

# DIRECTOR'S REPORT

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## Last Call for Covered California

March is the final month for open enrollment for those who don't qualify for Medi-Cal and will need to enroll in health insurance through Covered California. It is important for all of us to make every effort to personally get the word out to those who seek care in our delivery system and those who live, work or play in the communities we serve. I believe the most effective communication is personal between uninsured individuals and those whom they trust. As health care workers, we all have credibility in our communities as a source of health information, and I encourage you to use that credibility to get the word out this month.



William B. Walker, MD  
CCHS Director

## Enrollment Events

Health Services in partnership with the Employment and Human Services Department (EHSD), the Community Clinic Consortium, LaClinica, John Muir, Sutter Delta, Kaiser Permanente and other community-based organizations sponsored very successful enrollment events recently at Meadow Homes Elementary School in Concord and at Fremont Elementary School in Antioch where dozens of individuals were enrolled in Medi-Cal or Covered California. Healthy Richmond, the California Endowment initiative in Richmond, is coordinating enrollments events in West County along with other organizations. Please help us get the word out and refer to the list of upcoming events throughout the county on our website at [cchealth.org/jaca](http://cchealth.org/jaca) where you will also find flyers and other informational materials. We are also using social media—Twitter and Facebook—to get information out.

## Media Outreach

Covered California and other entities are sponsoring intense media outreach, some of which is targeting the Latino, African-American, Asian Pacific Islanders, lesbian, gay, bisexual and transgender (LGBT) communities. Last month Covered California announced new television advertisements that began airing statewide in both English and Spanish. The hope is that most uninsured residents will get covered.

California has been one of the most successful states in getting Medi-Cal expansion and the health benefit exchange off the ground. As

## DID YOU KNOW?

March 31  
is the last day of  
Covered California's  
open enrollment period?

you know, there have been many technical difficulties with the online enrollment application, and in spite of the difficulties, the latest figures show that more than 900,000 people have enrolled in a health plan through Covered California, and another 2 million have enrolled in Medi-Cal or been deemed eligible for Medi-Cal. In Contra Costa, more than 22,000 residents signed up for health insurance on the state benefit exchange through January. While these figures show encouraging progress, we know there are still many residents in the county and around the

state who have not signed up.

I have said many times that this is the most monumental change in the health care system in the last 50 years. Its importance will only be evident by successfully enrolling all who are eligible. This is an opportunity we have long awaited and together we can help Contra Costa to get covered.

Thank you all for your efforts.



William B. Walker, M.D.

### Health Care Reform Resources

As the county health system, we are committed to ensuring the residents of Contra Costa are informed about what the Affordable Care Act (ACA) offers. The ACA, also known as Health Care Reform or Obamacare, means more people will have access to affordable health insurance. For more information and links to helpful resources like a calendar of upcoming events, please visit our website: [calendar](#)



Contra Costa Health Plan and its staff were given high marks by the NCQA.

### Health Plan Receives Prestigious Accreditation from NCQA

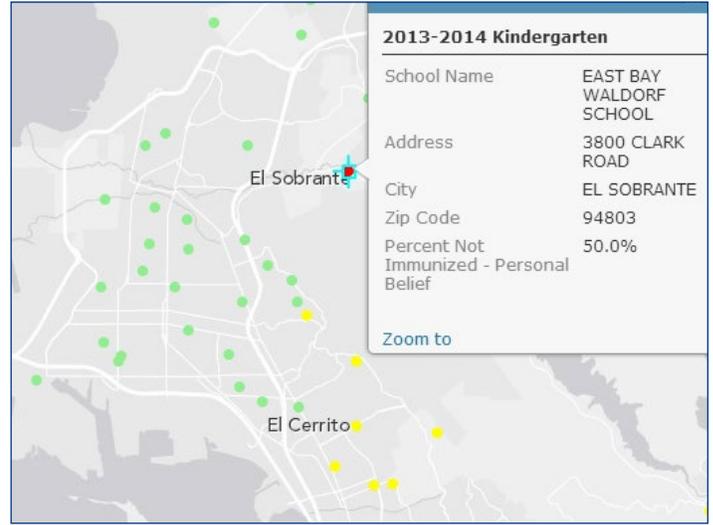
The National Committee for Quality Assurance (NCQA), a national not-for-profit organization that rates the quality of health plans, accredited the Medi-Cal product provided by our Contra Costa Health Plan (CCHP) this month. The accreditation puts CCHP in an elite group—very few public plans have earned NCQA accreditation. “This rating is a prestigious stamp of approval, and important to health plans in the same way the Joint Commission on Accreditation of Healthcare Organizations is important for hospitals,” CCHP CEO Patricia Tanquary said. NCQA accreditation is the most rigorous and meaningful evaluation applied to a health plan’s programs for service and quality. CCHP Quality Director Kevin Drury and Project Manager Kathleen Dalziel led a team of managers through the year-long process of applying for accreditation. In 2014, CCHP will pursue NCQA accreditation for its Covered California exchange product, Patricia said.

For more information on CCHP, visit [cchealth.org/healthplan](http://cchealth.org/healthplan)

The next Director’s Report will be the April issue. Publicize your upcoming events and successes by sending information by March 24 to Kate Fowlie at 597 Center Avenue, Suite 255, Martinez 94553, fax 925-313-6219, or email [kate.fowlie@hsd.cccounty.us](mailto:kate.fowlie@hsd.cccounty.us). The Director’s Report is available online at <http://cchealth.org/topics/publications/> and on iSITE at <http://cchs/>



Erika Janssen of Contra Costa Public Health (left), city of Berkeley Health Officer Dr. Janet Berreman and Dr. Brad Buchman of University Health Services address the media about a possible measles outbreak at a Feb. 13 press conference.



A detail from the interactive map showing the school with the lowest percentage of immunized kindergarteners.

## Public Health Mobilizes After Measles Exposure to Prevent More Infections

Public Health and its regional partners led a massive effort last month to notify the public after thousands of people were potentially exposed to the measles virus on BART and at UC Berkeley. An unvaccinated UC Berkeley student who lives in Contra Costa County commuted to the campus while contagious with the disease before being diagnosed. The student is believed to have caught measles during a trip to the Philippines, where the disease is more prevalent. Our staff packed a tremendous amount of critical work into a small period of time: Interviewing and reviewing immunization records for the student and his close contacts, testing lab specimens, coordinating with state and regional partners, including BART, to share information and communicate with the public, and getting up-to-date information out to the region’s healthcare providers. Public Health later identified two more people infected with measles—both family members of the student who also were unvaccinated. Our staff also participated in a press conference to help alert the public about possible exposure.

For more information, see the [press release](#) in our newsroom at [cchealth.org/newsroom](http://cchealth.org/newsroom)

## New Online Tool Helps Track Immunization Levels at Local Schools

Public Health launched a new online tool this month that provides the public with data about immunization levels at schools and daycare facilities across Contra Costa County. The information is presented in two interactive online maps that mark the location of schools with colored dots that indicate the percentage of kindergarteners or preschoolers at the campus who lack state-required immunizations because of Personal Belief Exemptions (PBEs). The number of families who use PBEs to waive immunization requirements has grown in recent years. While the percentage of Contra Costa kindergartners with PBEs is lower than the state average, there are local campuses where as many as half of the students are not vaccinated against serious preventable diseases such as measles, polio and pertussis. “It takes only 10% of the population to opt out to create an elevated risk of outbreak that could affect anyone, including those who were vaccinated,” Immunization Coordinator Paul Leung said.

Visit [cchealth.org/immunization/school-iz-protect-all-of-us.php](http://cchealth.org/immunization/school-iz-protect-all-of-us.php) to view the maps or contact Paul Leung for more information at 925-313-6767.

## Behavioral Health Explores New Approach to Improve Consumer Access

A team of Behavioral Health Services employees recently participated in a week-long Value Stream Mapping event to consider how to improve consumer access to Mental Health, Homeless and Alcohol and Other Drugs programs. The session focused on how consumers access services, with an eye toward developing a seamless, integrated access system that ensures consumers can access all of the services they need from first contact. Participants applied value-mapping principles to the relevant processes in their programs' services, and surveyed consumers and staff to learn about their experiences with existing procedures. The team identified technological challenges, capacity issues and organizational challenges that, if addressed, will more effectively meet the needs of consumers. Recommendations included cross-disciplinary training for staff, development of a front-end triage process and a single Behavioral Health access line. The recommendations will inform future improvement work.



Behavioral Health's Value Stream Mapping team hard at work. The team identified ways to more effectively meet the needs of consumers.

For more information on Behavioral Health's improvement work, contact Cynthia Belon at [cynthia.belon@hsd.cccounty.us](mailto:cynthia.belon@hsd.cccounty.us)

## Health Centers' Ambulatory Care Redesign Efforts Showing Results

Teams from four health centers participating in our ambulatory care redesign (ACR) pilot, which began in June, are seeing improvements and continue to test ideas to deliver more consistent, timely and comprehensive care to patients. At the Concord Health Center, the redesign team has significantly reduced the third to next available appointment for two providers from 1-15 days to 4-5 days, and even lower at times. The Concord team has also reduced the patient no-show rate for the two providers, which was around 8% last July, to less than 5%. Meanwhile, the team at Martinez Health Center is now using diabetes registry reports to reach out to patients with overdue labs, the Pittsburg Health Center team has increased continuity among pediatricians, and the West County Health Center team has developed a wait-time board that updates patients when the clinic is running behind schedule and triggers the resource nurse to help out with clinic flow. In the coming months, the teams will continue to develop best practices and eventually expand their new standard care practices across their sites and across the system.

For more information about the ambulatory care redesign pilot, contact Dr. Chris Farnitano at [chris.farnitano@hsd.cccounty.us](mailto:chris.farnitano@hsd.cccounty.us)

## Press Event Kicks Off “Healthy Stores for a Healthy Community” Campaign

Representatives from health departments around the Bay Area participated in a media event at Contra Costa Regional Medical Center (CCRMC) earlier this month to kick off a new statewide health campaign. The Healthy Stores for a Healthy Community campaign—a collaboration of health departments in California, nonprofits and community groups—aims to improve the health of Californians through changes in the retail environment. At the March 5 press event at CCRMC, recently collected data was released showing that tobacco, alcohol and sugary drinks are still being promoted to youth. According to the survey data, nearly 85% of stores in Contra Costa that stock alcohol sold “alcopops,” highly potent, sweetened alcoholic drinks. Haven Fearn, director of our Alcohol and Other Drugs Services (AODS) program, warned that marketing of alcoholic beverages like alcopops to youth exacerbates the problem of underage drinking. Dr. Wendel Brunner, director of our Public Health Division, showed reporters a three-pack of watermelon-flavored cigarillos on sale for \$1 at a store across the street from a Pittsburg high school. “I don’t think there can be any doubt that these products are being targeted at kids,” Dr. Brunner said in a statement. Alameda, San Mateo, Santa Clara and Solano counties participated in the event at CCRMC along with the City of Berkeley.



Teens from Berkeley, Solano and Contra Costa counties spoke on how tobacco, alcohol and junk food are promoted to youth at the March 5 press event.

To view a video of the event visit our [website](#). For more information, contact Denice Dennis of the Tobacco Prevention Program at 925-313-6825, Fatima Matal Sol of AODS at 925-335-3307 or Tracey Rattray of the Community Wellness and Prevention Program about food issues at 925-313-6835.

## Community Forums for MHSA 3-Year Program This Month

Behavioral Health’s Mental Health Services program will hold a series of community meetings this month to share the findings of our needs assessment and results of our focus groups in preparation for drafting our Mental Health Services Act (MHSA) Three-Year Program and Expenditure Plan. At these sessions we will present Contra Costa’s prioritized mental health needs, as developed through consumer and family member focus groups, and discuss strategies for closing service gaps. Contributions from the community are welcome, and also vital to the process. We will hold three forums in Central, East and West Contra Costa County on March 19, March 25, and March 26.

For more information, email Warren Hayes at [Warren.Hayes@hsd.cccounty.us](mailto:Warren.Hayes@hsd.cccounty.us). To RSVP for a forum, contact Anita Kumar at [akumar@resourcedevelopment.net](mailto:akumar@resourcedevelopment.net) or 510-488-4345, extension 125.

## Forum Schedule

### Wednesday, March 19

3 p.m. to 5 p.m.

Department of Conservation and Development, 30 Muir Road, Martinez

### Tuesday, March 25

3 p.m. to 5 p.m.

Ambrose Center, 3105 Willow Pass Road in Bay Point

### Wednesday, March 26

3 p.m. to 5 p.m.

RYSE Center, 205 41st Street in Richmond

## Farmers' Market Returns to CCRMC on April 1

The weekly farmers' market returns to Contra Costa Regional Medical Center (CCRMC) on April 1 with new hours of operation. The weekly market, a joint venture between CCRMC and Contra Costa Certified Farmers' Markets (CCCFM), Inc., will take place every Tuesday from 10 a.m. to 2 p.m. As in the past, the farmers' market will offer locally grown seasonal produce and delicious prepared foods, kettle corn and gourmet coffee. Don't forget to stop by the information table to get a "Stamps for Salad" card, which can be used to get a 40% discount at the salad bar in the hospital cafeteria. There will also be some new elements this season, including wellness classes and expanded hands-on art.



The farmers' market will go from 10 a.m. to 2 p.m. every Tuesday this year.

For more information, call the Contra Costa Certified Farmers' Market at 925-431-8361 or visit [www.cccfm.org](http://www.cccfm.org)

## Staff Member Brings a Rare Environmental Health Resource to Contra Costa

National experts recently led a daylong workshop about preventing and preparing for foodborne illnesses for food retailers and restaurants in Contra Costa County, one of a very few locales to receive such attention from the National Environmental Health Association (NEHA). Our county is not at especially high risk – we just have eminent experts of our own. One of them, Supervising Environmental Health Specialist Michele DiMaggio, also serves as a regional trainer for NEHA, and she used her connection to bring the seminar to our community. It paid off, as more than 30 industry professionals attended the event, along with representatives from more than a dozen public agencies. "I really appreciated (CCHS Director) Dr. Walker taking the time to make the opening statement," said Michele, who joined Environmental Health in 2001. "I also worked closely with Erika Jessen and Kim Cox in Public Health, and with Environmental Health Director Marilyn Underwood." Michele is currently working with the Tanya Drlik, the Integrated Pest Management Committee staff coordinator, to develop a bedbug-inspection resource for cities and municipal code enforcement agencies, putting her background in entomology to work.



Michele DiMaggio

## Column: Diet Soda, Fruit Juices are Also Bad for Your Teeth

Beverages that many people don't consider a threat to dental health actually contribute to tooth decay, according to Chiyo Shidara, a dentist at Contra Costa Regional Medical Center and Health Centers. In a Healthy Outlook column that appeared in the Contra Costa Times, Dr. Shidara said that parents often serve their children fruit juices, which they assume are healthy. However, fruit juices are often loaded with sugar, sometimes as much as found in regular sodas. Dr. Shidara also pointed out that sugarfree drinks like diet sodas also can cause tooth decay because of the acids in those beverages.



Chiyo Shidara

To read Dr. Shidara's column, visit [cchealth.org/column](http://cchealth.org/column).



**Anna Williams**

Senior Medical Records Technician  
Contra Costa Regional Medical Center and Health Centers

For her dedication to departmental changes and for her willingness to help others.

◆Nominated by Vivienne Dang

**Joanne Minadeo**

Clerical Supervisor  
Contra Costa Regional Medical Center and Health Centers

For her professionalism and graceful managerial skills and for keeping Health Information Management in East County a pleasurable place to work.

◆Nominated by Vivienne Dang

**Healthy Start Pittsburg Health Center  
(please see iSITE for a list of names)**

Contra Costa Regional Medical Center and Health Centers

For giving their best with a compassionate heart and caring attitude to the many high risk pregnant women they serve.

◆Nominated by Esther Gutierrez

**Joanne Bump, RN**

Contra Costa Regional Medical Center and Health Centers

For her assistance with the implementation of the Wright Institute and for always being helpful and going the extra mile.

◆Nominated by Sue Meltzer

**Natalie Shandera-Smith**

Account Clerk Supervisor  
Payroll

For her efficiency and follow through when assisting an employee with a payroll issue.

◆Nominated by Stacey Tupper

**Donna Ramirez**

Senior Radiologic Technologist  
Contra Costa Regional Medical Center and Health Centers

For her kindness and professionalism and for communicating well with patients.

◆Nominated by Sue Meltzer

**Michael Puell, MD**

Contra Costa Regional Medical Center and Health Centers

For going out of his way to provide excellent care to his patients.

◆Nominated by Sue Meltzer

**Maisha Selmon**

Clerk—Senior Level  
Contra Costa Regional Medical Center and Health Centers

For her professionalism and outstanding work ethic and for being kind and caring to co-workers and patients.

◆Nominated by Sue Meltzer



**Rubi Cuevas**

Mental Health Community Support Worker I  
Behavioral Health Services

For all of her efforts to recruit, identify, coordinate and secure client participation for our parent and caregiver focus group.

◆ Nominated by Priscilla Olivas

**Anthony Co**

Student Worker—Deep Class  
Personnel

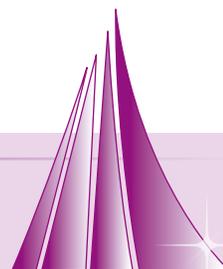
For going above and beyond what is asked of him and for being a team player.

◆ Nominated by Sandra Scroggins



**DO YOU KNOW SOMEONE  
Going the Extra Mile?**

To recognize a CCHS employee, vendor or volunteer for outstanding Service Excellence performance, submit the commendation form by email to [wanda.session@hsd.cccounty.us](mailto:wanda.session@hsd.cccounty.us) or fax to 925-957-5401. Forms are on our website ([cchealth.org](http://cchealth.org) on the About Us page) or iSITE, our intranet, at <http://cchs/> Nominations are subject to approval by Division Directors.



**MARCH MILESTONES**

*Congratulations to these employees who have given us long years of service:* Nishtha A. Burke, Elena M. Eagan, Gary C. Martin, Cheryl Y. Queen, Angela D. Womble (10 years); Kathleen A. Avila, Johnnie B. Friedman, Gregory Garcia, Melvora Jackson, Lois Lumpkin, Tracey W. Rattray, DiAngela S. Russell, Alan Siegel (15 years); Lynn M. Bustos, Terry L. Eisentrout (20 years); Daniel R. Bernardino, Kelly A. Edlund, Nancy A. Medlock, Barbara Morris, Judith E. Palmieri, Florecita M. Richeson, Judith F. Rodriguez, Irma R. Viquiera-Miller (25 years); and Jennice Hagen (35 years).