



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: October 15, 2014
Board Meeting Date: November 18, 2014
Special Notice / Hearing: None
Vote Required: 4/5ths

To: Honorable Board of Supervisors

From: Jean S. Fraser, Chief, Health System
Srija Srinivasan, Director of Strategic Operations

Subject: Agreement with California Health Benefit Exchange

RECOMMENDATION:

Adopt a Resolution authorizing:

- A) An agreement with California Health Benefit Exchange to participate in the Covered California Navigator Program for the term of October 1, 2014 through June 30, 2015, in an amount not to exceed \$300,000; and
- B) An Appropriation Transfer Request recognizing unanticipated revenue in the Health Coverage Unit of \$300,000 from Covered California and making corresponding appropriations in Services and Supplies (\$265,000) and Salaries and Benefits (\$35,000).

BACKGROUND:

Covered California is the state's health insurance marketplace established as part of California's implementation of the federal health reform law, the Affordable Care Act. On June 30, 2014, Covered California released a Request for Applications for community-based entities to compete for funding to perform outreach and enrollment assistance to consumers eligible to obtain subsidized coverage. The Health System submitted a proposal that involves the Health Coverage Unit (HCU) and four community partner entities conducting a coordinated outreach and enrollment assistance strategy targeting San Mateo County residents eligible to receive subsidized coverage through Covered California. HCU learned on September 15 that its proposal was selected for a \$300,000 grant.

DISCUSSION:

The contract with Covered California delineates HCU's responsibilities for coordinating the local outreach and enrollment assistance campaign, partnering with Covered California on efforts to reach San Mateo County residents, and achieving a target of

1,250 consumers enrolled in a health insurance plan. The bulk of the work will occur in the lead up to and during the November 15, 2014 through February 15, 2015 Open Enrollment period. Some follow-up work, including assisting consumers who qualify to enroll outside the Open Enrollment window due to change in circumstance (e.g., loss of employer-sponsored health insurance), will continue through June 30, 2015.

This Appropriation Transfer Request (ATR) allows HCU to accept this unanticipated revenue and carry out the coordinated campaign proposed for the grant. The grant funds are primarily directed to contracts with community-based entities, two of which will amend existing contracts and two that are new contracts at expenditure levels able to be approved by the Chief of the Health System. Grant funds will also be used to contract with a campaign director and for communication expenses such as signage for our enrollment assistance sites, printing and mailing expenses. Finally, a portion of the grant funds will be used to cover the cost of HCU staff performing enrollment assistance at special enrollment events, community locations and/or during extended or weekend hours.

The Resolution contains the County's standard provisions allowing amendment of the County's fiscal obligations by a maximum of \$25,000 (in aggregate). The agreement and Resolution have been reviewed and approved by County Counsel as to form.

Approval of this agreement contributes to the Shared Vision 2025 outcome of a Healthy Community by ensuring that residents enroll in available health insurance. Maximizing health insurance coverage promotes residents' health and financial security by promoting access to needed healthcare and assuring protection from financial ruin should they require extensive healthcare services. It is anticipated that 1,250 residents will enroll in Covered California coverage.

PERFORMANCE MEASURE(S):

Measure	FY 2014-15 Estimated	FY 2015-16 Projected
Number of residents assisted in completing enrollment in a Covered California health plan	1,100	1,250

FISCAL IMPACT:

The term of the agreement is October 1, 2014 through June 30, 2015. The amount of the agreement is not to exceed \$300,000. There is no Net County Cost associated with this agreement. Through Board acceptance of this Appropriation Transfer Request, \$300,000 will be appropriated to the HCU FY2014-15 Adopted Budget.