DHCS

State of California—Health and Human Services Agency
Department of Health Care Services

MICHELLE BAASS
DIRECTOR

GAVIN NEWSOM
GOVERNOR

Medi-Cal Managed Care Plan Name:	CalOptima

1. Describe how the MCP will provide evidence-based information to members, providers, community-based organizations (CBO), tribal partners, and other local partners about the COVID-19 vaccine to encourage vaccine uptake from all members. Character limit: 2,500 characters.

CalOptima will develop a new series of trusted messenger videos and evidenced-based messages appropriate for promoting vaccination uptake in the current environment. These videos and messages will be shared via the CalOptima website, social media platforms, SMS text and advertising/marketing. In addition, CalOptima will engage providers in sharing evidence-based messaging through a COVID-19 vaccine tool kit available via the provider area of the CalOptima website and provider portal.

2. Describe how the MCP will provide information on where to get the vaccine within the member's community. Character limit: 2,500 characters.

CalOptima will share available vaccine locations using social media, SMS texts and the CalOptima website. We will also inform our networks of community-based organizations and providers to raise awareness.

3. Describe the MCP's plans for a local media campaign to disseminate information to members about vaccines, resources, and availability. MCPs can consider amplifying existing media campaign efforts using a variety of media channels. Character limit: 2,500 characters.

CalOptima will restart our robust advertising campaign, which ran most recently in March–June 2021, emphasizing vaccine safety and effectiveness. The tactics will include print, radio, outdoor, digital (website), social media and TV (cable), and will include English, Spanish and Vietnamese. In response to the need to target certain geographies based on lower vaccination rates, CalOptima will add a new tactic of hyperlocal advertising, which features ads placed in local businesses, such as grocery stores, barber shops, laundromats, etc.

Further, CalOptima will update the messages to make them relevant to current issues and respond to vaccine hesitancy. A campaign of this size and breadth requires considerable investment and coordination, but CalOptima has an internal team of ad designers and marketing specialists who can implement this program efficiently.

a. **Describe how the local media campaign will counter misinformation. Character limit: 2,500 characters.**

CalOptima will update the media messages to make them relevant to current issues and respond to vaccine hesitancy. The potential theme will use a myth/reality approach to ensure misinformation is addressed.

b. **Describe how the MCP with engage trusted partners and tribal partners where applicable in the local media campaign. Character limit: 2,500 characters.**

In April 2021, CalOptima released a series of effective and engaging videos using trusted messengers as spokespeople (in three languages). As part of the new incentive program, CalOptima will re-engage the same or other trusted messengers within the identified target populations to create a new series that uses a myth/reality approach.

4. Describe how the MCP will collaborate with schools and colleges to target youth who are 12-25 years of age. Character limit: 2,500 characters.

CalOptima will leverage our well-established relationships with school districts to share information as well as conduct targeted outreach to community organizations serving this age group. In addition, CalOptima will work with schools and organizations to host back-to-school fairs, vaccine clinics and other COVID-19 informational events.

CalOptima will also provide information about the availability of the vaccine incentive with the schools and organizations to post on their social media and share through other communication platforms.

5. Describe the MCP's strategy for countering misinformation and reaching vaccine hesitant individuals who may have a fear of vaccine side effects, have a mistrust of the government and/or vaccine makers, believe that vaccines are not needed for persons in good health or persons who have already had COVID-19, and/or have an insistence regarding a person's right to not be vaccinated. Character limit: 2,500 characters.

CalOptima will leverage trusted messenger videos, SMS texting and social media campaigns to counter misinformation and vaccine hesitancy. CalOptima will partner with recognizable key figures in the community to continue encouraging vaccinations in our ethnic populations.

6. Describe how the MCP will partner with trusted community organizations (e.g., Indian health facilities, faith-based partnerships, advocacy groups, food banks,

race/ethnic based organizations) that can assist with outreach, communication content and messaging, and identify strategies as defined above, which can be used to also target Medi-Cal Fee-For-Service beneficiaries. Character limit: 2,500 characters.

As described above, CalOptima will continue our Community Announcements newsletter (bi-weekly at minimum), which includes information relevant to the entire Orange County population about COVID-19 vaccine clinics as well as evidence-based information and strategies to address vaccine hesitancy. Information about the CalOptima vaccine incentive will also be shared as noted above. These materials include links to relevant source materials as well as outreach materials that can be used by professionals to amplify the message. CalOptima also routinely participates in 30+ community, coalition, collaborative meetings throughout Orange County. These community meetings cover a wide range of communities, age groups, health conditions and more; these meetings can be utilized as a platform to address vaccine hesitancy, share information for vaccine events, and increase awareness about CalOptima's Vaccine Incentive Program. CalOptima has established strong relationships with the various populations listed above including organizations serving the majority of CalOptima's members, various ethnic communities, target age groups, advocacy groups and organizations providing basic and emergent needs for Medi-Cal members. CalOptima will leverage these relationships to identify opportunities to collaborate and address vaccine hesitancy, increase awareness of CalOptima's Vaccine Incentive Program, and support our community partners' vaccine efforts.

7. Describe how the MCP will collaborate with local public health agencies to coordinate with vaccine response plans and learn best practices, including what has and has not worked. Character limit: 2,500 characters.

CalOptima has a regular meeting with our public health agency, Orange County Health Care Agency, to support coordinated efforts to develop vaccine plans and strategies. Within this forum, best practices are discussed, including lessons learned and future opportunities.

8. Describe the MCP's efforts to build additional capacity to address member vaccination needs in future years (identification, education, and follow-up). Character limit: 2,500 characters.

With support from internal analysts, CalOptima has developed a process to leverage HEDIS, claims/encounter and CAIR data to support identification, education and follow-up to address member vaccination needs. CalOptima has also expanded member outreach to include SMS text, in addition to leveraging a fulfillment vendor to distribute vaccine-related member incentives.

9. Describe how the MCP will provide information and support for members with access barriers, especially transportation, navigating appointment systems, and language needs. Character limit: 2,500 characters.

CalOptima's Customer Service department will continue to support CalOptima members as it has throughout the pandemic. The department has established processes in place to ensure members are assisted with any access barriers. Customer Service Representatives respond to and resolve such issues, which can include transportation, appointment scheduling or other assistance a member may need.

10. Describe the MCP's current primary care vaccine access and how the MCP will collaborate with primary care providers (PCPs) to conduct direct outreach to unvaccinated members assigned to that clinic's/doctor's office.

    a. **Describe the MCP's current primary care vaccine access, including an analysis of any pockets and/or regions that lack access. Character limit: 2,500 characters.**

        CalOptima has primary care facilities providing vaccinations throughout Orange County, representing full coverage across the community. In September, CalOptima will survey primary care providers to determine the status of such coverage and identify if any regions can benefit from additional access. Further, using data analysis of specific pockets/regions with the lowest vaccine rates, CalOptima's Provider Relations department can conduct telephone outreach to identify any issues that may hinder further vaccination progress. Orange County does not have any rural areas/regions that create vaccine access issues.

    b. **How will the MCP collaborate with PCPs to conduct outreach to members? Character limit: 2,500 characters.**

        CalOptima will refresh the current COVID-19 Provider Toolkit available on the website. The toolkit has material that is designed to aid communications to members about COVID-19 vaccines, assist in building member confidence and awareness about the benefits of COVID-19 vaccines, and help providers respond to common questions and concerns. All toolkit elements encourage vaccination and are available in threshold languages. CalOptima will also include a COVID-19 section within the monthly provider newsletter that offers vaccination analysis and "hotspots" so providers are more aware of vaccination gaps.

    c. **How will the MCP encourage more PCPs to enroll as vaccine providers? Character limit: 2,500 characters**

        CalOptima will encourage PCPs to enroll as vaccine providers through provider alerts and newsletters. Further, we plan to make the CALVAX enrollment link accessible on the provider page of the CalOptima website.

11. Describe the MCP's strategy for supporting vaccination pop-up clinics and other vaccination sites, especially in communities of color and/or other communities with lower vaccination rates. Character limit: 2,500 characters.

CalOptima has frequent interactions/meetings with the Orange County Health Care Agency and the Coalition of Orange County Community Health Centers to support coordinated efforts to develop vaccine plans and strategies. Opportunities to address communities with lower vaccination rates will rely on a coordinated effort and include vaccine pop-up clinics.

CalOptima's Community Relations department will continue to share information about our community partners' vaccine clinics in our Community Announcements newsletter (bi-weekly at minimum). We will also continue to collaborate with community partners by supporting their vaccine clinics with resource booths where CalOptima shares information about programs and services, and/or CalOptima-branded items. At times, CalOptima may also provide financial support for these vaccine clinics by way of sponsorship and/or registration fees, if they meet eligibility criteria as defined in CalOptima's community events policy. This financial support provides a platform for CalOptima to promote vaccination and raise visibility in targeted communities of color.

12. Describe the MCP's strategy that can be used to make getting a vaccination as convenient and easily accessible as possible. Character limit: 2,500 characters.

CalOptima has implemented various public events and programs, including but not limited to, incentivizing members with gift cards, hosting vaccination clinics and coordinating with the Orange County Health Care Agency. These efforts will be amplified as part of this incentive program as we engage community partners to make vaccination more convenient for the audiences they serve. For example, CalOptima can conduct outreach campaigns to micro-target specific areas of Orange County where vaccinations rates are low.

   a. **Describe how the MCP will collaborate with CBOs, trusted local partners, tribal partners, community health workers, promotoras, local health departments, and faith-based partnerships to serve the homebound population. Character limit: 2,500 characters.**

   CalOptima has regular interactions/meetings with Orange County Health Care Agency, Coalition of Orange County Community Health Centers, community-based organizations and other trusted partners to support efforts to develop vaccine plans and strategies. Opportunities to serve homebound members, including with in-home vaccinations, will be a coordinated effort with these partners. For example, CalOptima will continue our SMS texting campaign for identified homebound members that offers support with arranging an in-home vaccination.

13. Describe how the MCP will collaborate with pharmacies to share data on members' vaccine status or other efforts to use members' visits to the pharmacy as an opportunity to increase vaccination rates. Character limit: 2,500 characters.

CalOptima will communicate with contracted pharmacies to raise awareness of vaccination rates in their areas. CalOptima will recommend that pharmacy providers use member visits as an opportunity to engage in a conversation about getting the COVID-19 vaccine. Further, CalOptima will highlight the section of the website with information about how members can easily receive the COVID-19 vaccine at participating pharmacies.

14. Describe the MCP's efforts that will bring vaccinations to members, such as mobile units or home vaccinations. Character limit: 2,500 characters

CalOptima has regular interactions/meetings with Orange County Health Care Agency, Coalition of Orange County Community Health Centers, community-based organizations and other trusted partners to support efforts to develop vaccine plans and strategies. Opportunities to serve homebound members, including with in-home vaccinations, will be a coordinated effort with these partners. For example, CalOptima will continue our SMS texting campaign for identified homebound members that offers support with arranging an in-home vaccination.

15. Describe how the MCP will use data obtained from DHCS to track vaccination data in real time and at granular geographic and demographic levels and identify members to outreach.

CalOptima has data available that reveals which ZIP codes are least vaccinated. Using this information, CalOptima can direct specialized advertising and outreach efforts to these areas, which includes hyperlocal advertising, geotargeted digital and social media ads, as well as traditional phone calling through our CareNet vendor. Further, CalOptima's social media postings can help promote vaccine clinics that may be nearby these areas, to ensure awareness of local resources.

      a. Describe how the MCP will share data with providers, trusted partners, or tribal partners, where applicable to drive outreach. Character limit: 2,500 characters.

      CalOptima currently shares data and COVID-19 member vaccination information with all Board of Directors committees, such as the Member Advisory Committee and the Provider Advisory Committee. CalOptima will also include a COVID-19 section within the monthly provider newsletter that offers vaccination analysis and "hotspots" so providers are more aware of vaccination gaps.

16. Describe how the MCP will use data obtained from other sources to track vaccination data and identify members to outreach. Character limit: 2,500 characters.

With support from internal analysts, CalOptima has developed a process to leverage HEDIS, claims/encounter and CAIR data to support identification, education and follow-up to address member vaccination needs. CalOptima has also expanded member outreach to include SMS text, in addition to leveraging a fulfillment vendor to distribute vaccine-related member incentives.

17. Describe how the MCP will determine local misinformation trends and root causes for low vaccination rates/vaccine hesitancy. Character limit: 2,500 characters.

CalOptima's Population Health Management department is planning a text-based survey of members who have not received their vaccination. Using the outcomes of this survey, CalOptima will be able to understand and address the root issues at the heart of vaccine hesitancy. The response may include community education efforts, marketing/advertising programs, provider engagement and other strategies.

18. Describe the MCP's plan for administrative oversight of the coordination activities (including controls to ensure no duplicative member incentives). Character limit: 2,500 characters.

CalOptima has a DHCS-approved COVID-19 member incentive program currently in place. The agency reconciles regularly with internal departments (accounting, buyers, etc.) and our external fulfillment vendor to ensure members already incentivized do not receive additional incentives.

19. Describe the MCP's intentional efforts to avoid negative unintended consequences, including but not limited to vaccine coercion. Character limit: 2,500 characters.

CalOptima avoids negative unintended consequences by using messaging built on widely accepted ideas about vaccine safety and effectiveness. Further, as a public agency, CalOptima's approach to information sharing is based on transparency and equity.

20. Describe the MCP's plan to partner with Subcontractors (i.e., delegated health plans) to increase vaccination rates, coordinate strategies, and implement this Vaccination Response Plan. Character limit: 2,500 characters.

Pending Board approval, CalOptima will implement a temporary rate increase to support delegated health networks in improving vaccination rates among delegated members and creating a vaccine strategy consistent with DHCS' COVID-19 Vaccine Incentive Program and CalOptima's Vaccine Response Plan. The health networks will be required to implement strategies that focus on the target populations, such as pop-up clinics, mobile units and/or vaccinations for homebound members.

21. Are direct member vaccine incentives a planned strategy? If so, please explain the strategy. Character limit: 2,500 characters.

CalOptima currently uses IGT funding to pay for direct member incentives and a fulfillment vendor to distribute the incentives. CalOptima created a Member Health Rewards program to increase motivation for COVID-19 vaccinations. Eligible members receive a $25 gift card for each vaccination. The COVID-19 Member Health Rewards program has been promoted on local news programs, social media, the website and in a letter mailed to every CalOptima household. Contracted providers and community-based organizations are aware and have been supporting this outreach campaign.

      a. If direct member vaccine incentives are used as a vaccination strategy, demonstrate how the MCP will meet DHCS guidelines for member incentives below and verify member incentives do not exceed $50 per member (single or multi-dose). Character limit: 2,500 characters.

      CalOptima has already been approved by DHCS for direct member vaccine incentives for single and multi-dose. CalOptima would like to leverage DHCS funding moving forward to continue the direct member incentive process that includes use of a fulfillment vendor and subcontractor to administer the incentive directly to members. Further, CalOptima requests DHCS' consideration of whether incentives can be provided for booster doses if appropriate and based on medical criteria.