

MODERNIZING



Improving Program Performance, Processes and Participation

Placer County Health and Human Services

September 5 & 6, 2012

Placer County

Population 348,432 (40% increase since 2000 vs. 10% statewide average)

Education

- * High School graduation Placer = 92.5% v. CA = 80.5%
- * Bachelor's Degree Placer = 33.5% v. CA = 29.7%
- * Non-English in home Placer = 13% v. CA = 42%

Economics

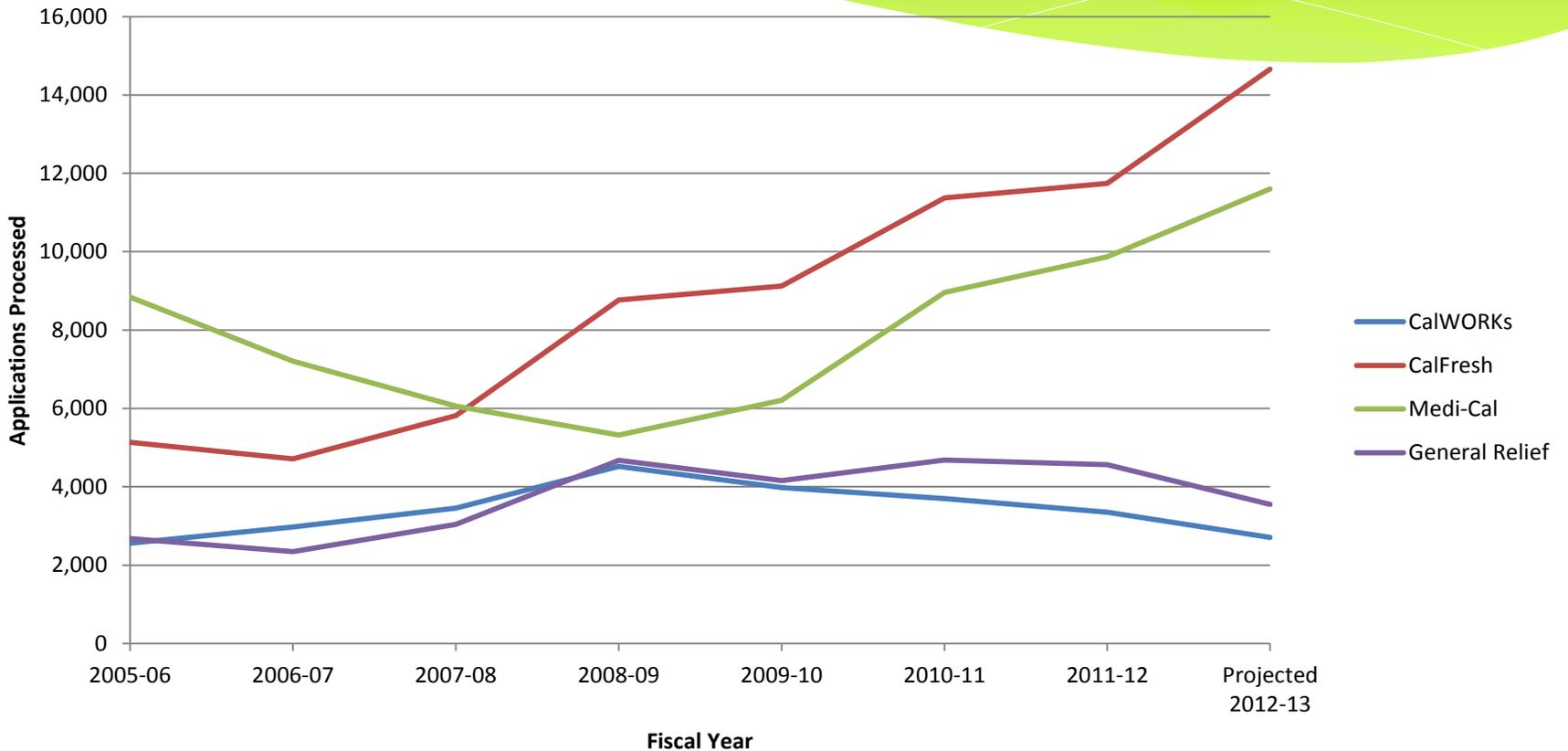
- * Homeownership Placer = 73.9% v. CA = 57.9%
- * Median Income Placer = \$70,751 v. CA = \$58,925
- * Children in Poverty Placer = 6.6% v. CA = 17% (Placer ranked 1)

Health Indicators (MATCH Report)

- * Health Outcomes Rank 3
- * Health Factors Rank 2
- * Health Behaviors Rank 3
- * Clinical Care Rank 4
- * Social & Economic Factors Rank 1

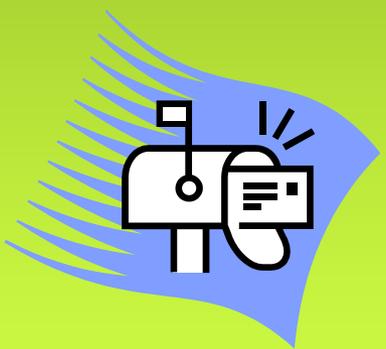
CalFresh Demand

Placer County HS Applications by Program



“Perfect Storm”

- * Competition from Private Sector
- * Increased demand with decreased resources
- * Recession expanding need to those who never accessed public assistance
- * Ranked 39th with only 42% eligible on CF



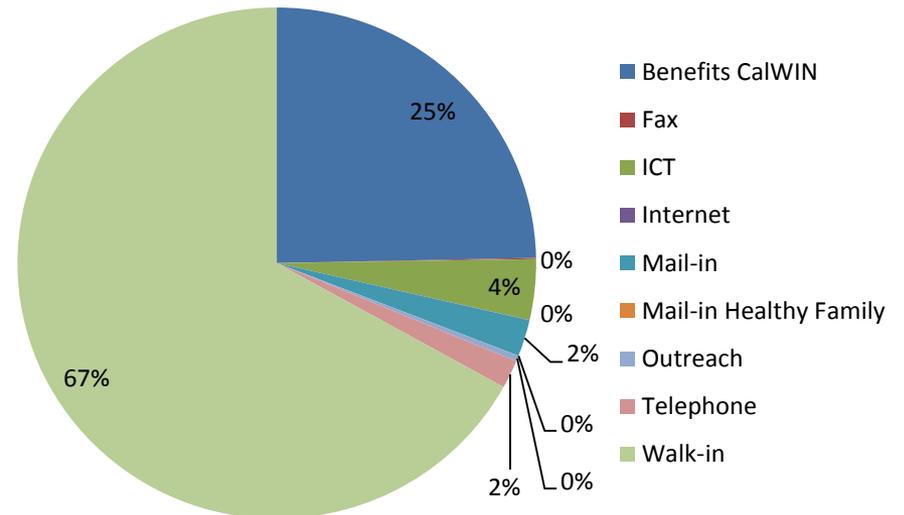
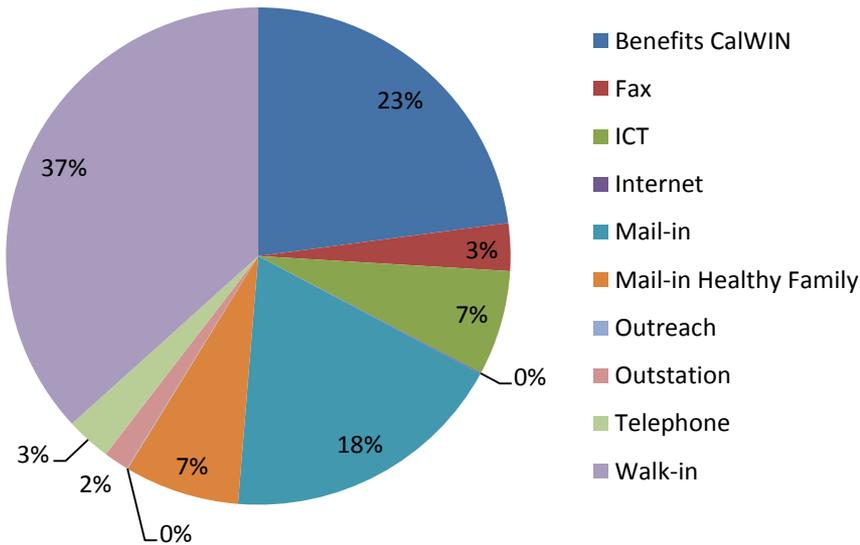
Service Improvements

- * Same Day CalFresh application processing
 - * Targeted outreach: seniors, employers and current Medi-Cal recipients
 - * Partner with local organizations; county PCs for online access
- * Face to Face Waiver at application and renewal
- * CalFresh and Medi-Cal
 - * 45% of CalFresh recipients also receive Medi-Cal
- * Online applications – Benefits CalWIN
- * Lobby Visitor Experience Management
 - * Lobby greeter –lobby phones and PCs for call center and online apps
 - * Kiosk – changed language used; benchmarked wait time to 20 minutes
- * Service Center
 - * Task based approach to ongoing benefits maintenance
 - * Call Center – all programs; applications and current recipients
 - * Queue number and ETA; call back option; Chat function in process
 - * Real time tracking of service levels

Applications by Source

Total Medi-Cal Applications Received to date Fiscal Year 2011-12

Total CalFresh Applications Received to date Fiscal Year 2011-12



Phone Intake and Interviews

- * Call Center:

- * 12% of callers; call averages 24 minutes -16 minutes longer

- * Offer caller choice:

- * Direct to BCW or will mail application

- * Will complete SAWS and schedule phone interview

- * Have recording of verbal consent

- * BCW

- * Offer phone or face to face interview – 65% chose phone

- * Scan and email, fax or smartphone photo signature page

- * Walk Ins

- * Choice of face to face or phone interview; lobby access to BCW

Phone Interview Process

- ✓ Receive notification via TMT of application and interview time
- ✓ Retrieve application
- ✓ Call client for interview process – schedule 30 minutes for appointment
- ✓ Enter information in CalWIN
- ✓ If client does not have all necessary documents to authorize benefits, client is mailed a checklist with a return date to provide within 10 days
 - Set CalWIN alert for follow up
- ✓ Print SOF and all necessary forms and mail, email, fax to client
- ✓ If no missing information:
 - Grant/Deny benefits
 - Make case comments
- ✓ If case granted:
 - Check MEDS
 - Change the TMT status to “completed”
 - Make case comments
- ✓ If no verifications received within the 10 days, then send out the denial notification
 - Make case comments
 - Mark task complete
- ✓ If the client requests EBT pick up, then issue EBT Card

Phone Renewal Interviews

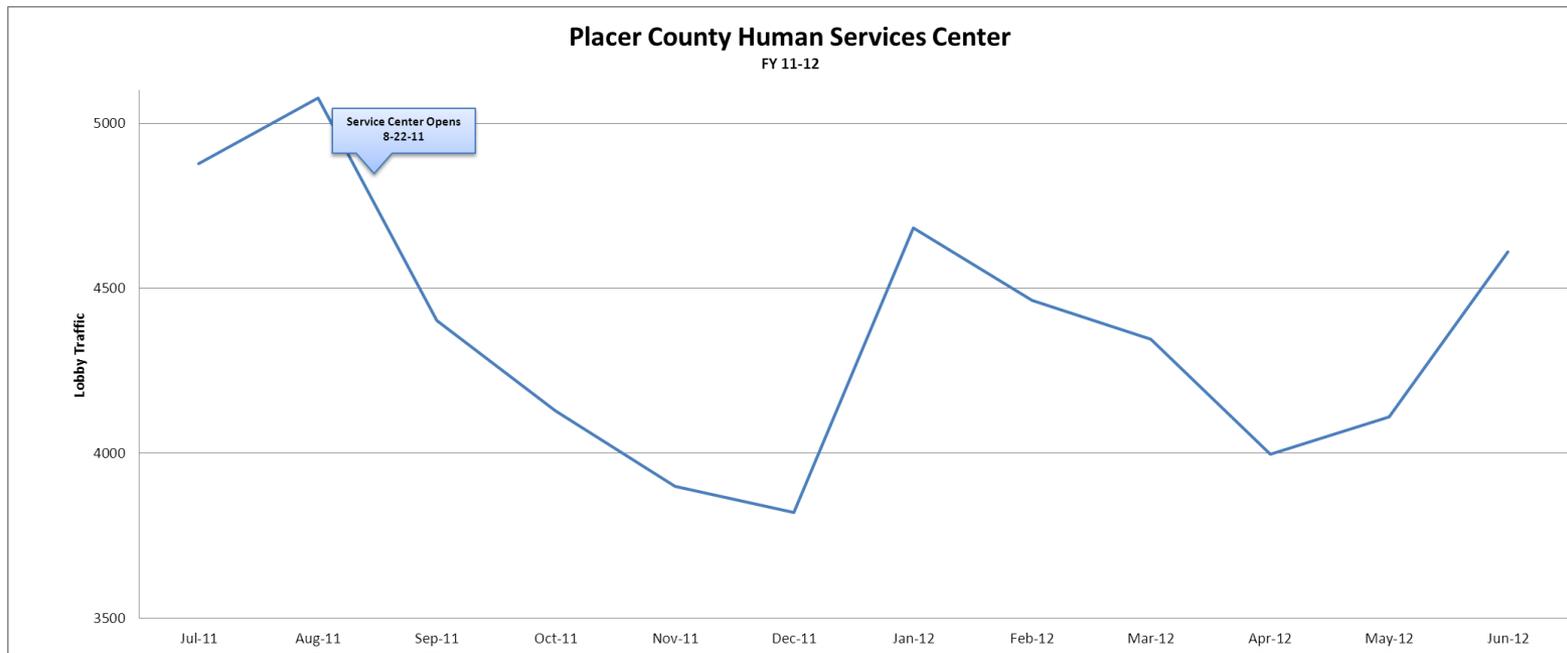
Retaining CalFresh Recipients

- * Designated staff to:
 - * Mail out renewal packets including phone interview date and time letter
 - * Schedule appointments on eligibility staff calendar
- * 100% Renewals excluding General Relief are opting for phone renewal interview

Impact

- * 2011-2012
 - * Applications up 14%
 - * Lobby visits down 22%
 - * Timeliness up overall to 92%; for BCW at 94%
 - * CalFresh eligibles up from 42% to 55%

Lobby Traffic



Challenges

- * Same Day Processing Walk In Success; have done same day and next day BCW processing
- * Learning from BCW success at using all communication means available with applicants
- * Digital signature
- * Medi-Cal simplification -57% BCW applications CF/MC
- * Aligning CF and MC renewal dates