

CPCA Medi-Cal

Health Navigators Project



OVERVIEW

The Medi-Cal Health Navigators Project is a collaboration between the California Primary Care Association (CPCA) and the Department of Health Care Services (DHCS) to fund Medi-Cal health enrollment navigation services in California community health centers and regional consortia.

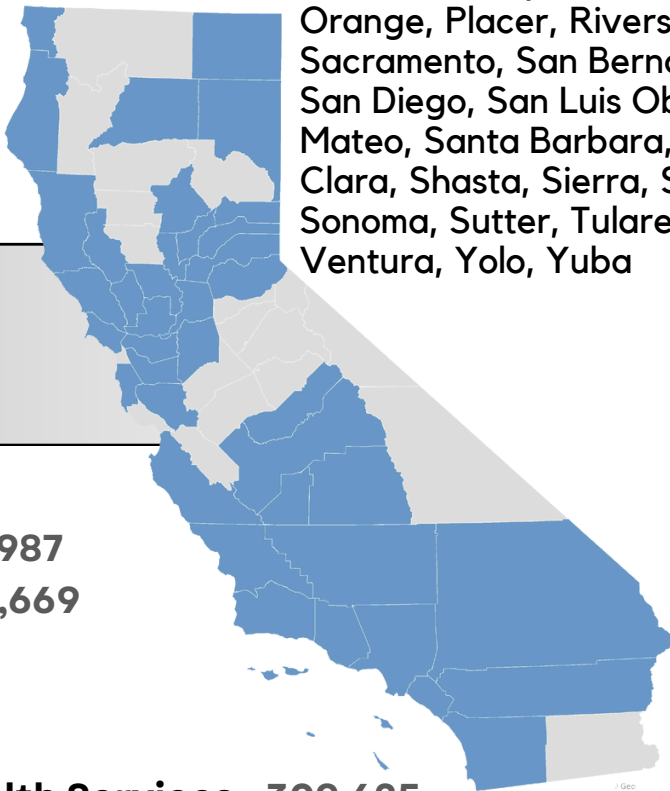
IMPACT

Medi-Cal health navigation services are more crucial now than ever given the evolving political and economic landscape. Federal Medicaid funding cuts could impact patients' ability to access coverage and benefits. Health Navigators play a important role in guiding patients through the complex Medi-Cal system. Their dedication to patients, from the initial outreach to troubleshooting to the completed Medi-Cal application, provides stability to populations who often face challenges. Health Navigators promote the well-being of both individual patients and of California's robust communities.

RECEIVED FUNDING

98	COMMUNITY HEALTH CENTERS
9	REGIONAL CLINIC ASSOCIATIONS
38	★ CALIFORNIA COUNTIES

- ★ Alameda, Butte, Contra Costa, Del Norte, El Dorado, Fresno, Humboldt, Kern, Kings, Lake, Lassen, Los Angeles, Madera, Marin, Mendocino, Modoc, Monterey, Napa, Nevada, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Shasta, Sierra, Solano, Sonoma, Sutter, Tulare, Ventura, Yolo, Yuba



	ENROLLED: 78,061
	RETAINED: 46,111

OUTREACH:



Direct Outreach – 1,124,987
Media Outreach – 9,299,669

ASSISTED WITH:



Application – 150,741
Accessing/Utilizing Health Services – 309,625
Troubleshooting – 153,033
Redetermination – 85,858



12 TARGET POPULATIONS

- Persons with Mental Health Disorders
- Persons with Substance Use Disorders
- Persons with Other Disabilities
- Aged Persons
- Homeless Persons
- Young People of Color
- Immigrants & Families of Mixed Immigration Status
- Persons with Limited English Proficiency
- Low-Wage Workers and their Families and Dependents
- Uninsured Children or Youth Formerly Enrolled in Medi-Cal
- Populations affected by the Medi-Cal eligibility expansions
- Persons Who are in County Jail or State Prison, on State Parole, on County Probation, or Under Post Release Community Supervision



ADDITIONAL POPULATIONS REACHED

- Patients living with HIV or at risk of contracting HIV
- People experiencing pregnancy
- Refugee populations (people seeking asylum)
- Indigenous populations such as Native American and Alaskan Native populations
- Rural and remote communities
- Patients experiencing a life-changing event (such as job loss, new medical diagnosis, etc.)
- Victims of domestic violence
- Farmworkers
- Asian and Pacific Islander (API) populations
- Qualifying refugees

PROJECT SUCCESS/PROMISING PRACTICES

Consortia and community health centers involved in the project are committed to supporting Medi-Cal enrollment and retention through creative and effective outreach strategies. They address common challenges in application processing and provide clear information to patients with questions about eligibility and benefits. These efforts help ensure continued support for patients as policies and economic conditions evolve.



Events & Partnerships – Community Health Centers expand their outreach through events and partnerships, including health fairs, cultural events, employer collaborations, and targeted initiatives for farm workers and other groups. Some even launched initiatives combining Medi-Cal enrollment with other patient support programs, integrating services addressing food insecurity, housing, and legal aid into outreach efforts.



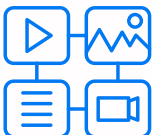
Innovative Outreach – Health centers boost outreach by hosting weekly enrollment booths and driving mobile units. They also run 'health coverage check-ins' with follow-up calls and use games like Bingo at events to engage attendees and connect them with certified Medi-Cal enrollers.



Targeted Assistance & Follow-Up – Health centers provide individualized in-person and virtual support through targeted outreach, adjusted clinic hours, drop-in appointments, and dedicated phone lines. Clinics also hired bilingual staff, offered translation services, and created multilingual materials to improve communication and engagement with non-English-speaking communities



Community Ambassador Program - A health center built a “community ambassador program”, and recruited community leaders to spread the word and promote Medi-Cal enrollment and retention.



Digital Assets - A health center uses a website contact form to reduce call center wait times, allowing individuals to easily request enrollment assistance online. Others display informational slideshows in lobbies to promote enrollment services to all visiting patients



Legal and Advocacy Support for Medi-Cal Applicant- A health center partnered with legal aid organizations to assist Medi-Cal applicants with eligibility and benefit issues. This collaboration helped patients navigate complex applications and resolve denials.