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A Medi-Cal health plan of choice

Medicine with a Personal Touch

CALIFORNIA HEALTH & WELLNESS PUTS PATIENTS' NEEDS FIRST

by Shannon Springmeyer

GREG BUCHERT,
MD, MPH

CEO OF CALIFORNIA
HEALTH & WELLNESS
PHOTO BY RON NABITY



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California Health & Wellness is a health plan providing care for people enrolled in Medi-Cal.

California Health & Wellness serves:

- 130,000+ members
- in 19 counties
- with 3,000+ providers

Serving the counties of:

Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Imperial, Inyo, Mariposa, Mono, Nevada, Placer, Plumas, Sierra, Sutter, Tehama, Tuolumne and Yuba

Greg Buchert's passion for the people he cares for is evident in the way he talks about them.

"Literally every day as I'm walking into my office, I go through my mantra, that I'm a physician, not a provider or practitioner. I take care of patients, not members, customers, consumers or clients," Buchert says. "It's been a daily grounding for me — that physician-patient relationship is so important."

Today, Buchert is the CEO of California Health & Wellness, a health plan that provides care for people enrolled in the Medi-Cal program. But his roots go back to the basic building block of the healthcare system: the relationship between patient and doctor.

Buchert knew he wanted to be a doctor when he was in grade school. His own experiences with health issues and those of his family gave him a glimpse at the power of helping people heal.

"It became rather apparent what a treasured role it was being a physician, being the confidant to the family, being able to help make people feel better," Buchert says.

He realized that caring for others was his calling, and made it his life's work. He specialized in pediatric emergency medicine and practiced for more than a decade.

"I loved the one-on-one interaction with the patients," Buchert says. "It's hard not to smile many times a day."

Buchert's experiences as a doctor inform every decision he makes now as CEO of California Health & Wellness. As a Medi-Cal health plan, California Health & Wellness arranges for members to get health services and coordinates their care. In this current role, Buchert values the opportunity to

care for the health of the greater community, while never losing sight of the needs of every individual.

"We try to be a lot more personal and a lot more focused than you might see in other health plans," Buchert says.

As a managed care plan, California Health & Wellness provides a variety of additional services that are not included in traditional fee-for-service Medi-Cal benefits. This includes providing help finding local doctors, specialists and care centers that accept Medi-Cal; a customer service line offering help and answers; transportation services; an award-winning program for new and expectant mothers; and a special, personal-touch MemberConnections® outreach team.

"We really focus on transforming the communities in which our members live, to improve access to quality healthcare," Buchert says. "Our emphasis is on being out in the local communities and getting to know our members."

As California Health & Wellness continues to grow daily, Buchert says that a real connection with members and what matters to them remains the basis for what the health plan strives to achieve.

Read on to learn more about California Health & Wellness and what it offers members, physicians and communities.

➤ California Health & Wellness brings anti-bullying events to schools

As any parent knows, caring for kids is more than bandaging skinned knees and wiping runny noses. Building a child's mind, spirit and self-confidence is just as important to a child's overall wellness as regular checkups at the doctor. That's why California Health & Wellness helps to organize the "No Bullying Zone," a campaign that aims to help ensure all kids in the community have the opportunity to grow up strong.

"Bullying can have a big impact on a child's self-esteem and can affect them well into adulthood," says Sandra Rose, director of community outreach for California Health & Wellness.

The campaign brings anti-bullying events to elementary schools in the communities that California Health & Wellness serves and aims to give teachers, parents and students tools and resources to prevent bullying.

A recent series of events brought renowned children's book author Michelle Bain to

elementary and middle schools in Imperial County. Bain read and discussed her anti-bullying book, "Spotch the Madpole," which was co-authored with Dr. Joseph Wright of the Children's National Health System, Cenpatco Behavioral Health and Centene Corporation. The events also featured a performance by "X Factor" finalist and Epic Records artist Marcus Canty and an anti-bullying "graffiti wall" for students to write positive messages about themselves and others.

The events were well-received by students and the community.

"We are thrilled to have someone here who is willing to help our schools," says Anne Mallory, Imperial County superintendent of schools. "We are grateful to partner with California Health & Wellness on this important initiative to increase awareness and prevent the negative impact of bullying on our children and schools."



Students at an elementary school in Imperial County learn how to deal with bullies and to be kind to others at a "No Bullying Zone" event sponsored by California Health & Wellness.

PHOTO COURTESY OF CALIFORNIA HEALTH & WELLNESS

Finding Quality Care

CALL CENTER STAFF HELP CUSTOMERS NAVIGATE HEALTHCARE SYSTEM *by Mike Blount*



A major advantage of coverage through California Health & Wellness is quality customer service. Call center staff are highly trained to handle any questions or concerns from members and help them find the healthcare they need.

As the director of member and provider services, Antwain Tabb oversees the call center operations and ensures that members calling in can get help and receive preventive care, such as frequent checkups and screenings.

In the past, there was no call center to provide Medi-Cal recipients this level of service. Tabb says that what he enjoys most is helping members unlock the quality health services they didn't even know were available to them.

"With the rapid changes in healthcare, many people are confused about the process," Tabb says. "My team and I help members understand the changes and impact, so young, first-time mothers can get timely prenatal care to promote a healthy delivery — or help a chronically ill member get transportation to a needed appointment."

Finding the right care can sometimes be a daunting task, but call center staff take great pains to make it easy and simple

for members. Call center staff at California Health & Wellness walk each member through the step-by-step process of finding quality care through a healthcare provider. Tabb says the goal is to leave each member completely satisfied by the time he or she hangs up the phone. Tabb says what helps ensure customer satisfaction is having each call center staff person assist members in navigating the complex healthcare system to find exactly what they need.

"My staff and I utilize all available resources to resolve member inquiries during their first call to us," Tabb says. "We also provide continuous customer service training to further enhance service delivery to our valued members and providers."

Call center staff assist members with locating a primary- or specialty-care provider close to their home. They can connect members to dedicated case managers for members with chronic illness and arrange face-to-face interpreter services for members who speak English as a second language. Tabb says that all call center staff are trained to utilize every available resource to ensure customer satisfaction.

If there are barriers to members getting access to healthcare, Tabb says call center staff look for a way to resolve them. Sometimes, it could be something as simple as arranging transportation to and from an appointment. Staff are also trained to be sensitive to cultural barriers that may keep a member from getting the care he or she needs.

As a result of this customer care, Tabb says members are often surprised at the variety of services provided through California Health & Wellness. For example, many members don't realize they can receive medical advice from certified nurses 24 hours a day, seven days a week, year-round through

the California Health & Wellness partner NurseWise®. Tabb says he aims for the call center to be a "one-stop shop" solution for a member's healthcare needs.

"I feel we are helping to transform the communities we serve, one member experience at a time," Tabb says.

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ANTWAIN TABB
DIRECTOR OF MEMBER AND
PROVIDER SERVICES
PHOTO BY RON NABITY



> Helping doctors help patients

Just as California Health & Wellness provides excellent customer service to its members, it works hard to support its providers, too. California Health & Wellness works directly with the providers in its network to keep them up to date and informed on the latest technology and tools in healthcare. Each provider has a dedicated representative available to answer any questions by telephone or email, provide training and continually work to improve the

quality of care for all California Health & Wellness members.

Vice President of Network Development Julie Menke says a large part of what makes the California Health & Wellness model successful is the way services are delivered and administered locally to providers in its network. Representatives visit providers to provide one-on-one training, offer web seminars and design tutorials covering the latest in evidence-based

recommendations for healthcare.

Through electronic billing and electronic file management, representatives are able to expedite the claims process, with the majority being paid out within seven days.

"Our aim is to increase access and improve care for the 130,000 members currently in our network," Menke says. "Working closely with our providers is key to that."

Welcome to Our Family!

The California Health & Wellness member ID card is a key that unlocks powerful tools to help you manage your health and the health of your whole family. When you choose California Health & Wellness, you gain a wide range of extra services and benefits.



Member Services Call Center

With California Health & Wellness, you're never alone. Member Services staff will answer your questions and help you choose a doctor, find care locations near you, arrange an interpreter and more.

Health Risk Assessment

California Health & Wellness cares about your well-being. Start on the right path by completing a Health Risk Assessment as soon as you sign up — you can fill out the form on paper or online. This will help you receive the personalized information and services needed to help protect your health.

Healthy Solutions for Life

Take charge of your health with support from California Health & Wellness' Healthy Solutions for Life program. Through the program, Health Coaches can help you manage health conditions, such as diabetes, lower back pain, asthma or heart disease. They can also help you quit smoking or lose weight. They can answer your questions, help you get what you need, and provide guidance on topics like how to take medicines, how to best manage your condition and when to call your doctor.



MemberConnections®

MemberConnections goes the extra mile for members. It's an education and outreach program with specially trained team members who can help connect you to healthcare services. They can also link you to community social service programs that will help you with food, housing and clothing. MemberConnections will even make home visits to check on members who have critical health needs and can't be reached by phone.

Care Coordination

Members with more complex medical conditions may need to see multiple doctors or need help at home. Care Coordinators are nurses who help connect these members to the full range of services they might need, develop a personalized care plan, and arrange care with doctors.

Transportation Services

If you need help getting to an appointment, just call California Health & Wellness to arrange transportation.



NurseWise® 24/7 Help Line

Kid sick in the middle of the night? Have a health question that can't wait? Call the NurseWise line to speak to a registered nurse and get answers for a variety of health concerns — anytime, every day — for free.

Start Smart for Your Baby®

This award-winning program helps both mom and baby stay well throughout pregnancy and beyond. Offering help managing and learning about pregnancy, access to preventive well-baby checkups and more, this comprehensive program will help give your baby a healthy start.

Mental Health Services

Your overall well-being depends on both body and mind. Many mental health services are included in the California Health & Wellness health plan, such as evaluation and therapy for anxiety, behavioral health problems or depression.



Preventive Care

The most effective way to stay healthy is to see your doctor before you're sick. You can access immunizations, health screenings, routine well visit checkups, and more through your primary care provider. Preventive care designed especially for children — such as immunizations and screenings for proper development — will help little ones grow up strong.



Health Education

With the all-ages online Health Library, the path to wellness is just a click away. Follow the adventures of Boingg and Sprockette in an interactive children's book series on topics like bullying and healthy eating. Adults can learn about a variety of disease management and wellness topics through online books, podcasts, audio books and quick-read health sheets.





Going the Distance

MEMBERCONNECTIONS® BRINGS CUSTOMER CARE TO YOUR DOOR

by Evan Tuchinsky

When people at California Health & Wellness say they are ready to go the extra mile for their members, it's not a mere cliché — it's actually a part of the health plan.

California Health & Wellness offers a program called MemberConnections that provides special personal-touch services to members who are referred to the program. These services can include visiting members at home to see that each individual receives the services he or she needs and connecting members to community resources.

"MemberConnections is actually boots on the ground," explains Kathy Kaestner, California Health & Wellness' vice president for medical management. "It's an outreach program for our members who may be more difficult to reach or need a little extra help."

Members who benefit from MemberConnections might also be geographically or linguistically isolated, lack access to transportation or have limited mobility. Sometimes members need help because they are physically frail or in a crisis situation. MemberConnections helps meet the specialized needs of members like these.

"MemberConnections actually goes out in the community. The interaction with our members is very different from a call center, because it's face-to-face," Kaestner says.

MemberConnections representatives visit members at home, in the setting where they are usually most comfortable, and take the time to explain how members can get the services they need.

Representatives are local residents who know the communities they serve. They can assist with a variety of needs, such as setting up transportation to doctors, making sure members understand how to care for their conditions and helping families receive social services like housing and grocery assistance, if they qualify.

Kaestner recalls one particular instance where a home visit yielded life-saving results.

A case manager at California Health & Wellness had tried for days to call an elderly gentleman discharged from the hospital following a stroke. She asked a representative from MemberConnections to check on him in person. The rep went to the man's house and

knocked on the door once, twice, three times. No answer.

Just as he was preparing to leave, the door opened, and the man's wife let him into the entryway, past their adult son and daughter-in-law. The elderly gentleman was in a back bedroom, in bed, in failing health.

"The wife and son had been trying to care for this man, on their own, without much help," Kaestner says, "and it was clear to the MemberConnections representative that the family really needed case management, they needed someone to set up home healthcare, they needed a ride to doctors appointments — they needed more resources than what they had."

The MemberConnections representative connected the family to a case manager, who was able to set up all the things they needed.

"We're very proud of the program and of the people doing it," Kaestner says. "We are very happy with the success stories, and it's heartwarming to see how we can help people as a health plan."

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KATHY KAESTNER,
RN, MHA, CCM

VICE PRESIDENT FOR
MEDICAL MANAGEMENT
PHOTO BY RON NABITY



JAMES MURPHY
MEMBER CONNECTIONS
REPRESENTATIVE
PHOTO BY RON NABITY

> MemberConnections Team Spotlight: James Murphy

- MemberConnections representative **since 2013**
- Drives **400-700 miles** a week making home visits to California Health & Wellness members
- Has made more than **400 home visits**
- **Favorite part of the job:** "I like the idea of being out in the community, providing resources for people who are in need. It's very rewarding. You're not only helping a member, you're helping the whole family."
- **His approach:** "I think it's important to be as friendly as possible, as open as possible, let them know that you're there to help. I'm thinking in my mind, what can I provide for this member? How can I make their situation a little bit better?"
- **Memorable home visit:** James made a home visit to a member who wasn't responding to phone calls. When he arrived at her home, he discovered she'd recently had a stroke that led to trouble speaking, so she couldn't use the phone.

James asked, "What would help the situation?" Her family asked for a hospital bed to help make her more comfortable.

"Within 24 hours there was a hospital bed scheduled to be delivered to the member," James says. "The son-in-law called me and said, 'Thank you for coming out. I can't express how much it means that somebody took the time and effort to care about my family.'"

Improving the Health of the Community

Q & A WITH CHIEF MEDICAL DIRECTOR, DR. SAMRINA MARSHALL

by Mike Blount

As chief medical director, Dr. Samrina Marshall is responsible for all medical services through California Health & Wellness. She makes sure that patients have access to quality care and that they get the treatment they need. In addition, Marshall — along with all the other medical directors — continues to practice medicine and see patients.

Why is it important for California Health & Wellness medical directors to continue to see patients?

One advantage is that it helps us understand the day-to-day challenges that our physicians in our network face. It also helps us keep up with advances in technology and updated recommendations so we can implement new policies. For our patients, we need to know exactly what they need and understand all the current recommendations like the back of our hand. Continuing to see patients allows us to make sure patients aren't receiving unnecessary procedures and that they are receiving the right care. At the end of the day, it helps both the patients and our providers.

How does California Health & Wellness promote high-quality medical care?

We keep up with the latest in evidence-based care and quality standards and make sure to pass that information along to providers in our network. We're making sure our patients receive the right treatment and medication before they're sent on their way, and we're ensuring that our patients receive screenings and preventive care to monitor their health. We're also increasing access to healthcare by providing transportation to and from doctor's appointments and addressing cultural barriers that may prevent a patient from getting the care they need.

What do you enjoy about continuing to practice?

In terms of practicing, I love working with children and keeping them healthy. But as a medical director, I'm looking at the health of the population as a whole. Diabetes rates in the U.S. are high. If you can affect things like the obesity rates in children in the community by working with a clinic that has 2,000 of our patients, by helping that provider understand how to manage diabetics, we can achieve a better outcome for everyone. If I can bring diabetes rates down in a community, I feel I'm helping more than one patient at a time.

From a doctor's perspective, what advantages can California Health & Wellness offer?

The California Health & Wellness philosophy is that we're improving the lives and healthcare of the community, one person at a time. What that means is that we approach healthcare on a community level. We're not some distant corporation that doesn't interact with patients. We have an integrated healthcare approach where we're working with behavioral health professionals, nurses and physicians to manage each patient's health. We do whatever we can to make sure we're helping improve the lives of people in the community.

As a doctor, what is one piece of advice you would give to patients in regards to taking care of their health?

The number one thing I would suggest is to choose a provider and establish a medical home. Get to know a doctor and have them get to know you. Find someone that you trust and don't be afraid to ask questions.

How does California Health & Wellness' team approach benefit members?

I think the best thing we do is our integrated healthcare approach. We have a strong team of nurses, doctors, mental health professionals and compassionate case management staff. It's a great team. We all work together to come up with a game plan for treatment. Whether someone is working in claims or in the pharmacy, everyone works very closely together to make sure the member gets what they need.

"We're improving the lives and healthcare of the community, one person at a time."

SAMRINA MARSHALL, MD, MPH
CHIEF MEDICAL DIRECTOR OF CALIFORNIA
HEALTH & WELLNESS
PHOTO BY RON NABITY



Start on the Road to Wellness Today

As a health plan that provides care to people enrolled in Medi-Cal, California Health & Wellness is dedicated to meeting the needs of members and supporting the doctors who care for them. California Health & Wellness also invests in building the local communities it serves, by creating more than 160 local jobs, partnering with local officials, nonprofit organizations and schools, and providing community outreach and wellness events. By working together, our local community grows stronger and healthier.

Want to know more about California Health & Wellness?

For Members

Call us anytime for help or information.

For Providers

Call or go online for more information on how to partner with California Health & Wellness.

CONTACT CALIFORNIA HEALTH & WELLNESS TODAY.



www.CAHealthWellness.com



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Meet the California Health & Wellness Family



“I love that I get to see how everything we do, whether what we do is in the field or in the office, affects the lives of people in positive ways. I love that we have such great and caring leadership who inspire me every day to be present, visible and to listen to the needs of those in the areas we serve. Bottom line: I love being part of the California Health & Wellness family!”

Cecilia Tauro, Manager of Public Programs



“I love that I get to come in every day and work with a group of talented employees who really do care about our members, providers and each other. I am so grateful for the opportunity to be a part of building something great for California.”

Christine Wing, Contract Implementation Manager



“I like the people I work with and I like working for a company I can trust. It’s great to work for a company that cares about their employees, honesty, hard work and integrity. It’s hard to find that in the work environment today.”

Iphigenia Pickett, Member Services Representative

