



eligible hard to reach populations. The goal of the program is to increase Medi-Cal enrollment and retention for the estimated 850,000 newly eligible but uninsured Californians as well as the 850,000 currently eligible but uninsured Californians.

In Monterey County, a recent report issued by the California State University Monterey Bay noted that there is an estimated 26,651 newly Medi-Cal eligible but currently uninsured residents. As of early March, the Central Coast Alliance for Health estimated over 1,000 enrollees in the new Medi-Cal expansion program. While the figure is projected to increase due to pending applications, there is a need to further provide access to education and enrollment opportunities. As required by DHCS, half of the funds will be issued to local community-based organizations for the outreach component. The Monterey County Health Department plans to continue working with organizations conducting ACA outreach in order to hit the ground running. By doing this, the efforts to enroll individuals into Medi-Cal can be more effectively and efficiently implemented in the next six month window during which time the Covered CA open enrollment period is closed (new open enrollment period starts October 1, 2014).

The Monterey County Health Department will work closely with the Department of Social Services to assist with enrollment efforts and in this way support the community-based organizations conducted Medi-Cal awareness and outreach. By working collaboratively, these limited funds can be maximized to ensure an increase in enrollment and retention. These efforts align with the Monterey County Health Department's Strategic Plan, specifically with Initiative 1, which calls for the empowerment of community to improve health and Initiative 3, Ensuring access to health services.

OTHER AGENCY INVOLVEMENT:

County Counsel, Risk Management and the Auditor-Controller have reviewed and approved this Agreement as to legal form, liability and fiscal provisions respectively. Agreement is on file with the Clerk to the Board.

FINANCING:

This Agreement is fully funded by the DHCS. There are sufficient appropriations included in the Health Department's (HEA003-8128) Adopted Budget for Fiscal Year 2013-14.

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Approved by: Ray Bullick, Director of Health, 4526

Attachment:

Agreement is on file with the Clerk of the Board