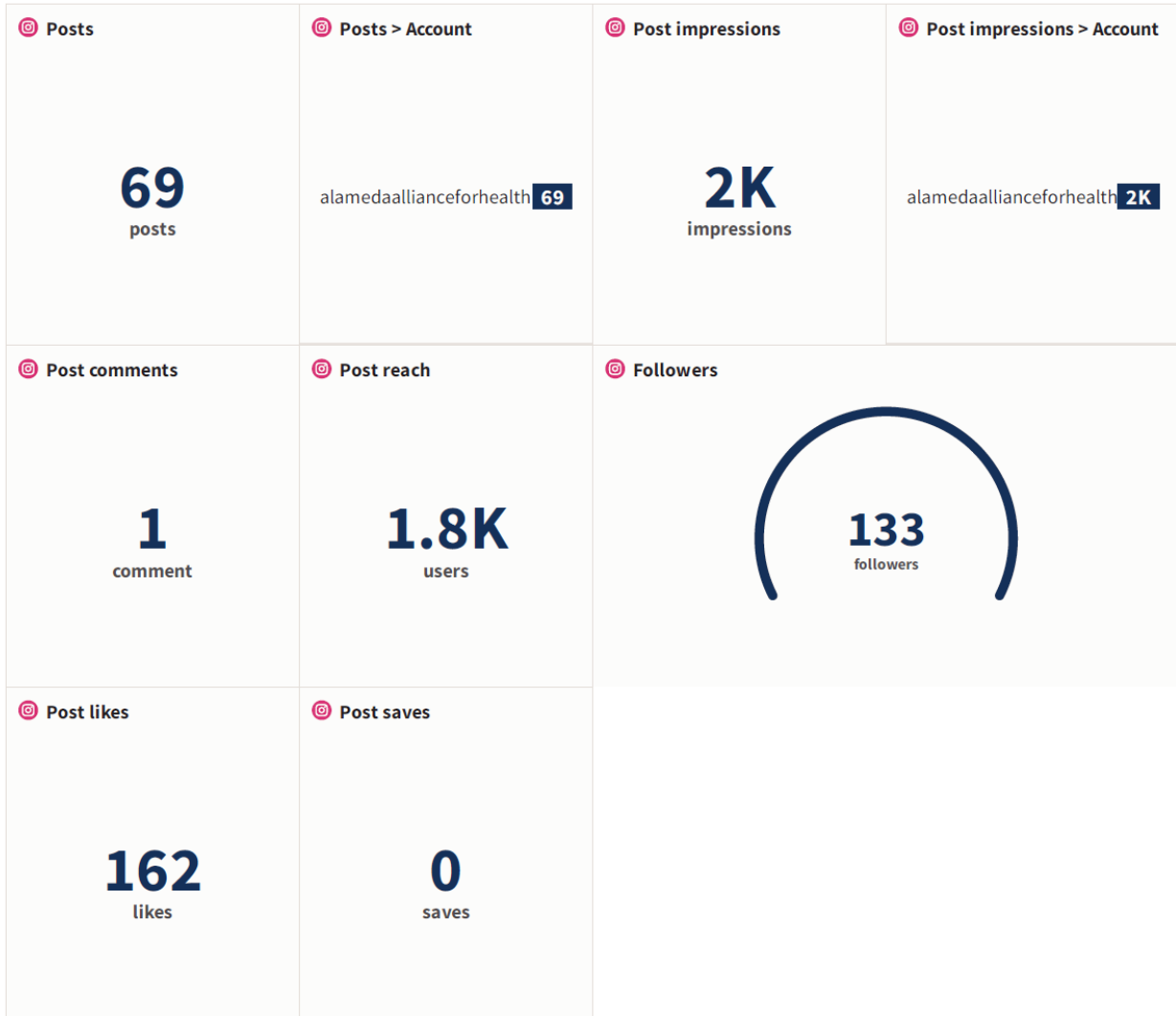


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ALLIANCE SOCIAL MEDIA AND WEBSITE REPORT

2021 | Annual Report

INSTAGRAM OVERVIEW:

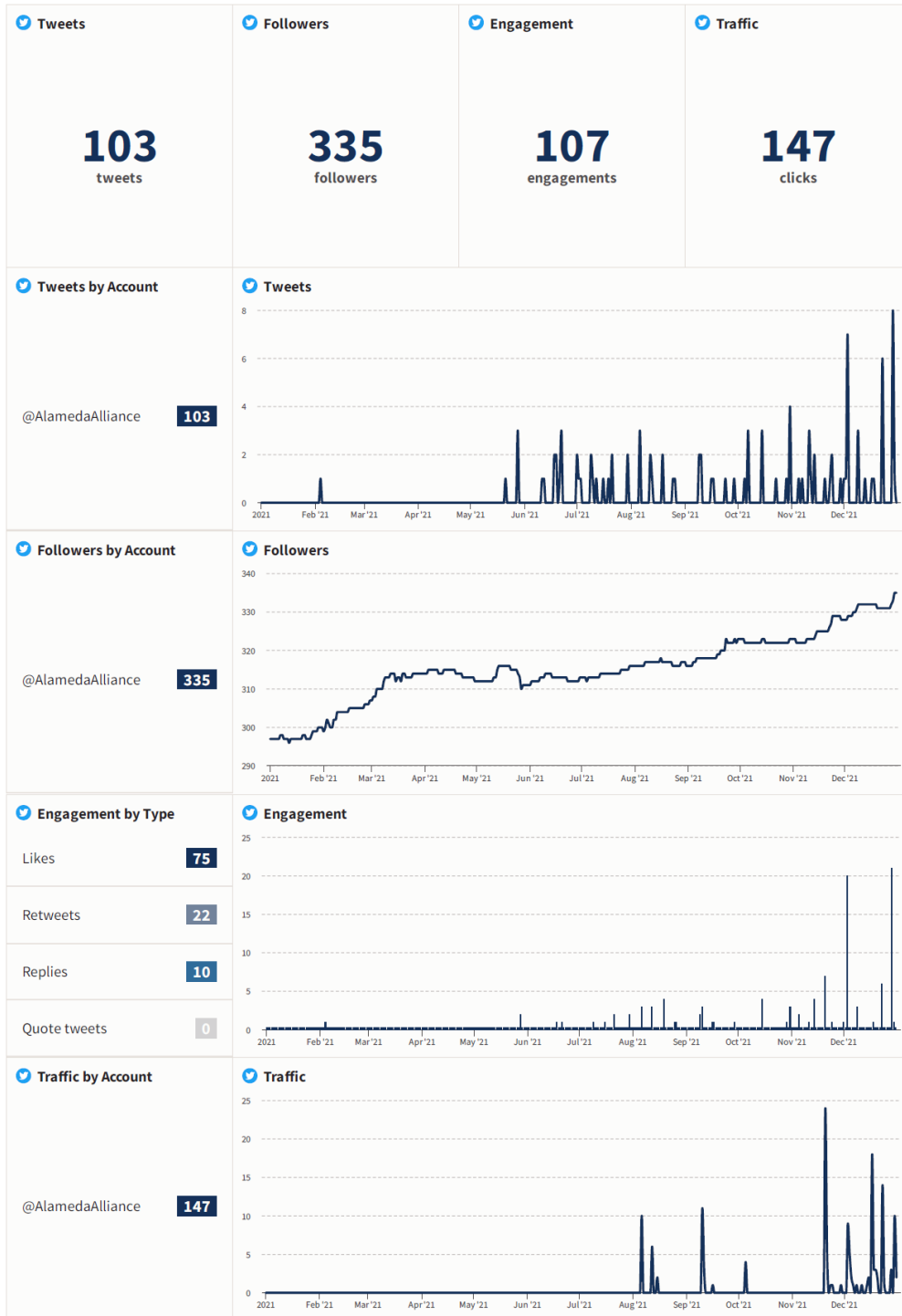


All details can be reviewed at: W:\DEPT_Operations\COMMUNICATIONS & MARKETING OFFICIAL FOLDER\Reports\C&O Reports\Social Media Reports\FY 2021-2022\Q2\4. Annual 2021

ALLIANCE SOCIAL MEDIA AND WEBSITE REPORT

2021 | Annual Report

TWITTER OVERVIEW:

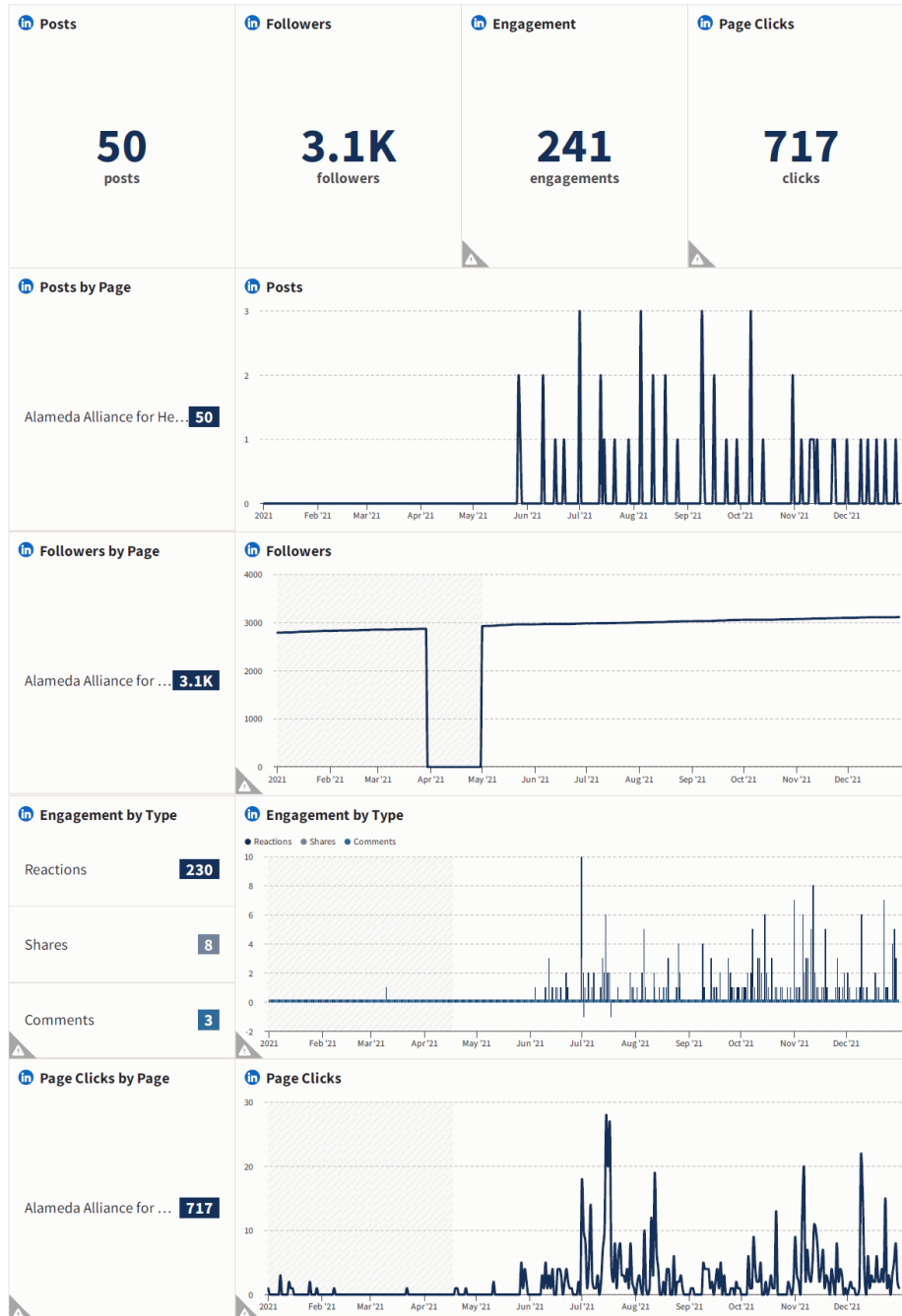


All details can be reviewed at: W:\DEPT_Operations\COMMUNICATIONS & MARKETING OFFICIAL FOLDER\Reports\C&O Reports\Social Media Reports\FY 2021-2022\Q2\4. Annual 2021

ALLIANCE SOCIAL MEDIA AND WEBSITE REPORT

2021 | Annual Report

LINKEDIN OVERVIEW:



All details can be reviewed at: W:\DEPT_Operations\COMMUNICATIONS & MARKETING_OFFICIAL_FOLDER\Reports\C&O Reports\Social Media Reports\FY 2021-2022\Q2\4. Annual 2021



ALLIANCE SOCIAL MEDIA AND WEBSITE REPORT

2021 | Annual Report



About your audience

January 01, 2021 - January 01, 2022

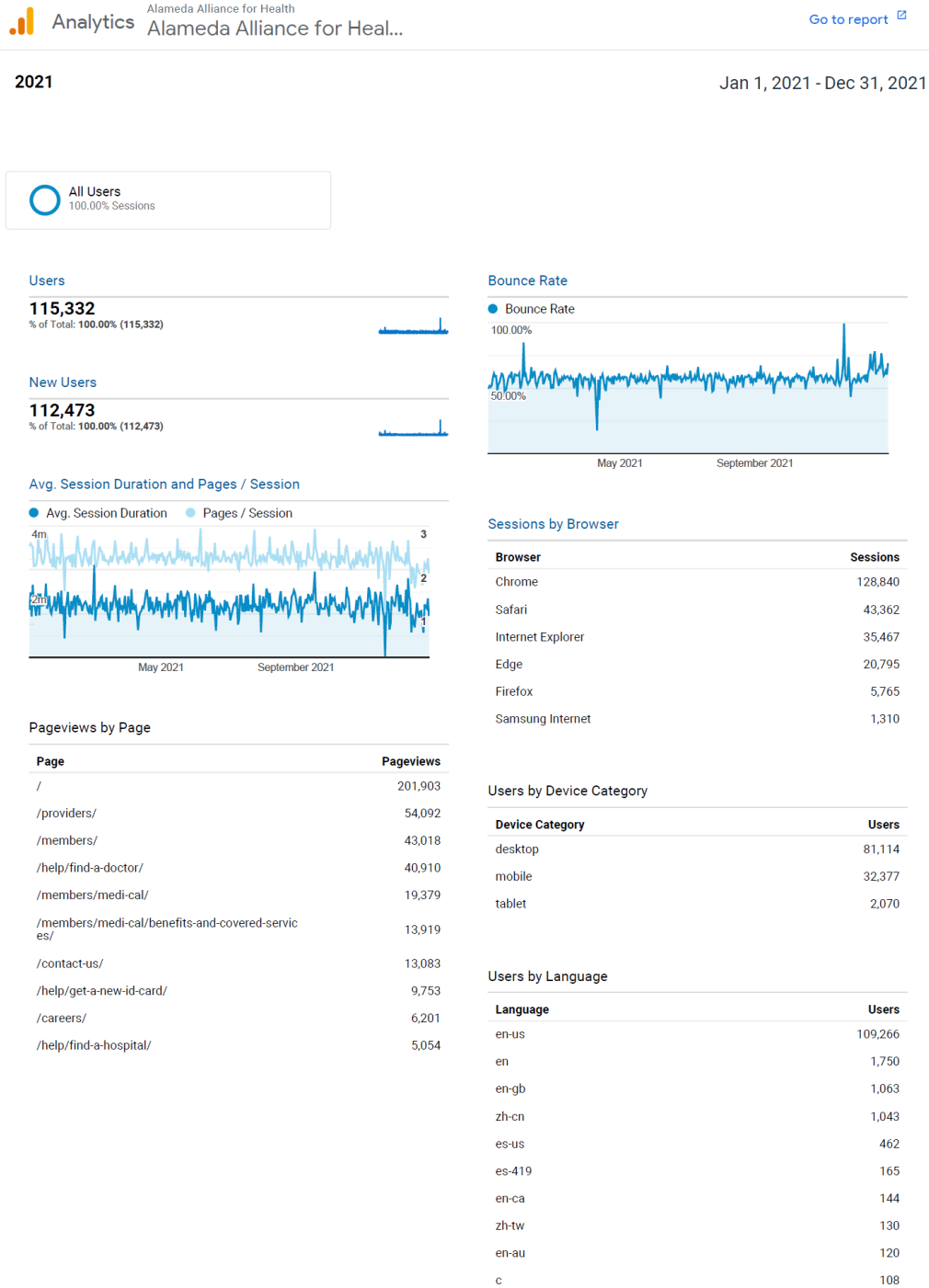
-  **338 Yelp page visits (38%)** came from mobile devices
-  Your business appeared in Yelp search results **1,319 times**

All details can be reviewed at: [W:\DEPT_Operations\COMMUNICATIONS & MARKETING_OFFICIAL_FOLDER\Reports\C&O Reports\Social Media Reports\FY 2021-2022\Q2\4. Annual 2021](#)

ALLIANCE SOCIAL MEDIA AND WEBSITE REPORT

2021 | Annual Report

Alliance Website OVERVIEW:



All details can be reviewed at: [W:\DEPT_Operations\COMMUNICATIONS & MARKETING_OFFICIAL_FOLDER\Reports\C&O Reports\Social Media Reports\FY 2021-2022\Q2\4. Annual 2021](#)



Health Education 2021 Update & Work Plan



Health Education 2021 Update

Member requested Health Education Materials and Class/Program referrals

▶ Wellness form distribution

- ▶ Newsletter
- ▶ Health Ed mailings
- ▶ Sent with Care Plans
- ▶ Provider requests

Alameda Alliance for Health
Wellness Programs & Materials

Member Request Form - Alameda Alliance for Health (Alliance) provides health education at no cost. We want you to take charge of your health by having the best information possible. Please select the topics that you want us to send you. You can also request the handouts in other formats. Many handouts can be found at www.alamedaalliance.org.

<p>BOOKS</p> <p><input type="checkbox"/> Cookbook (choose one)</p> <p style="padding-left: 20px;"><input type="checkbox"/> Diabetes <input type="checkbox"/> Healthy Eating</p> <p><input type="checkbox"/> What to Do When Your Child Gets Sick</p> <p>CLASSES & PROGRAM REFERRALS</p> <p><input type="checkbox"/> Asthma</p> <p><input type="checkbox"/> Alcohol and Other Substance Use</p> <p><input type="checkbox"/> Breastfeeding Support</p> <p><input type="checkbox"/> CPR/First Aid</p> <p><input type="checkbox"/> Diabetes</p> <p><input type="checkbox"/> Diabetes Prevention Program (Prediabetes)</p> <p><input type="checkbox"/> Healthy Weight</p> <p><input type="checkbox"/> Heart Health</p> <p><input type="checkbox"/> Parenting</p> <p><input type="checkbox"/> Pregnancy and Childbirth</p> <p><input type="checkbox"/> Quit Smoking <i>(please have Smokers' Helpline call me)</i></p> <p><input type="checkbox"/> Senior Centers/Programs</p> <p><input type="checkbox"/> WW (formerly Weight Watchers)</p> <p>MEDICAL ID BRACELETS OR NECKLACE</p> <p><input type="checkbox"/> Asthma</p> <p style="padding-left: 20px;"><input type="checkbox"/> Child <input type="checkbox"/> Adult</p> <p><input type="checkbox"/> Diabetes</p> <p style="padding-left: 20px;"><input type="checkbox"/> Child <input type="checkbox"/> Adult</p>	<p>WRITTEN MATERIALS <i>(medical power of attorney)</i></p> <p><input type="checkbox"/> Alcohol and Other Substance Use</p> <p><input type="checkbox"/> Asthma</p> <p style="padding-left: 20px;"><input type="checkbox"/> Child <input type="checkbox"/> Adult</p> <p><input type="checkbox"/> Back Care</p> <p><input type="checkbox"/> Birth Control and Family Planning</p> <p><input type="checkbox"/> Breastfeeding</p> <p><input type="checkbox"/> Car Seat Safety</p> <p><input type="checkbox"/> Diabetes</p> <p><input type="checkbox"/> Domestic Violence</p> <p><input type="checkbox"/> Exercise</p> <p><input type="checkbox"/> Healthy Eating</p> <p><input type="checkbox"/> Heart Health</p> <p><input type="checkbox"/> Parenting</p> <p><input type="checkbox"/> Pregnancy and Childbirth</p> <p><input type="checkbox"/> Quit Smoking</p> <p><input type="checkbox"/> Safety</p> <p style="padding-left: 20px;"><input type="checkbox"/> Baby <input type="checkbox"/> Child</p> <p style="padding-left: 20px;"><input type="checkbox"/> Adult <input type="checkbox"/> Older Adult</p> <p><input type="checkbox"/> Sexual Health</p> <p><input type="checkbox"/> Stress and Depression</p>
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Name (self): _____ Alliance Member ID Number: _____

Child's Name (if applies): _____ Child's Member ID Number: _____

Age of Child: _____ Preferred Language: _____

Address: _____ Phone Number: _____

City: _____ Zip Code: _____ Email Address: _____

Materials are for: Child Adult Older Adult

ALAMEDA
Alliance
FOR HEALTH

To order, please send this form to:
Alliance Health Programs • 1240 South Loop Road, Alameda, CA 94502
Phone Number: 1.510.747.4577
People with hearing and speaking impairments (CRS/TTY): 711/1.800.735.2929

HE_MBRG_WELLNESS_REQ_FORM_05/2019 REV 10/15/2020

Distribution of Health Education Materials

▷ Health education handouts mailed to **524 members**

▷ Top 6 requested:

1. Nutrition (225)
2. Exercise (172)
3. Diabetes (167)
4. Heart Health (157)
5. Stress and Depression (144)
6. Back Pain (101)

Health Programs Enrollment

▶ Top 6 programs (as of 2/23/22):

1. Asthma Start pediatric case management (218)
2. La Clinica nutrition counseling (156)
3. Alameda County Public Health Diabetes DSME (60)
4. Diabetes Prevention Program/DPP (41)
5. WW healthy lifestyle (21)
6. Family Paths parenting classes (20)

Wellness Campaigns

<p>Diabetes Prevention Program (DPP) Online healthy lifestyle program</p>	<p>10,798</p>
<p>Post ER Childhood Asthma Home visiting program for children with asthma</p>	<p>147</p>
<p>Prenatal Packet Resources for pregnant women</p>	<p>3,863</p>
<p>Postpartum Packet Resources for women after birth</p>	<p>2,203</p>
<p>Black Infant Health Perinatal group support for Black women</p>	<p>684</p>

Member Newsletter

- ▶ Spring/Summer 2021
 - ▶ We Need Your Voice!
 - ▶ Diabetes Checkups
 - ▶ Don't Miss Out on COVID-19 Vaccines!
 - ▶ Stay Active During the Pandemic
 - ▶ Healthy Teeth at Every Age



25 YEARS STRONG

...and more than a quarter of a century of simply loving what we do!

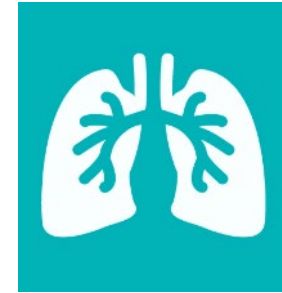
Created by and for Alameda County residents, the Alliance was formed by our Alameda County Board of Supervisors in 1996. Today, we are the #1 choice for Medi-Cal and the only choice for Group Care in Alameda County. We serve more than 280,000 members and close to 2 out of every 10 people who live in our diverse county.



Health Education 2021 Work Plan

Areas of focus

- ▷ Health Education Program
- ▷ Member Wellness Mailings Update
- ▷ Asthma Self-Management
- ▷ Disease Management Health Education
- ▷ Population Needs Assessment
- ▷ Other:
 - ▶ Tobacco Cessation
 - ▶ COVID-19



Health Education Program

- ▶ Responding to member requests
- ▶ Annual update of program and resource referral information
- ▶ Hosted child weight virtual forum with provider and community partners



Member Wellness Mailings Update

- ▶ New materials approved and translated, pending files and printing
- ▶ Planning to automate mailings



Asthma Self-management

- ▶ Member outreach calls in collaboration with Pharmacy
- ▶ Launched asthma remediation for children on January 1, 2022, adults to come later this year



Disease Management

- ▶ Pilot diabetes health coaching program
- ▶ Designing letters and triage process



Population Needs Assessment

- ▶ Annual report due in June
- ▶ MAC members will be invited to provide input into this year's action plan



Tobacco Cessation

- ▶ Quarterly Alliance workgroup
- ▶ Provider resources and education



COVID-19

- ▶ Held 2 focus groups with MAC and Oakland African American members about the vaccine
- ▶ Member newsletter article about vaccine
- ▶ Provider packet article on provider communication around vaccine



Thanks!

Questions?

You can contact me at:

 layala@alamedaalliance.org