

Healthy Kids Advocate (contracted)

1. Conduct Outreach to families in relation to Medi-Cal. (4)
2. Implements program activities.
3. Creates documents and correspondence related to program activities.
4. Represents their agency or programs on community meetings.
5. Makes public presentations to groups and individuals.
6. Provides information to individuals and families about the Medi-Cal Program and directs to Medi-Cal covered services to meet identified needs (4)
7. Reviews Medi-Cal applications for benefits to insure completeness and compliance with program requirements. (activities related to Medi-Cal eligibility - 8)
8. Assists clients in filing for administrative appeals regarding entitlement to Medi-Cal benefits and advocates for them throughout the appeal process, as necessary. (activities related to Medi-Cal eligibility - 8)
9. Makes referrals within the agency or to other programs and agencies including Medi-Cal, as appropriate. (activities related to Medi-Cal outreach – 4)
10. Assist individuals and families with the completion of the Medi-Cal applications process. (8)
11. Participates in the Medi-Cal Administrative Activities claiming process.
12. Conducts phone conversations with families regarding Medi-Cal services or how to enroll in Medi-Cal. (4)
13. Gather's information related to the application as a prelude to completing the Medi-Cal application. (8)
14. Provides all of the necessary forms and packaging all forms in preparation for the Medi-Cal eligibility determination. (8)

Continued on following page

Healthy Kids Advocate (contracted) – cont'd.

15. Assists families with any problems encountered with being approved or denied for Medi-Cal eligibility. (Medi-Cal eligibility activities will be coded to 8)
16. Participates in the monthly Healthcare Outreach Coalition Meetings.
17. Participates in ongoing refresher trainings related to changes to Medi-Cal. (Medi-Cal eligibility related – 8)
18. Maintains a professional knowledge, skills and development by attending seminars or trainings offered on behalf of the Healthcare Outreach Coalition.
19. Coordinates Medi-Cal covered health services for a client. (6)
20. Preparing proposals for expansion and enhancement of health and Medi-Cal services to clients and families based on intra and interagency coordination and collaboration. (15, 17)
21. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date

Outreach Worker (contracted)

1. Identifies, develops and implements outreach strategies aimed at informing eligible families about Medi-Cal. (4)
2. Assists eligible clients with completing and submitting Medi-Cal applications, including assistance with gathering necessary documents and resolving problems as needed. (8)
3. Participates in monthly Health Care Outreach Coalition meetings.
4. Works in collaboration with health care providers, agencies, schools and community based organizations providing Medi-Cal information and training regarding referrals for clients requiring assistance for Medi-Cal. (4)
5. Maintains necessary records, forms and completes monthly statistical reporting forms.
6. Coordinates Medi-Cal covered health services for a client. (6)
7. Preparing proposals for expansion and enhancement of health and Medi-Cal services to clients and families based on intra and interagency coordination and collaboration. (15, 17)
8. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date

Health Outreach Coordinator (contracted)

1. Conduct Outreach to families in relation to Medi-Cal and makes referrals to providers. (4)
2. Implements program activities.
3. Creates documents and correspondence related to program activities.
4. Represents their agency or programs on community meetings.
5. Makes public presentations to groups and individuals.
6. Provides information to individuals and families about the Medi-Cal Program and directs to Medi-Cal covered services to meet identified needs (4)
7. Reviews Medi-Cal applications for benefits to insure completeness and compliance with program requirements. (Medi-Cal eligibility activities will be coded to 8)
8. Assists clients in filing for administrative appeals regarding entitlement to Medi-Cal benefits and advocates for them throughout the appeal process, as necessary.
9. Makes referrals within the agency or to other programs and agencies including Medi-Cal, as appropriate. (Medi-Cal outreach activities will be coded to 4)
10. Assist individuals and families with the completion of the Medi-Cal applications process. (8)
11. Participates in the Medi-Cal Administrative Activities claiming process.
12. Conducts phone conversations with families regarding Medi-Cal services or how to enroll in Medi-Cal. (4)
13. Gather's information related to the application as a prelude to completing the Medi-Cal application. (8)
14. Provides all of the necessary forms and packaging all forms in preparation for the Medi-Cal eligibility determination. (8)

Continued on following page

Health Outreach Coordinator (contracted) – cont'd.

15. Assists families with any problems encountered with being approved or denied for Medi-Cal. (4).
16. Participates in the monthly Healthcare Outreach Coalition Meetings.
17. Participates in ongoing refresher trainings related to changes to Medi-Cal. (Medi-Cal eligibility related – 8)
18. Maintains a professional knowledge, skills and development by attending seminars or trainings offered on behalf of the Healthcare Outreach Coalition.
19. Coordinates Medi-Cal covered health services for a client. (6)
20. Preparing proposals for expansion and enhancement of health and Medi-Cal services to clients and families based on intra and interagency coordination and collaboration. (15, 17)
21. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date

Healthy Babies Outreach Coordinator (contracted)

1. Outreach to families at Sutter and Dominican hospitals to enroll eligible babies in Medi-Cal and provide assistance for Healthy Kids insurance. (Medi-Cal related outreach - 4)
2. Assist United Way of Santa Cruz County CAAs to help parents with applications for Healthy Kids and Medi-Cal, AIM and Medi-Cruz Insurances. (Medi-Cal eligibility assistance - 8)
3. Conduct parent education workshops and one on one consultations.
4. Prepare outreach and education materials. (Medi-Cal/health related outreach preparation - 4)
5. Participate in the Health Outreach Coalition of Santa Cruz County, including attendance at monthly meetings and help with community events.
6. Prepare monthly reports, ensuring that goals are met.
7. Follow-Up and simple case management with families that receive health insurance.
8. Article writing, media support and outreach correspondence.
9. Work with County of Santa Cruz, Health Services Agency for training and coordination.
10. Coordinates Medi-Cal covered health services for a client. (6)
11. Assists individuals and families with aspects of the Medi-Cal application process. (8)
12. Preparing proposals for expansion and enhancement of health and Medi-Cal services to clients and families based on intra and interagency coordination and collaboration. (15, 17)
13. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date

Health Outreach and Enrollment Supervisor (contracted)

1. Coordinate participation in outreach and enrollment events with other First 5-funded health care outreach and enrollment entities. (Medi-Cal related outreach – 4)
2. Ensure First-5 funded health care outreach and enrollment entities are aware of current status and enrollment process of relevant health benefit programs (e.g. Medi-Cal, AIM, Covered California, and Healthy Kids).
3. Identify, develop, and implement outreach strategies aimed at informing eligible families about Covered California, Medi-Cal and Healthy Kids Programs. (Medi-Cal related outreach – 4)
4. Assist monolingual eligible clients with completing and submitting the Covered California, Medi-Cal or Healthy Kids application, including assistance with gathering necessary documents and resolving problems, when needed. (Medi-Cal related eligibility – 8)
5. Act as liaison with the Covered California, Medi-Cal and Healthy Kids programs by advocating for the family when problems arise.
6. Support development and implementation of streamlined Client Benefits Tracking process.
7. Provide Level 1 technical assistance to other First 5-funded health care outreach and enrollment entities on One-e-App and/or other data systems used for enrolling children in the Healthy Kids program.
8. Maintain necessary records and forms. Complete and submit Client Benefits Tracking Form (CBT) upon completion of every application. Conduct follow-up and complete CBT monthly reporting forms.
9. Maintain and upgrade professional knowledge, skills and development by attending seminars, training programs and reading pertinent materials.
10. Work in collaboration with health care providers, agencies and community based organizations providing information and training regarding referrals for clients requiring assistance for Covered California, Medi-Cal and Healthy Kids programs.
11. Act as an interpreter in contacts involving non-English speaking but Spanish speaking clients.

Continued on following page

Health Outreach and Enrollment Supervisor (contracted) – cont'd.

12. Assist in training other staff members in insurance programs, systems and software as needed.
13. Prepare Monthly reports as needed.
14. Supervise Health Outreach Staff to ensure all goals and targets are met.
15. Ongoing involvement with the benefits coalition.
16. Assist in the MAA billing process.
17. Perform other duties as assigned.
18. Provides information to individuals and families about the Medi-Cal program and refers to Medi-Cal eligibility sites. (4)
19. Coordinates Medi-Cal covered health services for a client. (6)
20. Assists individuals and families with aspects of the Medi-Cal application process. (8)
21. Prepares data reports and needs assessments for the purpose of developing strategies to increase Medi-Cal capacity and close Medi-Cal service gaps. (15, 17)
22. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date

Community Advocate (contracted)

1. Implements outreach strategies aimed at informing eligible families about the Medi-Cal Program. (4)
2. Assist eligible clients with completing and submitting the Medi-Cal application, including assistance with gathering necessary documents and resolving problems, when needed. (8)
3. Complete applications for families for both children's programs; Medi-Cal and Healthy Kids, using the online application system One-e-App. (Medi-Cal related application assistance - 8)
4. Contact families on a monthly basis to remind them to renew their health insurance benefits in order to retain health insurance coverage for their children. (4)
5. Act as liaison with the Medi-Cal program by advocating for the family when problems arise. (Medi-Cal related application assistance - 8)
6. Provide information about health plan options and assist families after enrollment for the purpose of retaining coverage. (Medi-Cal related outreach - 4)
7. Maintain necessary records and forms. Complete and submit Client Benefits Tracking Form (CBT) upon completion of every application. Conduct follow-up and complete CBT monthly reporting forms.
8. Participate in monthly Healthcare Outreach Coalition meetings and trainings.
9. Work in collaboration with health care providers, agencies and community-based organizations providing information and training regarding referrals for clients requiring assistance for Medi-Cal. (Medi-Cal related outreach activities - 4)
10. Act as an interpreter in contacts involving non-English speaking clients. Medi-Cal related outreach or application assistance - 4, 8)
11. Provides information to individuals and families about the Medi-Cal program and refers to Medi-Cal eligibility sites. (4)

Continued on following page

Community Advocate (contracted) – cont'd.

12. Coordinates Medi-Cal covered health services for a client. (6)
13. Assists individuals and families with aspects of the Medi-Cal application process. (8)
14. Preparing proposals for expansion and enhancement of health and Medi-Cal services to clients and families based on intra and interagency coordination and collaboration. (15, 17)
15. Attends training related to the performance of MAA. (20)

Community Health Services Manager - (contracted)

1. Responsible for community outreach programs appropriate to target groups, including development of program criteria and goals.
2. Represents agency as the organizational liaison for regional coalitions and collaborative efforts focused on health care access, health education, and health promotion. (Medi-Cal related planning – 15, 17)
3. Responsible for implementation of effective public benefits navigation activities under the Affordable Care Act and other initiatives, including strategies to increase enrollment retention, and utilization of benefits as well as certification of SPLG staff to assist individuals. (Medi-Cal related planning – 15, 17)
4. Responsible for the coordinated delivery of health education; including group visits, shared medical appointments (Medi-Cal related outreach, case coordination – 4, 6), and one on one health education in clinical, school-based, and community settings.
5. Responsible for the planning, development and implementation of patient navigation program appropriate to target patient groups, including the development of program systems, criteria and goals. (Medi-Cal related planning – 15, 17)
6. Responsible for full and effective departmental integration within the organization's service delivery system, assisting the community access public benefits, clinical and community services. (Medi-Cal related planning – 15, 17)
7. Leads in the development, implementation and maintenance of a sustainable funding model, with a balance of revenue, grants and third party billing.
8. Lead in the development of new grant opportunities related to support department programs and activities.
9. Responsible for meeting grant deliverables and reporting requirements as required in each grant contract(s).
10. Responsible for building and expanding strong relationships with community partners, initiatives and collaborative groups that respond to key community health issues; identifying opportunities for outreach and collaboration; providing and obtaining information and materials, and representing agency in the community at meetings/functions. (Medi-Cal related planning – 15, 17)

Continued on following page

Community Health Services Manager - (contracted) – cont'd.

11. Responsible for planning, development and implementation of effective and efficient systems; including all staff using technical tools at a high level, ongoing data collection and evaluation to demonstrate impact and value. (Medi-Cal related planning – 15, 17)
12. Supervises, trains, and evaluates staff including Health Education Coordinator, Outreach and Enrollment Coordinator, Patient Navigator, Community Health Outreach Worker staff, etc.
13. Consistently adhere to and/or exceed agency communication guidelines and expectations with internal and external customers including co-workers, patients, and external partners.
14. Communicate effectively by using welcoming words, proper tone of voice, appropriate body language, eye contact and smiling in all interactions. Listen skillfully and display a willingness and ability to acknowledge patient and co-workers' needs, expectations and values through the use of reflective listening and empathy conveyance. Respond to co-worker and patient needs in ways that are helpful and beyond expectation.
15. Provides information to individuals and families about the Medi-Cal program and refers to Medi-Cal eligibility sites. (4)
16. Coordinates Medi-Cal covered health services for a client. (6)
17. Assists individuals and families with aspects of the Medi-Cal application process. (8)
18. Prepares data reports and needs assessments for the purpose of developing strategies to increase Medi-Cal capacity and close Medi-Cal service gaps. (15, 17)
19. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date

Health Outreach and Enrollment Supervisor

1. Coordinate participation in outreach and enrollment events with other First 5-funded health care outreach and enrollment entities. (Medi-Cal related outreach – 4)
2. Ensure First-5 funded health care outreach and enrollment entities are aware of current status and enrollment process of relevant health benefit programs (e.g. Medi-Cal, Medi-Cal Access Program, Covered California) (Medi-Cal related outreach – 4) as well as nutrition assistance through CalFresh.
3. Identify, develop, and implement outreach strategies aimed at informing eligible families about Covered California, Medi-Cal (Medi-Cal related outreach – 4) and CalFresh.
4. Assist monolingual eligible clients with completing and submitting the Covered California or Medi-Cal application, including assistance with gathering necessary documents and resolving problems, when needed. (Medi-Cal related eligibility assistance - 8)
5. Act as liaison with the Covered California and Medi-Cal programs by advocating for the family when problems arise. (Medi-Cal related eligibility assistance - 8)
6. Support development and implementation of streamlined Client Benefits Tracking process.
7. Maintain necessary records and forms. Complete and submit Client Benefits Tracking Form (CBT) upon completion of every application. Conduct follow-up and complete CBT monthly reporting forms.
8. Maintain and upgrade professional knowledge, skills and development by attending seminars, training programs and reading pertinent materials.
9. Work in collaboration with health care providers, agencies and community-based organizations providing information and training regarding referrals for clients requiring assistance for Covered California, Medi-Cal and CalFresh. (Medi-Cal related case coordination – 6)

Health Outreach and Enrollment Supervisor – cont'd.

10. Act as an interpreter in contacts involving non-English speaking but Spanish speaking clients.
11. Assist in training other staff members in insurance programs, systems and software as needed.
12. Prepare Monthly reports as needed.
13. Supervise Health Outreach Staff to ensure all goals and targets are met.
14. Ongoing involvement with the benefits coalition. (Medi-Cal related planning – 15, 17)
15. Assist in the MAA billing process. (19)
16. Provides information to individuals and families about the Medi-Cal program and refers to Medi-Cal eligibility sites. (4)
17. Coordinates Medi-Cal covered health services for a client. (6)
18. Assists individuals and families with aspects of the Medi-Cal application process. (8)
19. Prepares data reports and needs assessments for the purpose of developing strategies to increase Medi-Cal capacity and close Medi-Cal service gaps. (15, 17)
20. Assists to implement and oversee Medi-Cal Administrative Activities claiming process. (19)
21. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date

Newborn Enrollment Coordinator

1. Conduct outreach to families at Sutter, Dominican and Watsonville hospitals to identify newborns that are eligible for health insurance through local, county and state health insurance programs. (Medi-Cal related outreach, eligibility assistance – 4, 8)
2. Enroll, or provide assistance with enrolling or re-enrolling, eligible children ages 0-5 in appropriate health insurance programs (Medi-Cal related eligibility assistance – 8) and CalFresh as appropriate.
3. Provide and review the contents of First 5's *Kit for New Parents* with families of newborns.
4. Conduct brief screenings of families' basic needs. Provide information and referrals to community resources that will help promote the health and well-being of newborns and their families. (Medi-Cal related outreach – 4)
5. Provide Triple P parent education consultations and/or workshops for families with children from birth – 5 years old.
6. Establish and maintain effective, positive working relationships with staff in the hospitals and outside agencies.
7. Participate in meetings and trainings pertaining to health care outreach and enrollment. (Medi-Cal related outreach, eligibility assistance – 4, 8)
8. Conduct outreach at community events. (Medi-Cal related outreach – 4)
9. Assist with preparing outreach and education materials. (Medi-Cal related outreach – 4)
10. Assist with writing articles and responding to media in order to support outreach efforts.
11. Document all program work and maintain monthly service statistics.
12. Complete daily Medi-Cal Administrative Activities (MAA) time survey.
13. Prepare and submit all required paperwork, including timesheets, mileage forms, purchasing forms, reports and other documents in an organized and timely manner.
14. Attend agency and program staff meetings and community meetings/events as requested.

Continued on following page

Newborn Enrollment Coordinator – (cont'd)

15. Provides information to individuals and families about the Medi-Cal program and refers to Medi-Cal eligibility sites. (4)
16. Coordinates Medi-Cal covered health services for a client. (6)
17. Assists individuals and families with aspects of the Medi-Cal application process. (8)
18. Prepares data reports and needs assessments for the purpose of developing strategies to increase Medi-Cal capacity and close Medi-Cal service gaps. (15, 17)
19. Attends training related to the performance of MAA. (20)

Employee Signature (please sign in blue ink)

Date