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



GAVIN NEWSOM  
GOVERNOR

<b>Medi-Cal Managed Care Plan Name:</b>	<b>Kern Health Systems</b>
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**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.**

KHS will utilize messaging information from the Centers for Disease Control (CDC), California Department of Public Health (CDPH), and the Kern County Department of Public Health (KCDPH) to develop outreach materials. This messaging will be shared with members, local providers, and community based organizations.

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

KHS will continue to use a multichannel approach to inform members about where they can get the vaccine including:KHS Corporate Website, KHS Member Portal, Text messaging (pending DHCS approval), Robocalls, Focused manual outreach, Written material (Flyers, Letter inserts for member mailings, NOAs, and Grievance communications such as acknowledgements and resolution letters), IVR selection to recorded vaccine location information, Incoming call non-bypass message (incoming calls will hear vaccine information and not be able to skip ahead), Member facing staff scripts – staff are required to quote the script and assist members to schedule a vaccine appointment in their area.

**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.**

KHS will utilize social media (Facebook, Twitter, YouTube) to post strategic messages that will provide information about vaccine locations, events, and links to various resources as well as how members can get transportation to their vaccine appointment. KHS is collaborating with local partners to provide door to door COVID-19 Vaccinations. This partnership includes an education/media campaign to include public service announcements and paid media spots.

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

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The vaccine campaigns will counter misinformation with a myth vs. fact list of popular anti-vaccine topics, provide links and references to credible information resources, and provide valid, fact-based reasons for getting the vaccine.

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

When possible, campaigns will utilize trusted messengers from our local community. KHS will select a spokesperson to take part in our public service announcement that is a credibly recognizable in the community, especially in our communities of color. KHS will leverage existing relationships with community partners and gate keepers to coordinate and share media campaign material. KHS has met with leaders from the African American community and members of the Latino COVID-19 Task Force and will continue to work closely with them. We are also partnering with Supervisor Leticia Perez, Bakersfield College, Dignity Health, and Hall Ambulance to offer COVID vaccinations door to door in neighborhoods with low vaccination rates.

**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.**

KHS is supporting the efforts of the Latino COVID-19 Task Force as they partner with school districts throughout the county by offering pop-up vaccine events at area school sites. These efforts are made possible by KHS contracted providers such as Kern Medical and Adventist Health. Bakersfield College is an important partner in the door-to-door vaccination effort that KHS is working very closely with. We are also in communication with California State University of Bakersfield to support their on campus vaccination efforts.

**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.**

KHS will provide fact-based messaging that will be persuasive in order to dispel misinformation and address fears of the vaccine. The messaging will encourage members to become vaccinated based on the facts of why the vaccine is safe and effective in preventing hospitalization and contributing to herd immunity. KHS will continue to work closely with local partners including

the Latino COVID-19 Task Force and leaders from the African American community in developing our messaging. KHS will select a spokesperson to take part in our public service announcement that is a credibly recognizable in the community, especially in our communities of color.

**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.**

KHS will leverage existing relationships with community partners and gate keepers including Promotoras and community outreach workers at Family Resource Centers to coordinate and share media campaign material. KHS has met with leaders from the African American community and members of the Latino COVID-19 Task Force and will continue to work closely with them. We are also partnering with Supervisor Leticia Perez, Bakersfield College, Dignity Health, and Hall Ambulance to offer COVID vaccinations door to door in neighborhoods with low vaccination rates. We will also work closely with other local community partners to support their COVID vaccination 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.**

The plan has an ongoing relationship with the local Public Health Department and will continue to collaborate, and coordinate efforts to learn what is working, share response plan ideas, discover new ideas for best practices, and work together to prevent duplication of efforts and strive for efficiency. KHS works closely with the KCDPH, such as Black Infant Health Program and the COVID-19 Task Force, to develop messaging and materials for our members and they participate in several KHS committees that develop and review COVID vaccination member campaigns.

**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.**

KHS will continue to support local vaccination providers such as urgent cares, pharmacies, PCPs, hospitals, and other community providers as well as supporting the expansion of the current provider network. KHS will use all available sources of data, including network vaccination providers, and known vaccination locations, to identify trends and gaps that address member vaccination needs as well as forecast future capacity expansion needs. KHS will work to

build network vaccination providers and support community vaccination programs based on the capacity forecast.

**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.**

KHS provides member transportation for vaccine appointments, collaborates and supports rural community partners, and will provide outreach that will inform members of these access points. KHS will provide a letter to members that will include the address of the vaccination site nearest to their residence with the use of geo-mapping or their PCP information if their PCP offers the vaccine. KHS Member Services staff assists with access challenges, and the MyTurn scheduling call center provides vaccine dissemination to homebound members. KHS will collaborate with providers to address the more challenging access issues. KHS contracts with Language Line to meet the language needs of KHS members.

**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.**

60% of KHS network providers are participating vaccination providers. The KHS Business Intelligence team will provide analysis to identify possible access issues related to network providers who are not vaccine providers.

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

KHS will collaborate with PCPs and clinics to encourage their assigned members to get vaccinated. KHS will provide a list of unvaccinated members to their assigned PCP. KHS will support providers with their member outreach efforts such as mailings that include the PCP's contact information or other vaccine location information near the member's residence. Encourage providers to discuss the importance of COVID vaccinations with their patients.

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

KHS will create an incentive program for providers whose vaccination rates are increased in order to encourage providers to enroll. KHS will include pharmacies

in this incentive effort. KHS will address potential challenges providers may have that prevent their participation. If possible, KHS will provide supportive solutions to close the provider enrollment gap.

**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.**

KHS has met with leaders from the African American community and members of the Latino COVID-19 Task Force and will continue to work closely with them. KHS is supporting the Latino COVID-19 Task Force as they provide vaccination pop-up clinics throughout Kern County. We are also partnering with Supervisor Leticia Perez, whose effort targets low income populations and minority dominated neighborhoods, Bakersfield College, Dignity Health, and Hall Ambulance to offer COVID vaccinations door to door in neighborhoods with low vaccination rates. We will also work closely with other local community partners to support their COVID vaccination efforts.

**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.**

KHS Member outreach efforts will include vaccination locations near their residence or their provider's contact information if they are a vaccine provider. KHS will track closely different strategies (Pop up sites, door to door campaigns and provider locations) in pursuing members in communities with low vaccination levels. Several approaches will be examined to determine each approaches effectiveness. KHS will also promote community vaccination events on the KHS Website and social media. KHS will contract with a community provider to answer questions over-the-phone related to the importance of COVID vaccinations, vaccine safety, to dispel any myths and where to get the vaccine. KHS is supporting the Latino COVID-19 Task Force as they provide vaccination pop-up clinics throughout Kern County. We are also partnering with Supervisor Leticia Perez, Bakersfield College, Dignity Health, and Hall Ambulance to offer COVID vaccinations door to door in neighborhoods with low vaccination rates.

**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.**

KHS will partner with home-health agencies to provide COVID vaccinations to homebound members. KHS member facing staff will assist homebound members to schedule appointments via the MyTurn website.

**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.**

Access is critical to our vaccine campaign's success. KHS will encourage a critical threshold of pharmacies, strategically dispersed near or in areas where members reside, to participate in the campaign to provide vaccinations onsite.

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

KHS is supporting the Latino COVID-19 Task Force as they provide vaccination pop-up clinics throughout Kern County. We are also partnering with Supervisor Leticia Perez, Bakersfield College, Dignity Health, and Hall Ambulance to offer COVID vaccinations door to door in neighborhoods with low vaccination rates.

**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.**

KHS will continue to use claims data, pharmacy data, CAIRs data from the State and DHCS real time data to continuously update internal reporting.

**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.**

Providers giving vaccines will receive reports updating their assigned member's progress to becoming fully vaccinated.

**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.**

KHS will continue to use multiple data sources to identify members who are vaccinated in order to address possible gaps that can be addressed. KHS will utilize other sources such community partners who are canvassing areas that include plan members, inpatient hospital data, emergency department data, and urgent care data.

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

KHS will collaborate with community partners to identify trends of vaccine hesitancy and coordinate messaging that will dispel vaccine myths and fears. KHS will also use internal member facing staff to gather information on vaccine hesitancy and create scripts for staff to use to assist with dispelling myths and fears.

**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.**

KHS will forward member data (proof of vaccination) to our gift card vendor who will fulfill the member incentive. KHS will track incentive distribution in the KHS system to prevent incentive duplication.

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

KHS will use persuasive messaging and not directive messaging that will not pressure members to receive the vaccine. Utilize community partners and providers to answer questions so members can make an informed decision. KHS staff will use scripts that will encourage vaccination and seek to dispel fears and myths.

**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.**

KHS will coordinate efforts with subcontractors, such as Kaiser, to encourage vaccinations. We will ask KP to see their plan to increase vaccination rates for our member's assigned to them. Using resources available for tracking and recording members who have received their vaccination will be used to determine KP's effectiveness.

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

Direct member vaccine incentives are a planned strategy. KHS will forward member data (proof of vaccination) to our gift card vendor who will fulfill the member incentive. KHS also plans to offer vaccinations at an onsite event where members will drive thru for their vaccine and receive the incentive at the time of vaccination.

- 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.**

See attached KHS Direct Member Incentive Vaccine Plan.