

**DEPARTMENT OF HEALTH SERVICES**

714/744 P Street  
P.O. Box 942732  
Sacramento, CA 94234-7320  
(916) 657-0258



November 2, 2000

**Medi-Cal Eligibility Branch Information Letter No.: I-00 - 19**

TO: All County Welfare Directors  
All County Administratives Officers  
All County Medi-Cal Program Specialists/Liaisons  
All County Public Health Directors  
All County Mental Health Directors

Medi-Cal Managed Care Division's (MMCD) All-Plan Letter No. 00008 Importance of Increased Outreach to New Eligibles under the Section 1931(b) Program.

The purpose of this letter is to inform counties that, under the direction of the Department, Medi-Cal Managed Care Plans (MCPs) are asked to conduct outreach activities to encourage enrollment in Medi-Cal. Enclosed is a copy of MMCD's All-Plan Letter No. 00008 for your review. As you know, as part of the Statewide 1931(b) outreach efforts, counties have formed partnerships with community-based organizations (CBOs) in a coordinated effort to inform and educate potential eligibles about the changes in Medi-Cal. MCPs are also encouraged to work with CBOs in their education efforts.

Under State laws, all MCPs must submit their marketing materials to the Department for approval before they can use them for their outreach and education efforts. If you have any questions regarding the MCPs' outreach activities, please contact the Plan Management Branch, MMCD at (916) 657-0025.

Sincerely,

ORIGINAL SIGNED BY

Glenda Arellano  
Acting Chief  
Medi-Cal Eligibility Branch

cc: Mr. Stephen Kessler, Chief  
Plan Management Branch  
714 P Street, Room 1400  
Sacramento, CA 95814

Enclosure

**DEPARTMENT OF HEALTH SERVICES**

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August 15, 2000

MMCD All-Plan Letter 00008

TO: Medi-Cal Managed Care Plans

SUBJECT: IMPORTANCE OF INCREASED OUTREACH TO NEW ELIGIBLES  
UNDER THE SECTION 1931(b) PROGRAM

**PURPOSE**

The purpose of this letter is to strongly encourage Medi-Cal managed care plans (MCPs) to conduct increased outreach to potential new enrollees resulting from changes to the Section 1931(b) Program. The Medi-Cal Managed Care Division's (MMCD) All-Plan Letter 00007 (dated July 5, 2000) recently advised MCPs that adults who are newly eligible for Medi-Cal under the Section 1931(b) Program will be required to enroll in Medi-Cal managed care in Two-Plan Model and Geographic Managed Care counties.

**BACKGROUND**

As indicated in MMCD All-Plan Letter 00007, changes to the Section 1931(b) Program were mandated by Senate Bill 708 (Chapter 148, Statutes of 1999). This bill amended Welfare and Institutions Code Section 14005.30 to allow the Department of Health Services "to adopt less restrictive income and resource eligibility standards and methodologies." As a result, many more adults will become eligible for no share-of-cost Medi-Cal. Adults in the Section 1931(b) Program are working parents with incomes less than 100 percent of the Federal Poverty Level.

The Department has estimated that this change to the Section 1931(b) Program will make approximately 250,000 adults newly eligible for Medi-Cal with no share of cost. This translates into a large number of potential new members for Medi-Cal MCPs.

**FURTHER DISCUSSION**

As you know, individual counties and the Department have been conducting outreach since April 2000 to parents who may now be eligible for no share-of-cost Medi-Cal through the Section 1931(b) program. The Department supplied counties with fliers for newly eligible beneficiaries. The Department is also sending notices to



parents of children in the percent of poverty aid categories. These notices not only inform parents of their children's new mandatory enrollment status for Medi-Cal managed care, but also encourage parents to find out whether they may now be eligible for Medi-Cal through the Section 1931(b) Program. The Department also sent information to more than 2,000 community-based organizations (CBOs) regarding these changes.

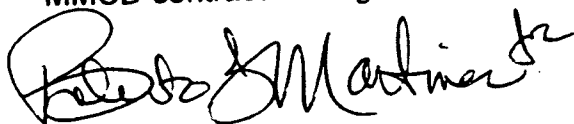
### **Outreach Suggestions for MCPs**

These newly eligible beneficiaries represent a significant enrollment opportunity for Medi-Cal MCPs, and the Department strongly encourages MCPs to conduct targeted outreach to this group. Outreach opportunities that plans may consider include, but are not limited to, the following:

- Educating contracted providers regarding the change to the Section 1931(b) Program and encouraging them to make Department-approved plan marketing materials available to these potential new members. Primary care providers are often already in contact with these parents through their children.
- Partnering with appropriate CBOs in MCP service areas in education efforts to reach these newly eligible beneficiaries.
- Developing fliers for use at family-oriented community events attended by these potential members.

Although new or modified marketing and outreach activities and materials must be reviewed and approved by the Department, MMCD will review any plan submissions related to Section 1931(b) Program outreach on an expedited basis. *Please be sure to prominently note the need for expedited processing at the time of submission.*

MMCD will provide plans with the fullest possible support of outreach activities focused on these newly eligible beneficiaries who will greatly benefit from the comprehensive healthcare services provided through Medi-Cal MCPs. If you have any questions about the information or suggestions in this letter, please contact your MMCD contract manager for assistance.



Susanne M. Hughes  
Acting Chief  
Medi-Cal Managed Care Division