

**HEALTH PLAN OF SAN MATEO
COMMUNITY ADVISORY COMMITTEE MEETING
Meeting Minutes
Wednesday, July 16, 2025
801 Gateway Blvd. – 1st Floor Boardroom
South San Francisco, CA 94080**

Committee Members Present: Rob Fucilla, Kathryn Greis, Ligia Andrade-Zuniga, Marmi Bermudez, Amira Elbeshbeshy, Jill Dawson, Kay Lee, Ana Giulia Serra

Committee Members Absent: Kathryn Greis, Angela Valdez, Hazel Carillo, Ana Avendano Ed.D., Lizelle Lirio de Luna

Staff Present: Megan Noe, Amy Scribner, Kiesha Williams, Luarnie Bermudo, Mykaila Shannon, Charlene Barairo, Mackenzie Munoz, Michelle Heryford, Veronica Alvarez

- 1.0 Call to Order/Introductions:** The meeting was called to order by Amira Elbeshbeshy at 12:07 pm, a quorum was met.
- 2.0 Public Comment:** There was no public comment.
- 3.0 Approval of Meeting Minutes for April 16, 2025:** The minutes for April 16, 2024, were approved as presented. **Fucilla / Williams MSP**
- 4.0 Consent Agenda:** The consent agenda was approved as presented. **Fucilla/ Andrade-Zuniga MSP**
- 5.0 HPSM Operational Reports and Updates:**
 - 5.1 Introduction of new CAC Members: Ana Giulia:** Community Health Advocate with San Mateo County Health Coverage Unit, focusing on the Brazilian Portuguese-speaking community. **Jill Dawson:** Health Services Manager for Aging and Disability Services, overseeing in-home supportive services, enhanced care management, and community supports, serving approximately 9,000 people. **Ankita Tandel represents Lizelle Lirio de Luna:** Acting Director for Family Health Services (representing Liselle), overseeing WIC, home visiting programs, and CCS. **Kay Lee:** Executive Director of Burlingame Adult Day Healthcare, serving older adults with various health conditions, aiming to rebuild the network within the county, and the current board president of the California Association for Adult Day Services.
 - 5.2 Leadership Report:** Amy Scribner reports:
 - Monitoring federal-level changes, some expected, some unexpected.

- Unexpected changes regarding Planned Parenthood took effect immediately on July 4th.
 - A 14-day stay is in place to allow continued services.
 - The team met with local Planned Parenthood; ~3,800 members receive primary care there.
 - Monitoring closely and developing a course of action. Potential vote on Friday.
 - State budget approval pending federal-level updates, expected in September.

5.3 Health Ed. Programs & Plan Marketing Materials:

- Overview of programs categorized by focus areas: preventive care, risk reduction, healthy lifestyle, and chronic condition management.
- Communication channels: HPSM website, social media, member newsletters, member mailers, outreach calls, and community events.
- Feedback requested on new member materials:
 - 7 to 11 well visit mailer
 - "Wow Baby" package (materials and resources from First5)
 - Cancer screening reminder letters
 - Diabetes management package (newsletter, 90-day medicine supply info, statin medicine info)
- QR code and email link provided for feedback survey.
- HPSM website updates in progress for diabetes, tobacco, mental health, and child health, aligning content with member newsletters.
- **Open Discussion:**
 - **Marmi Bermudez:** Issues encountered with newborn automatic enrollment in Medi-Cal. Suggests education for pregnant moms on the process and simplified flyer detailing the referral process.
 - **Robert Fucilla:** Most members are over 65 and not friendly with computer services and QR codes. Phone and Mail still needs to be first and foremost.
 - **Anna Giulia:** How many languages will the material be provided on? My parents are like Portuguese monolingual clients from Health plan and they did receive the cancer screening and they're a little bit freaked out and are more concerned.
 - Materials are translated into threshold languages (English, Spanish, Chinese, Tagalog).
 - Considering adding Portuguese as a threshold language (goal of implementation at the end of Q1 2026).

- Language taglines are included in all materials, indicating how to request in other languages.
- **Amy Scribner:** If members want materials in a different language, they can call the call center to update their system.
- Update spoken language in our system so that our call center will actually speak to that member in that spoken language.
- **Question:** Are there any internal tracking as far as like members not picking up the phone, hang ups and things like that?
 - Internal systems log the outcome of each outreach call.
- **Ligia Andrade- Zuniga:** People don't know that they can receive just like one pamphlet or one piece of information that may not be available in their language, like in Portuguese or another language that is not one of the, you know, more broadly spoken here in the county.
 - Member services educates new members on services and benefits, using LanguageLine as needed. Members can request information in another language (verbally and in the member evidence of coverage).
- **Jill Dawson:** How many folks are using the TTY line?
- **Joy Dienla:** member newsletter reaches all households in our membership.
- **Member Newsletter:**
 - Four mailings annually with timely and well-planned messaging.
 - Incorporates call center feedback and website links.
 - Four thematic issues in 2025: Regulatory, Support to Stay Healthy, Kids (0-12 & 13-21), and Benefit messaging.
 - Includes graphics, easy-to-read formatting, and clear contact information.
 - Teen newsletter features youth-friendly language.
 - QR code planned for teen newsletter to download contact information.
 - Invitation to be added to the mailing list (email marketing@hpsm.org with language preference).
 - **Amira:** Visibility is also important and the campus is at San Mateo County. The new link building will be built. It would be great to see like an HBSM health education corner somewhere in the hospital.

- Testing out some of the numbers in the past several months and trying to get some specific services for her clients but she hasn't had any success with the phone numbers
 - Share feedback with the communications workgroup to ensure numbers allow messages and that callbacks are handled appropriately.
 - Members of the CAC to be added to the mailing list for the newsletter.
- **CAC Recruitment Campaign**
 - Building a campaign to promote transparency and accountability.
 - Involves studying the audience, creating key messages, visual assets, communication channels, and engaging community partners.
 - Call to action to be provided at the end.

Action Items:

- **MacKenzie:**
 - Provide email addresses to Joy for mailing list.
- **Amy Scribner/Charlene:**
 - Review newborn automatic enrollment process and create a simplified flyer detailing the referral process.
 - Share data with Jill Dawson regarding TTY line use.
- **Communications Workgroup:**
 - Ensure phone numbers in materials allow messages and review callback procedures.
 - Add CAC members to the mailing list for the member newsletter.
 - Create an HPSM org chart.
- **Mailing Address Request:** Participants will receive a request for their mailing addresses to receive materials via mail.
- **Material Feedback:** Materials are considered fantastic and proactive.
- **Phone Number Concerns:** Some phone numbers listed in the materials do not allow messages or callbacks. A specific number (2060 for case management and integrated care) has not resulted in any call backs.
 - **Action Item:** Communications workgroup to review phone numbers, ensure message capabilities, and understand callback procedures.
- **Internal Communications:** Request for an HPSM Org chart to better navigate the organization.
 - **Action Item:** Discuss internally within work group.

- **Material Visibility:** Suggestion to increase visibility of materials in physical locations like San Mateo County campus, Ron Robinson Health Center, and the South San Francisco Clinic.
 - **Action Item:** Follow up regarding health education corner.

Newsletter Distribution: Encourage broader distribution of the HPSM newsletter to HSA benefits analysts and hospital staff

5.4 Grievance & Appeals Report:

- **Membership:** Slight increase in overall membership.
- **Grievance Volume:** Increased for Care Advantage, Medical, Healthworks, and ACE.
- **Complaint Rates:** Outside of the goal for most programs. Medical is very close to the goal.
- **Care Advantage Grievances:** Primarily related to customer service and transportation. No specific trends in access issues.
- **Timeliness:** Resolution timeliness is above goal at 97.5%.
- **PCP Changes:** Number increased from Quarter 1 but still lower than 2024.
- **Types of Grievances (Care Advantage):** Customer service, quality of care, and billing.
- **Types of Appeals (Care Advantage):** Prescription drugs, DME, and ancillary services.
- **Types of Grievances (Medi-Cal):** Customer service, quality of care, and billing.
- **Types of Appeals (Medi-Cal):** DME, other services, therapy, and specialists.
 - **Customer Service:** Applicable to providers and HPSM.
 - **Quality of Care:** Focused on provider groups.

Action Item: Distribute G&A report to the group after the meeting

5.5 Provider Service Report: CAC PS Update

- Contracts team successfully added HERS Breast Cancer Foundation to our network, expanding access to high-quality breast orthotics and prosthetics services in the Bay Area. (8 months contracting discussion and negotiation). HERS is a nonprofit organization that has served the community since 1998, offering post-surgical products such as customizable breast prostheses, specialty bras, compression garments, wigs, and services are delivered by Certified Breast Care Specialists. Their clinics locate in Fremont, San Leandro, and Livermore. Journey Health, our first in-network CHW provider in-network partnering with Stanford for care navigation and social support.
- Clarity Pediatrics, recently joined HPSM Behavioral Health network. Clarity Pediatrics provides non-medication ADHD therapy for youth, offering our youth members an alternative treatment option for ADHD, supporting those who are not yet ready to pursue medication therapy. Aside from providing youth therapies, they also provide Parent Behavioral Training (PBT) to further support families and youth in managing their ADHD. They work closely with many of our partners.

- BH Provider-Mills Perinatal provides comprehensive, specialized care for expectant mothers and their families, with a focus on delivering the highest standards of perinatal and maternal behavioral healthcare. Their team works closely with providers, OB's, and pediatric specialist to ensure that our members have access to Perinatal education, support groups and BH therapies through pregnancy and beyond. They are outreaching to our partners at the provider level to ensure that our network knows that this service is available to our members. We are working with PHM on getting the word out to our Provider Network.
- Grants deployed across PCP network (10-15 grants so far)
- Rate increase across network deployed as of July 1st.

5.6 Member Services Report:

- **Membership:** Serving 152,000 members across all lines of business. Slight increase in Medi-Cal members (0.37%).
- **Medi-Cal Redeterminations:** Minimal terminations since January 2025 (6.43% determination rate).
- **Medi-Cal Welcome:** Facilitated 1,537 primary care assignments.
- **Staffing Update:** All Customer Service Navigator positions have been filled. Hired a second quality monitoring analyst.
- **Phone System:** Advancing the development of more 59 phone systems models. Working on workforce management implementation and finalizing reporting capabilities.
- **Pediatric Health Risk Assessments:** Completed 55 HRAs.
- **Community Events:** Participated in events, including the Health and Wellness Health Fair.

5.7 CareAdvantage Report:

- **Membership:** Positive membership growth. Enrolled 305 and disenrolled 222.
- **Disenrollment Reasons:** Death, relocation, and plan changes.
- **Default Enrollment Pilot:** 24% of Q2 enrollments are due to default enrollment. 77% retention rate.
- **Community Presence:** CareVantage Medicare specialists present in the community.
- **Call Center Updates:** Top 5 reasons for incoming calls are bills, Part B benefits, provider network information, transportation, and authorizations.
- **Transportation Reminder:** Members must call 48 hours in advance to schedule rides.
- **CMS Monitoring:** Completed the 2025 CMS Prospective Call center monitoring.
- **Staffing Update:** CareVantage Navigator Spanish speaking position is filled, and they are fully staffed.

6.0 New Business: There was no new business.

7.0 Adjournment: The meeting was adjourned at 1:34 pm by Amira Elbeshbeshy.

Respectfully submitted:

V. Alvarez

V. Alvarez

Clerk to the Commission