



Provider Education Grant

Bidders' Conference

July 8, 2013

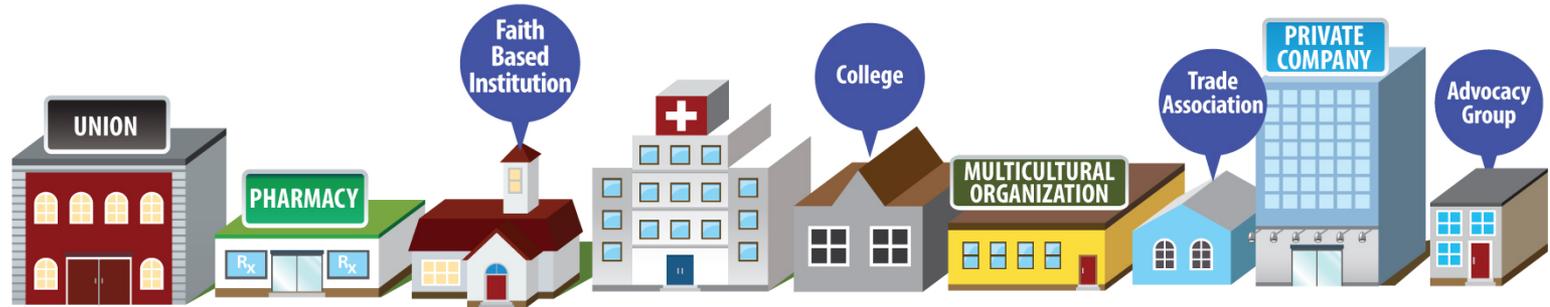
AGENDA

- Introduction to the Outreach and Education Grant Program
- Provider Education Grant Program
 - Goals and Objectives
 - Target Population
 - Eligible Entities
 - Activities Solicited
- Grant Application and Evaluation Process
- Evaluation and Award Timeline
- Bidders' Q & A Process

INTRODUCTION TO THE OUTREACH AND EDUCATION GRANT PROGRAM



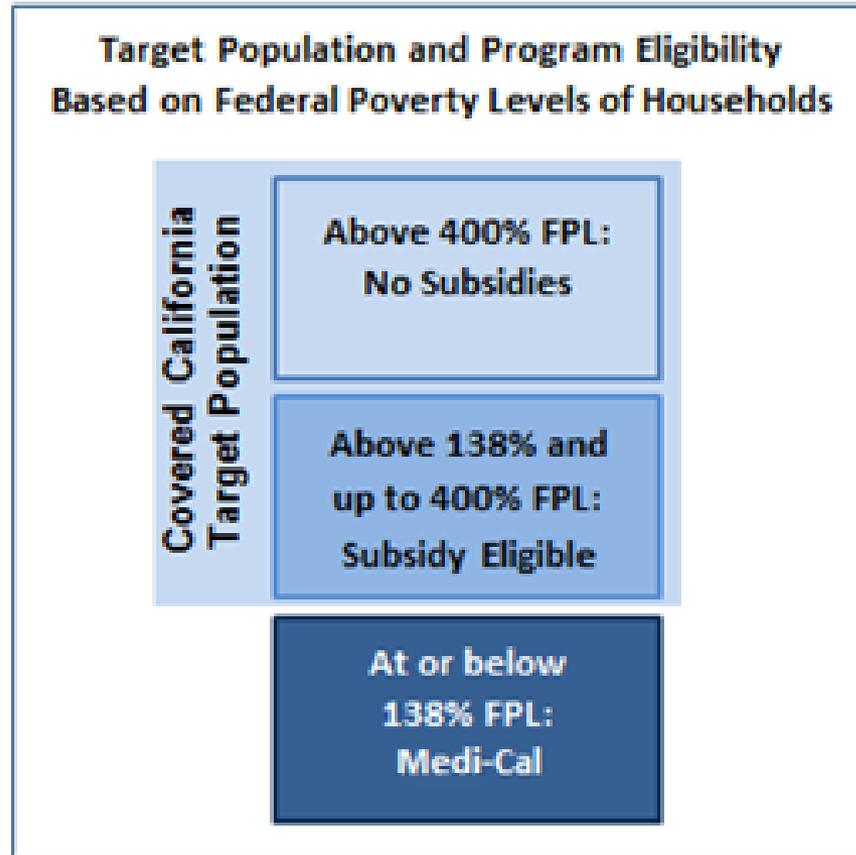
Statewide Outreach Network



► Community-based grants program:

- \$43 million during 2013-2014
- Mobilize and educate community influencers
- Launch major outreach events
- Establish market driven partnerships
- Perform educational outreach and enrollment

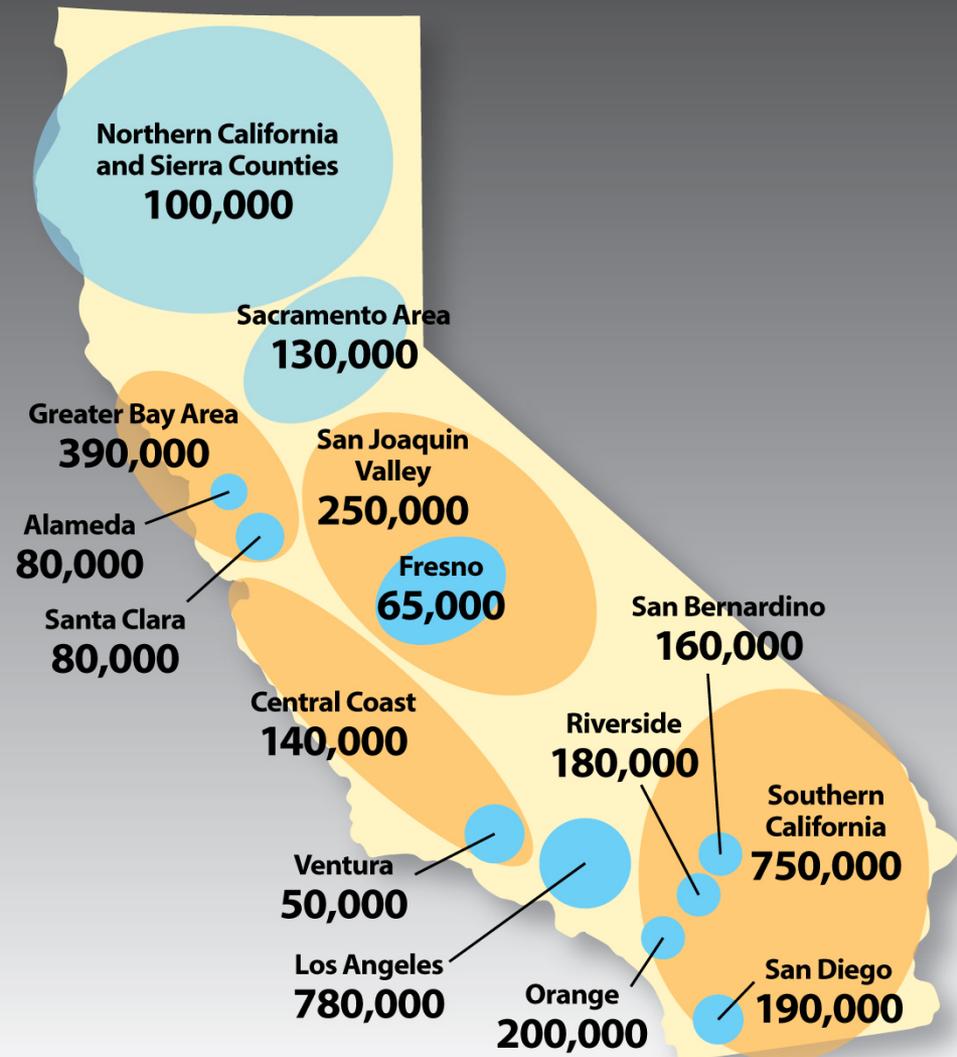
COVERED CALIFORNIA TARGET POPULATION





Subsidy Eligible Individuals by Region

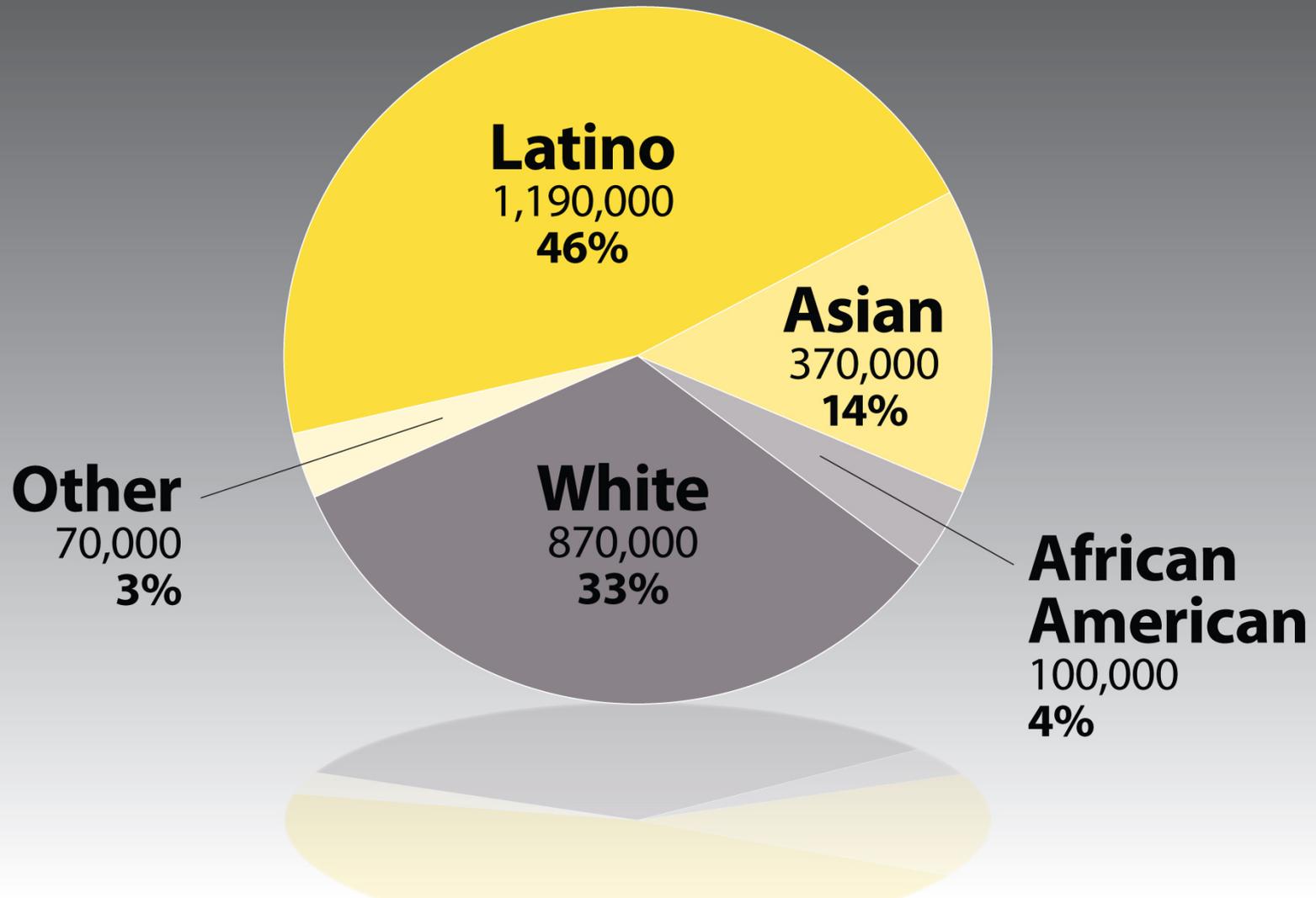
California's geography presents a unique challenge. Our ability to reach the uninsured in urban and rural settings spanning over 163k square miles will be critical to the success of this program.





Targeting Potential Enrollees

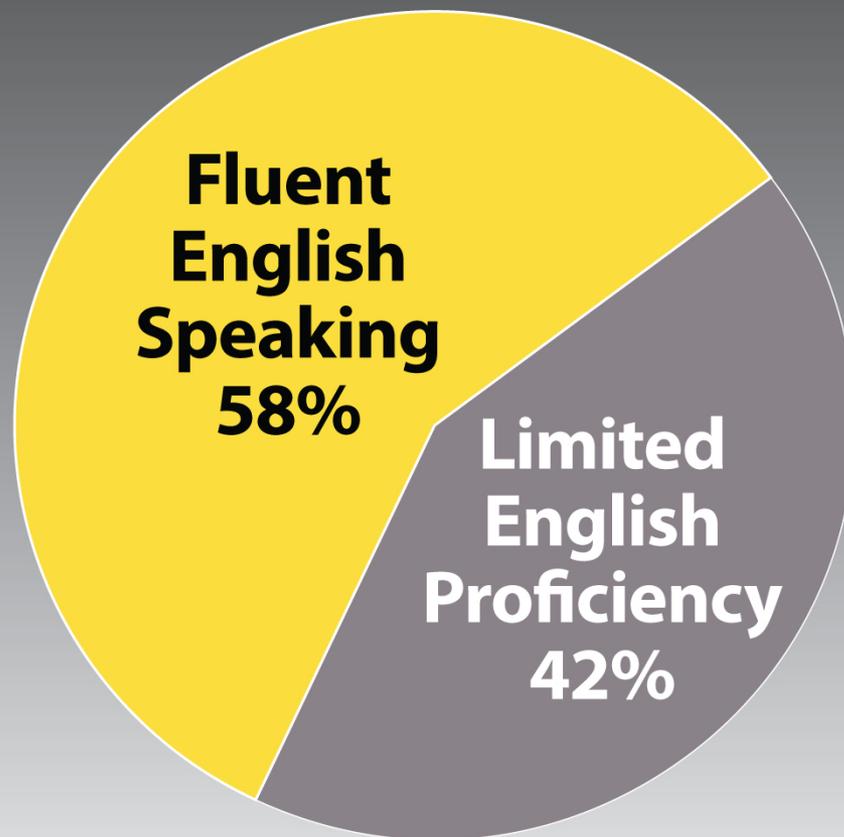
California's Subsidy Eligible





Targeting Potential Enrollees

California's Subsidy Eligible by Language



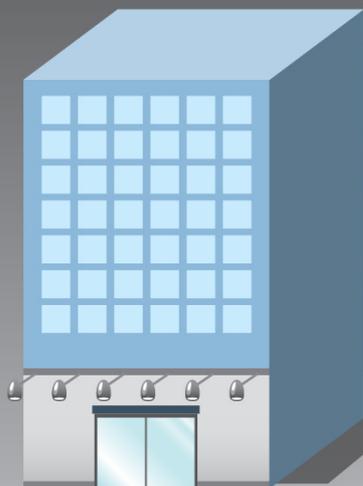
PROVIDER EDUCATION GRANT PROGRAM

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- Covered California has identified up to \$3 million for a next round of Outreach and Education Grant funding.
- Focus will be on funding medical, nurse and other allied health profession associations. The intent is to raise awareness of Covered California among the profession and encourage incorporating consumer education into the provider practice.
- Applicants may request funding from \$500,000 to \$1 million.
- Grant term is September 2013 through December 2014.
- Only statewide and regional proposals will be considered.



Innovative Approaches to Provider Education



Grantee

**Educate
Physicians, Nurses
& other Healthcare
Professionals**

**Educate
Patient**

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Eligible Entities

Funding will be distributed to health care professional organizations that serve California residents who are uninsured or eligible for tax credit subsidies through Covered California. Eligible entities include:

- Statewide associations
- Medical provider academies
- Statewide or regional organizations that reach an expansive network of health care providers.
- Collaborative applications that can extend the reach of a lead organization to targeted health care providers and medical professionals, (note that entities not eligible to apply as a lead organization may apply as subcontractors).

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Minimum Qualifications

- Prior experience and demonstrated success with providing education to health care professionals who have access to consumers eligible for Covered California health insurance plans;
- An established presence and demonstrated trusted source for information to health care professionals;
- Knowledge of the barriers and effective strategies to providing health care professionals' education;
- Knowledge of and experience with developing and delivering education, training, and/or professional development to health care professionals;
- Demonstrated ability to deliver cost-effective grant activities which are in line with the purpose of the Provider Education Grant Program and established goals, objectives and guiding principles;
- Demonstrated management, administrative and fiscal infrastructure to implement a complex, federally funded project as planned;
- Basic knowledge of the new health care insurance plans available to Californians;
- Knowledge and experience with measuring the impact and success of education efforts;
- Ability to comply with all applicable federal, State codes, rules and regulation.

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Desired Qualifications

- Regional or Statewide access to health care professionals;
- Direct experience in prior projects with a focus on health care professionals' education;
- Direct experience in prior projects that resulted in the standardization of health care professionals' education in the day-to-day operations of health care professionals organization operations (i.e. at intake services, during service delivery, and upon discharge);
- Prior experience and success developing and implementing education and outreach efforts for public and private health care programs;
- Knowledge of and experience with conducting education to California's diverse populations;
- Knowledge of the barriers that prevent consumers from enrolling in or purchasing health insurance plans.

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Activities Solicited

- Increase awareness about Covered California among health care professionals and providers;
- Develop and implement continuing education models for health care professionals and providers to deliver education about Covered California health insurance plans;
- Educate and inform health care professionals and providers about strategies for incorporating consumer education about Covered California into day-to-day operations and practices;
- Develop and implement models and systems for health care professionals and providers to deliver information about Covered California health insurance plans that touch the consumer at multiple points during doctor or hospital visits;
- Educate consumers at multiple points including, but not limited to intake services, discharge services and delivery services at health care organizations that serve uninsured consumers eligible for Covered California health insurance plans;
- Provide educational services to health care professional in-person (preferably).

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Activities Solicited (continued)

- Direct outreach to health care professionals through mailings, email blasts, webinars and other low-touch methods;
- Dissemination of educational services through health care professional provider networks by trusted messengers and peers, including development and provision of continuing education courses related to Covered California, meetings, and trainings;
- Deployment of a team of trained health care professional educators to local doctors and hospitals to provide education services to medical staff and other allied staff that have regular consumers contact;
- Convening of learning communities to share best practices and promote peer learning;
- Development and dissemination of collateral materials targeting health care professionals (subject to approval by Covered California);
- Other innovative approaches to building health care professional organizations capacity to deliver consumer education related to Covered California health insurance plans;
- Tracking implementation of models for health care professional education and other models for reaching consumers through the organizations in which they access care.

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Activities Solicited (continued)

Applicants will need to develop a plan to educate health care professionals about Covered California and strategies for incorporating consumer education:

- Describe the plan's strategies, tactics, target goals and objectives;
- Describe how the plan will be monitored, evaluated, and adjusted as necessary to meet goals and objectives;
- Explain why the proposed approach is a proven and effective one; and
- Demonstrate the Applicant's prior success in effectively reaching and educating the targets of the proposed education effort.

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Examples of Service Delivery Channels

- Existing conferences, events or meetings where health care professionals are in attendance;
- Newly created conferences, meetings, events or education sessions that leverage another interest/need of health care professionals to deliver information about Covered California;
- Trainings or education sessions delivered on-site at health care professional organizations;
- Social media, webinars, and electronic communication;
- Other venues/channels appropriate to reaching targets.

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Applicant Resources

- CalSIM 1.8 data on California's uninsured (Appendix A)
- Federal Health Care Reform: www.healthcare.gov
- The Centers for Medicare and Medicaid Services' Center for Consumers Information and Insurance Oversight: <http://cciio.cms.gov>
- California Health Benefit Exchange: www.hbex.ca.gov
- California Statewide Marketing, Outreach and Education Program Final Design Options (link included in Section 3.2)
- Covered California Plan Announcement (link included in Section 3.2)

PROVIDER EDUCATION GRANT APPLICATION AND EVALUATION PROCESS

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Bidder's Q & A Process

- All questions must be submitted using the Question Submission Form (Appendix B) and sent via email or mail to the single point of contact.
- Questions will be accepted until 5:00pm PST on July 11, 2013.
- Questions received by the due date and the responses will be posted at www.hbex.ca.gov on July 17, 2013.
- There will be no additional rounds of Q&A.

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Letter of Intent to Respond

- Potential Applicants should submit the Letter of Intent to Respond by **July 12, 2013 (5:00 p.m. PST)**
- Letters of Intent to Respond are optional not binding.
- A list of organizations that have submitted a Letter of Intent to Respond will be posted unless an organization stipulates otherwise in the letter.
- Email Letter of Intent to Respond to the Single Point of Contact.
- Applicants that submit a Letter of Intent to Respond will receive updates via email to any changes to the Request for Applications, addendums or modifications to the timeline.

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Grant Application Submission

- Grant applications are due and must be submitted by July 26, 2013 (by 5:00 p.m. PST).
- Applications must be submitted electronically.
- Online Application is available at: www.ccgrantsandassistors.org

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Grant Application Submission Structure

Section #	Title	Maximum Page Count*
1.0	Cover Letter	1
2.0	Qualifications and References	7
3.0	Project Personnel	2
4.0	Approach to Statement of Work	5
	Target Population	N/A
	Education Plan	N/A
	Approach to Monitoring, Quality Assurance and Reporting	N/A
5.0	Project Costs	1
Attachments		
A	Applicant Forms	
A.1	Applicant Background Information Worksheets	N/A
A.2	Applicant Funding Information Worksheets	N/A
A.3	Target Population To Be Reached Worksheets	N/A
A.4	Subcontractor Information Worksheet (If applicable)	N/A
B	Applicant Worksheets	
B.1	Evidence of Eligibility	N/A
B.2	Budget Worksheets	N/A
B.3	Education Work Plan	N/A

*Page counts are converted to character counts in the electronic grant application. 1 page = 3,000 alphanumeric characters, spaces or paragraph breaks are not counted.

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Grant Application Evaluation Criteria

- Selection will be based on an assessment of best overall value.
- Covered California will award grants to organizations with proven, effective and cost-effective approaches.
- Applications will be evaluated based on approaches that align with the Provider Education Grant Program's purpose, goals, objectives and guiding principles.
- Statewide strategies will be highly considered.

Grant Application Schedule

Activity	Date
Stakeholder Webinar	June 3, 2013
Stakeholder Feedback Due	June 6, 2013
Grant Application Release Date	June 27, 2013
Bidder's Conference Webinar	July 8, 2013
Questions Due	July 11, 2013
Letter of Intent Due	July 12, 2013
Questions and Answers Posted	July 17, 2013
Grant Application Due	July 26, 2013
Grant Application Review and Evaluation	July 29, 2013 – August 9, 2013
Intent to Award Announcement	Late August 2013

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Applicant Resources

Applicants may only contact the Single Point of Contact as noted below for any matters related to this Grant Application.

Comments or questions must be submitted in writing utilizing the Grant Program Question Submission Form, provided in Appendix B of the Grant Application.

Physical Address	Richard Heath and Associates, Inc. 7625 N. Palm Ave #107 Fresno, CA 93711
Mailing Address	Richard Heath and Associates, Inc. Senior Program Manager 7775 N. Palm Ave. Suite 102 - 66 Fresno, CA 93711
Phone	(866) 622-5252 (Grants Help Desk)
Fax	559-436-5929
E-mail	grantinfo@ccgrantsandassistors.org